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FLO Forum Brings Global Mobile TV Ecosystem to Japan

- Over 300 Wireless Industry Leaders Gather in Tokyo for

Asia 2007 FLO Mobile TV Product Demonstration Showcase -

TOKYO, JAPAN — 28 November, 2007 — The FLO Forum, a body of more than 90 global wireless industry leaders dedicated to the open standardization of FLO™ (Forward Link-Only) technology for mobile multimedia broadcast, is today bringing the global mobile TV ecosystem to Japan – the world’s most advanced wireless market – via the Asia 2007 FLO Mobile TV Product Demonstration Showcase event.

Over 300 attendees will be present at the event, taking place at the Tokyo Hilton, to hear representatives from regulators and industry discuss the future of mobile TV in Asia. Attendees will also be able to experience live demonstrations of a variety of FLO-based products and services, offered by 12 international members of the FLO Forum.

FLO Forum President, Dr. Kamil Grajski, who will chair and moderate the event, commented, “With today’s event we hope to explore the regulatory and commercial environment that will help mobile TV flourish in Asia, as well as showcase the array of products that are now commercially available from the FLO Forum’s rapidly expanding ecosystem of member companies.”

“The Asian markets are already leading the way in mobile broadcast TV, with free-to-air services in South Korea and Japan – deployed using DMB and ISDB-T (1 seg) technologies, respectively – currently attracting millions of subscribers,” continued Grajski. “In addition, many players in the region are now looking at alternative broadcast technologies, in order to create sustainable, Pay TV business models. A number of technical trials are already underway in South East Asia, while

FLO Forum members, such as innovative Japanese operators KDDI Corporation and the SOFTBANK group, have created MediaFLO planning entities to study the rollout of services in the region.”

Mr. Masataka Kawauchi, Deputy Director-General of the Information and Communications Policy Bureau at Japan’s Ministry of Internal Affairs and Communications, will open the event, while Professor Hiroyuki Kishi, former member of the advisory board within the Japan Cabinet Office for broadcasting and telecommunication convergence, will present his views on the regulatory, spectrum and convergence issues surrounding the continued development of mobile broadcast services in Asia. Professor Kishi will then join a panel of industry experts comprising FLO Forum members MediaExcel, MediaFLO USA, Inc., Nagravision SA, NDS Limited and Qualcomm Inc., to discuss the current status of the mobile TV marketplace globally.

Following this panel discussion, attendees will be offered the opportunity to see live demonstrations of FLO-based technology, representing the entire mobile TV value chain, including: infrastructure hardware, such as transmitters and repeaters; infrastructure software, including transcoding and conditional access applications; testing and certification systems; commercially available and prototype FLO-enabled handsets; and on-device client software, enabling features such as active wallpapers and interactivity.

The Asia 2007 FLO Mobile TV Product Demonstration Showcase is sponsored by FLO Forum members Harris Corporation, Nagravision SA and Qualcomm Inc. The following FLO Forum member companies will host product demonstrations: Anritsu Corporation, Axcera LLC, Harris Corporation, Media Excel, Newport Media, Inc., PacketVideo Corporation, Qualcomm Inc., Rohde & Schwarz, Inc., Roundbox Inc. and SPINNER GmbH, with hardware also provided by AMOI, ENENSYS Technologies, LG Electronics, Motorola Inc. and Samsung Electronics Co., Ltd..

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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, such as and other recognized international standards organizations.

About the FLO Forum

The FLO Forum is a multi-company initiative committed to advancing the global standardization of FLO technology. Composed of industry-leading organizations, 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.

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