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## **New TIA Standard Further Opens FLO Protocol Stack**

*FLO Media Adaptation Layer Specification approved and published as TIA-1130*

**FREMONT, CA AND LONDON — 01 April, 2008** — The FLO Forum, a body of over 90 global wireless industry leaders dedicated to the open standardization of FLO™ (Forward Link-Only) technology for mobile multimedia broadcast, today announced the approval of the Forward Link Only (FLO) Media Adaptation Layer Specification by the Telecommunications Industry Association (TIA). Following review by the TIA TR47.1 Engineering Committee, the specification will be published as TIA-1130, marking yet another step towards the full and open interoperability of the FLO protocol stack.

The new TIA specification builds upon the previous Forward Link Only Air Interface and Transport Layer standards – published by the TIA's TR-47.1 subcommittee as TIA-1099 and TIA-1120 respectively – by setting out separate protocols for the adaptation and delivery of the three major service classes supported by a FLO network – Real-Time Audio/Video, Non Real-Time and IP Datacast services.

The new standard enables operators of FLO-based mobile TV networks to offer subscribers a wider choice of content and services from multiple providers in future, including; real-time services, such as live news and sports coverage; non real-time services, such as 'clipcast' video and audio, delivered in the background and watched on demand or out of coverage; and localized IP datacast information services, such as sports scores, traffic updates or stock trackers, which have the potential to replace bulk SMS alerts in the long-term.

An initial draft of the FLO Media Adaptation Layer Specification was developed and approved by the FLO Forum's Technical Committee and then submitted as an input

technical contribution for full and open review, including technical contribution by non-FLO Forum members, by the TIA TR47.1 Engineering Committee. A wide range of the FLO Forum's global membership contributed – including Korea's Net&Tv, France's Streamezzo, and Newport Media and Roundbox from the U.S, among many others. Further members, including conVISUAL AG, Irdeto, Maspro Denkoh Corp., Qualcomm Inc., Rohde & Schwarz, Inc., Spirent Communications Inc., Toshiba Corporation, Verimatrix, Inc. and VectorMAX Corp., were also involved in the review and approval of the specification.

“The underlying potential of FLO technology to deliver Non Real-Time and Datacast content offers the opportunity to develop innovative, cost-effective and bandwidth-efficient services that transcend the traditional notion of ‘mobile TV’,” says Mohy Abdelgany, President & CEO, Newport Media Inc., “The completion of this specification defines the delivery methods for such services, creating a framework in which multiple vendors can develop interoperable and innovative offerings. This in turn enables FLO network operators to provide a flexible array of entertainment content and information services to the end user.”

“This is the seventh FLO Forum-developed specification to be published by the TIA.,” added Dr. Kamil A. Grajski, President of the FLO Forum. “This productivity is a testament to the TIA TR47.1 Engineering Committee and the commitment of FLO Forum member companies to the open standardization of FLO, their vision of how the FLO technology can create compelling and viable mobile TV and related services for consumers worldwide.”

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## **About FLO Technology**

FLO™ technology is a new air interface with multicasting capabilities designed to increase capacity and reduce content delivery costs to mobile handsets. FLO technology enables mobile users to see and hear high quality video and audio, browse news, sports and weather updates, or watch the stock ticker — wherever they are, anytime, and without delays.

Designed from the ground up specifically to multicast significant volumes of rich multimedia content, FLO enables wireless operators to cost-effectively deliver news, entertainment, and informational programming in clips and streaming video to millions of mobile users at once. FLO provides the technology for distributing multimedia content efficiently and economically without impacting current networks.

FLO technology is an open standard referenced in ITU-R Recommendations and through numerous standards published by the TIA TR47.1 Subcommittee, including those for the air interface (TIA-1099, TIA-1120) and related minimum performance specifications (TIA-1102, TIA-1103, and TIA-1104). Additional standards are pending in the TIA and other recognized international standards organizations.

## **About the FLO Forum**

The FLO Forum is a multi-company initiative committed to advancing the global standardisation of FLO technology. Composed of industry-leading organisations, the FLO Forum works to develop products and services, based on FLO technology, that enable the delivery of advanced multimedia services to wireless consumers. The FLO Forum is organized to promote the global standardization of FLO technology, including compliance and certification benchmarks for the technology. For more information on membership and the FLO Forum, please visit [www.floforum.org](http://www.floforum.org).

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