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**The FLO Forum® Hosts Mobile Media Summit in Tokyo**

*Gathering of Mobile Media Ecosystem to Discuss the Future of Mobile Media in Japan*

**Fremont, CA and Tokyo, Japan March 24, 2010** – The FLO Forum, an international consortium of global wireless industry leaders will host the Mobile Media Summit on March 31, 2010 at the New Otani Hotel in Tokyo. The summit will bring together CEOs from leading companies across the mobile media ecosystem to discuss the future of this growing worldwide industry and the impact to businesses and consumers in Japan. Keynote speakers from Qualcomm, LinkMedia, MediaFLO Japan Planning, Participe TV and Kyocera will discuss industry trends, highlight new revenue opportunities, share best practices and debate the future of the industry.

The confirmed line-up of C-level speakers includes:

- Dr. Paul Jacobs, Chairman and CEO, Qualcomm
- Mr. Kazuhiko Masuda, President, MediaFLO Japan Planning
- Mr. Randy Lee, General Manager, LinkMedia Co. Ltd.
- Mr. Alberto Blanco, President and CEO, Participe TV
- Mr. Hitoshi Inuoe, MediaFLO Project Leader, KYOCERA Corporation
- Dr. Kamil Grajski, President, FLO Forum

Kamil Grajski, President of the FLO Forum commented: "We are very excited to host the Mobile Media Summit as it reaffirms the commitment of a global network of companies poised and ready to drive broadcast mobile media services in Japan. Ongoing cooperation from FLO Forum members, including KDDI, ITOCHU Techno-Solutions Corporation and Maspro Denkoh Corp., is testament to Japan's robust ecosystem of mobile media players and their enthusiasm to realize the potential that underlies mobile TV and video. This Summit will address the changing landscape of mobile TV in Japan and explore the commercialization of mobile TV services to satisfy the overwhelming consumer demand for premium content on-the-go."

Commonly accredited as “early adopters,” the tech-savvy Japanese market – expected to account for 10 per cent of global mobile traffic<sup>i</sup> – has helped pave the way for the adoption of innovative services worldwide. The Mobile Media Summit provides a thought leadership forum to discuss new ideas and opportunities highlighting how the introduction of premium TV content to mobile users will help satisfy the growing desire for compelling content on-the-go

Kazuhiko Masuda, President of MediaFLO Japan Planning, who is due to speak at the event said: “The Mobile Media Summit is a great opportunity for companies across the ecosystem to come together and explore the potential that FLO technology presents within this region and the opportunities it offers. MediaFLO Japan Planning acknowledges how rapidly the demand for interactive mobile media services has grown and is excited to be a part of this event that aims to push the boundaries of all types of mobile media not only in Japan but around the world.”

The FLO Forum® connects business leaders involved in developing FLO-based networks, products and services for the wireless industry. Attendees of the Mobile Media Summit will be able to preview a range of FLO-enabled products from select FLO Forum member companies. Presentations will be conducted in both English and Japanese. To register, visit <http://mediaflo-info.com/floforumsummit2010.html> .

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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.

#### **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. Current members include, Anritsu Corporation, Bandai Channel Co., LTD., CETECOM Inc., Avera Test Systems Inc., Dielectric, Harris Corporation, Irdeto, IRT - Institut für Rundfunktechnik, ITOCHU Techno-Solutions Corporation, KDDI Corporation, Korea Electronics Technology Institute, LEADER Electronics Corp., Maspro Denkoh Corp., Media Excel Inc., Nagravision SA, NEC Corporation, Newport Media, Inc.,

NEXTWAVE Inc, ProTelevision Technologies, Panasonic Mobile Communications Co., Ltd., Qualcomm, Roundbox, Samsung Electronics, TeamCast, Toshiba Corporation

For more information on membership and the FLO Forum, please visit [www.floforum.org](http://www.floforum.org).

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<sup>1</sup> Cisco® Visual Networking Index (VNI) Global Mobile Data Forecast for 2009-2014