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MediaFLO promotion group explains initiatives worldwide and ecosystem

On March 31, the FLO Forum, an organization that promotes the dissemination of MediaFLO, held "FLO Forum Mobile Media Summit 2010," its regular event in Tokyo. The current status of MediaFLO and initiatives in each country were explained to a large audience of people involved with content providers and carriers.

In Japan at present, ISDB-Tmm and MediaFLO are candidate systems for mobile multimedia broadcasting. Both are expected to enable services such as on-demand provision and digital content delivery in addition to real-time broadcasting. The plan is to grant a license for one of the systems in the VHF high band, and this year's event is taking place just before the authorities decide whether MediaFLO can be provided in this band. For this reason, in addition to field trials so far, the progress of MediaFLO worldwide was presented, including the state of MediaFLO in North America. There were also appearances by speakers from related companies in Taiwan and Brazil.

■ Interactivity and personalization in broadcasting format

From Qualcomm, which is playing a leading role in promoting MediaFLO, CEO Paul E. Jacobs spoke. Jacobs said that wireless communication is a unique technology, spreading at the highest rate and largest scale in human history, and talked about explosive evolution in handsets and software development. He said that AT&T's data traffic has increased 5,000% since the iPhone was launched, and "most of that is video."

U.S. Qualcomm CEO Paul E. Jacobs

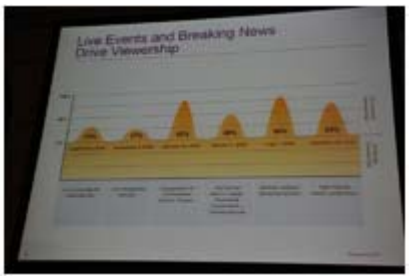
In North America, MediaFLO service has started on a wholesale basis, but Jacobs also described the service FLO TV, which provides content to users. In America, MediaFLO is positioned as a mobile version of cable TV, and offers a variety of channels, from sports to entertainment. Said Jacobs: "Live broadcasting is important." He presented data showing that live programs on big events such as sports and the Presidential election have been popular, and explained the advantages of broadcasting services: "During the Presidential election, the mobile network was congested, but people were able to watch through broadcasting services." Regarding device development, Jacobs described how the range of devices has increased to include not only mobile phones, but special-purpose receivers and iPhone attachments as well.

Jacobs also talked about the personalization of MediaFLO service, saying that optimal content and advertisements can be displayed for each user. He also emphasized that, as well as real-time provision, interactivity is important, enabling feedback from users, and he described a system enabling viewers to vote on TV programs. He also mentioned other ways of using the service apart from video, such as digital signage, which has been tested in Japan.

Said Jacobs: "An important trend will be that people can relate to the real world, and pick out just what interests them." He emphasized that MediaFLO makes these things possible.

Regarding MediaFLO commercial service in North America, Jacobs indicated that he wants to create a favorable environment involving numerous businesses: "We collaborate with carriers, and have relationships with various companies in an ecosystem that includes advertising clients, and this is getting off the ground as a business."

FLO TV content



At this big event, live content was also topical

■ **"Ways of enjoying content will change a lot"**

Kazuhiko Masuda, President, MediaFLO Japan Planning, described MediaFLO initiatives in Japan. As the event was for the general public, rather than just the press, Masuda's presentation was an overview, including the upcoming schedule until the decision is made, field trials in Ubiquitous Special Zones, and potential demand based on the results of questionnaire surveys.

President of MediaFLO Japan Planning Kazuhiko Masuda

Regarding the schedule, Masuda said he expected that reception of bids from broadcasting companies to be involved in infrastructure construction would start in April or May. If there are several candidates, evaluating them will take about a month, so the decision will probably be made no later than July. After the broadcasting companies have been selected, a similar process will be used to select the providers of actual services. Finally, by March 2011, the entire framework will be established. Then, preparations for service will begin, with the aim of starting it by March 2012.

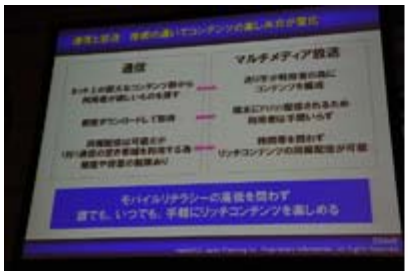
Regarding the features achievable with broadcasting-type service, Masuda expressed confidence in a system that combines the advantages of broadcasting and communications: "Handling communications and broadcasting together is likely to greatly change how content is enjoyed.

Anyone will be able to enjoy rich content, regardless of their mobile literacy level. It will be possible to provide content to users of all ages, making the market for content even larger. I hope MediaFLO can make a big contribution to this."

Masuda also explained MediaFLO's features from a technical viewpoint, including power consumption efficiency, its benefits, high transmission spectrum efficiency, and flexible setting of transmission quality. Also, because several countries are considering MediaFLO, Masuda said: "It has the potential to become the only de facto global standard." He emphasized that MediaFLO offers an ecosystem, economics of scale, and opportunities for overseas business development.

Only one broadcasting company is expected to receive an infrastructure contract

Future Schedule including Forecasts



Advantages of MediaFLO are expected to change how people enjoy content

MediaFLO is said to be a de facto global standard

MediaFLO UI used in Okinawa trial

Survey results indicate positive usage trends

■ MediaFLO is powerful candidate in Taiwan and Brazil

Randy Lee, General Manager of Taiwan's LinkMedia, described how MediaFLO service is virtually certain to start in Taiwan. Link Media is a joint venture between Foxlink and Qualcomm. It has been lobbying for one of Taiwan's two multimedia broadcasting licenses to go to MediaFLO. Lee said that obtaining a license was virtually certain: "Our lobbying has been successful." He expects to start commercial service in 3Q 2011.

LinkMedia General Manager Randy Lee

Lee mentioned the popularity of entertainment content in Taiwan and the high rate of mobile phone ownership. He said there was demand for pay content, and mentioned many companies in relation to business models. Discussions are under way with Taiwanese TV stations, and there is growing interest from newspapers. Lee expressed confidence: "We'd like to move ahead in a way that ensures success."

Lee said that Taiwan's many global device and hardware manufacturers can easily provide products, and that "We'd like to create a global ecosystem." He said LinkMedia wants to team up with companies worldwide: "I want to introduce the trial zone in Okinawa to interested companies."

Taiwan has demand for pay content

Schedule until predicted start of MediaFLO commercial service

As Taiwan has many global hardware manufacturers, speedy product releases are expected

Alberto Blanco, President and CEO of Brazil's Participe TV, talked about the possibilities for MediaFLO in Brazil. He said that Brazilians like TV, and pointed out that, although Brazil's 3G

service has only 12 million users, video content traffic is already approaching capacity. In Brazil, mobile broadcasting has started using Japan's ISDB-T system, but Blanco said the TV content is not very rich, so there is demand for MediaFLO, which can broadcast pay content. He emphasized that ISDB-T and MediaFLO services would complement each other, and he expects that a trial commercial service can start in fall 2010.

Participe TV President Alberto Blanco

Mobile TV strategy in Brazil

ISDB-T and MediaFLO can be made to complement each other

■ Receivers "already at level for immediate commercial release"

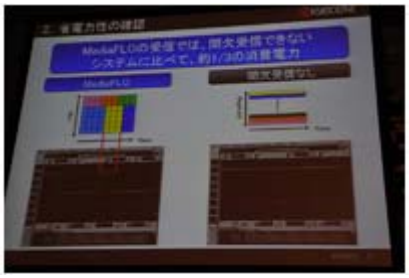
At the close of the event, technical matters concerning trials in the Okinawa Ubiquitous Special Zone were explained by Kyocera, which provided the handsets. Hitoshi Inoue, MediaFLO Project Leader, R&D Center, Kyocera, said that MediaFLO reception capability has been built into a handset based on the W64SA, without changing the external appearance. He explained that MediaFLO and ISDB-T have been supported within the board area so far used for ISDB-T. He emphasized that it has also been possible to use the UHF band in trials, by supporting the North American UHF band as well. Regarding power consumption efficiency and spectrum efficiency, Inoue presented trial results in graphical form. Regarding handset performance, he indicated that MediaFLO service can be used on current handsets with no problem.

Hitoshi Inoue, MediaFLO Project Leader, R&D Center, Kyocera

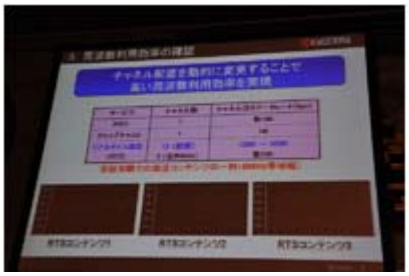
Inoue said that preparations on the mobile device side "have already reached a level enabling immediate commercial release, and this has been physically confirmed." He also indicated that the global hardware environment is coming into place: "An ecosystem like MediaFLO and the effect of mass production (through overseas launches) will bring benefits for consumers. It is also

likely to enable related companies to advance overseas.”

MediaFLO is supported as well as One-Seg, on the same One-Seg circuit



Results showing high spectrum efficiency



With MediaFLO, power consumption is low compared to TDB

Clipcast processing can be done during streaming reception

■ Demo at event

Use of MediaFLO on handset used in Okinawa trial

FLO TV receiver and iPhone attachment