



**PR Contact:**

Katie Hyslop or Gary Lee

Mi liberty

Phone: UK +44 (20) 7751 4444

US: +1 (678) 921 0565

Email: [katie@libertycomms.com](mailto:katie@libertycomms.com)

[gary@libertycomms.com](mailto:gary@libertycomms.com)

**FLO Forum Announces OpenFLO Developments**

**Bringing Multi-Vendor Interoperability Another Step Closer**

*- FLO Receiver API and Mobile TV Content & Services Specifications Published -*

**FREMONT, CA AND LONDON — 20 February, 2008** — The FLO Forum, a global consortium of over 90 wireless industry leaders dedicated to the open standardization of FLO™ (Forward Link-Only) technology for mobile multimedia broadcast, today announced the completion of the FLO Receiver Application Programming Interface (API) Specification. The news marks the latest step in the on-going OpenFLO initiative, which is designed to facilitate multi-vendor interoperability within any FLO mobile TV network. The group also announced the completion of its Mobile TV Content & Services Specification.

The FLO Receiver API Specification defines the interfaces between the Media Access Control (MAC) Layer and the Control and Stream Layers in the FLO Receiver protocol stack. It represents the second contribution to the OpenFLO initiative – and the first at the device platform level – following the completion of the Open Conditional Access Framework in November 2007.

As such, any FLO Receiver stack that adheres to the specification will be interoperable with any FLO ASIC specific software, giving handset manufacturers access to a wider choice of suppliers when developing new FLO-enabled devices. The specification was developed within the FLO Forum's Technical Committee by a number

of silicon vendors, including UK-based Imagination Technologies Ltd. and US-based Newport Media, Inc. and Qualcomm Inc.

“An environment that allows multiple technology vendors to compete in a growing market is essential to stimulate demand for new technologies from OEMs. Open APIs will encourage mobile phone manufacturers and others to adopt new mobile TV standards earlier, resulting in better availability of a wide and affordable choice of handsets to end-users, and ultimately increasing consumer uptake of mobile TV services,” commented Tony King-Smith, VP marketing, Imagination Technologies Ltd. “As such, we strongly support the FLO Forum’s OpenFLO initiative and are glad to be playing a part in the continued development and open standardization of FLO technology.”

Meanwhile, the Mobile TV Content & Services Specification addresses the demands of content providers of the FLO mobile broadcast system, defining guidelines for screen resolutions, frame rate, color quality, source and output formats, channel switching time, captioning, offline viewing, number of channels supported, and viewer feedback and rating capabilities.

The specification thus ensures that any FLO network will satisfy the rigorous user experience, programming, and business requirements of content providers. Members of the FLO Forum’s Content & Services Committee, including Roundbox Inc. and SHARP Corporation, were instrumental in authoring and reviewing the specification.

“Consumers have high expectations of mobile TV services and often demand the same experience and choice of content as they would find on their home television sets,” says Vinod Valloppillil, Chair of the FLO Forum Content & Services Committee and Vice President, Product Marketing, Roundbox Inc. “The Mobile TV Content & Services Specification sets out guidelines to address these demands, and will help to provide increasingly compelling offerings for end users, as new FLO-based mobile TV networks roll-out and more content providers offer mobile broadcast channels.”

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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 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](http://www.floforum.org).

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