

Asia 2007 FLO Mobile TV Product Demonstration Showcase

Wednesday, 28-November-2007; 16:00 – 20:00PM

Tokyo Hilton
6-2 Nishi-Shinjuku 6-chome
Shinjuku-Ku, Japan 1600023

Event Sponsored by:

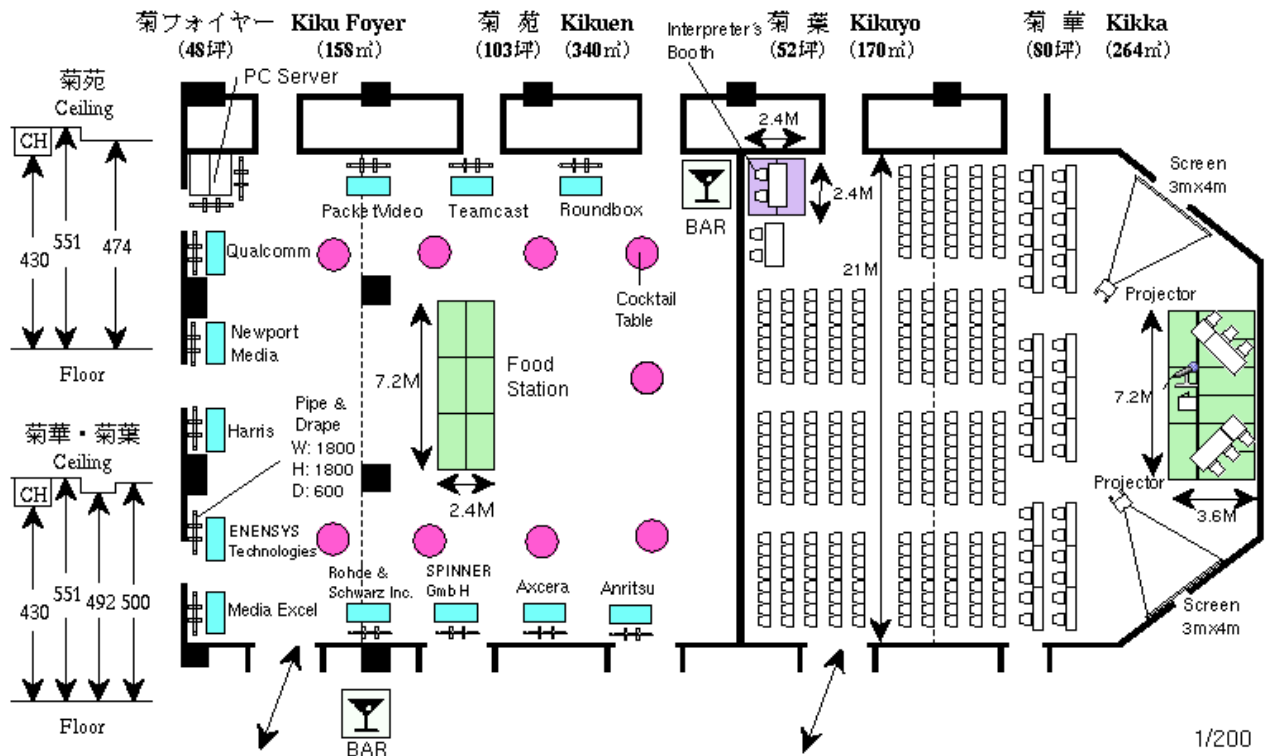


- 16:00 - 16:15pm **Welcome and Opening Remarks** – Kamil Grajski, President, FLO Forum
- 16:15 – 16:35pm **Opening Greeting**, Masataka Kawauchi, Deputy Director-General of the Information and Communications Policy Bureau Ministry of Internal Affairs and Communications
- 16:35 – 17:05pm **Broadcasting/Telecommunications Convergence**, Professor Hiroyuki Kishi, former member of the advisory board within the Japan Cabinet Office for broadcasting/telecommunication convergence
- 17:05 – 17:45pm **Expert Panel Discussion – The Importance of Technology Neutrality in Mobile TV and How Convergence Might Impact the Mobile TV Market**
- Moderator:**
Kamil Grajski, President, FLO Forum
- Panelists:**
Professor Hiroyuki Kishi, former member of the advisory board within the Japan Cabinet Office for broadcasting/telecommunication convergence
- Thanasis Iatrou**, Chief Executive Officer for MediaExcel
- Thomas Nogues**, Director, Standards Coordination, NDS
- Dr. Hubert Rechsteiner**, Vice President of Business Development – MobileTV, Nagravision
- Anne-Lise, Thieblemont**, Director, Government Affairs and Chair of the FLO Forum Regulatory Committee
- 17:45 – 18:00pm **Question and Answer Session**
- 18:00 – 20:00pm **FLO Forum Reception and FLO Product Demonstration Showcase**

ヒルトン東京

菊の間 Kiku
(283坪) (932㎡)

FLO Forum
Day 1
Demo



1/200

- FLO Echo Canceling Repeater
- Vector Signal Generator outputting a FLO signal.
- FLO standalone modulator with agile RF upconverter
- Apex exciter and Atom gapfiller/onchannel repeater for FLO
- FLO Mobile TV Transcoder
- Live Video from FLO Transmission using Tuner, Demodulator and Protocol Stack
- FLO Broadcast Receiver
- OTA demonstration of FLO on multiple FLO Devices.
- FLO II test system that features the FLO network simulator for ASI streaming, a real time FLO encoder for broadcasting the ASI, a base station simulator for network authentication, and a system controller displaying the test executive software.
- Active Wallpaper: the demonstration delivers continuous weather, news, TV teasers and sports data to a rich graphical client using the datacast capabilities of the FLO network.
- Unique application that takes mobile broadcast audio content and enriches the subscriber experience with rich content such as album art, photos, lyrics, trivia and related mobile commerce product discovery and purchase.
- Band 3 DTV low power Bandpass Filter for FLO or ISDB-T
- FLO Modulator module working live with an LG consumer mobile handset.
- FLO Repeater module for low power and gap filling coverage applications.