



## Wireless Industry Leaders Take Mobile TV Debate to Brussels

*FLO Forum Gathers Industry Leaders for Mobile TV Global Regulatory Workshop*

**BRUSSELS — May 22, 2007** — The FLO Forum, a group of wireless industry leaders supporting FLO technology, is today taking the Mobile TV debate to the heart of European regulatory territory in Brussels, Belgium. Hosting a Mobile TV Global Regulatory Workshop, the group will be joined by around 100 attendees and speakers from industry, regulatory bodies and the European Union, providing a platform for discussion and live demonstrations of the technology.

Bringing both industry and regulatory perspective to the event will be keynote speakers Professor Jens Arnbak and Mr. Cengiz Evci. Professor Arnbak is Chair of Tele-information Techniques in the EE Department of Delft University of Technology in the Netherlands, and served as the Founding Chairman of the European Regulators Group (ERG). He will be examining '*License to Perform: How Mobile TV's Rollout can Flourish in Europe*'.

Mr Evci from the UMTS Forum / GSMA Joint Mobile TV Group and Chief Frequency Officer at Alcatel-Lucent will be presenting the Mobile TV group's latest recommendations on spectrum for the success of mobile television in Europe in the session '*Tomorrow's Mobile TV Spectrum Today: Recommendations to the European Commission*'.

FLO Forum Chairman, Dr. Kamil Grajski, will moderate and host the event. "We see this event as part of an industry wide collaborative effort towards an open market for mobile television services in Europe," said Grajski. "We can see from commercially successful deployment in the US, along with other alternative technology trials, that mobile broadcasting has huge potential in Europe. We believe that it is only in a fully competitive and technology neutral European market that the opportunities and profitable economies which mobile multimedia broadcasting can bring to consumers and business can be guaranteed. Today's discussion will help highlight success models for business, regulatory and investment environments for a rapid and widespread mobile broadcasting roll out in Europe"

Other contributors to a panel discussing industry feedback to regulators will be Ralf Neff from Packet Video, Bertrand Wendling of Nagravision, Thomas Nogues from NDS and Young Lim, Net&TV.

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## Editor's Note:

### About the workshop

The FLO Forum Mobile TV Global Regulatory Workshop is being held at the Crowne Plaza Europa Hotel in Brussels, 9.30am – 1pm, Tuesday May 22 2007. See: <http://www.floforum.org/events/events.html> for further information

### Mobile TV Global Regulatory Workshop

22-May-2007 -- 0900-1300 (CET)

08:00 – 09:00	<b>Registration &amp; Buffet Breakfast</b>
09:00 – 09:15	<b>Welcome.</b> Dr. Kamil A. Grajski. FLO Forum
09:15 – 9:45	<b>Invited Talk. License to Perform: How Mobile TV's rollout can flourish in Europe:</b> Professor Arnbak, Chair of Tele-information Techniques in the EE Department of Delft University of Technology, The Netherlands
09:45 – 10:15	<b>Invited Talk. Tomorrow's Mobile TV Spectrum Today: Recommendations to the European Commission</b> Mr. Cengiz Evcı. UMTS Forum/GSMA Joint Mobile TV Group and Chief Frequency Officer, Alcatel-Lucent, Wireless Business Group
10:15 – 10:45	Discussion Break
10:45 – 12:00	<b>Panel: Industry Feedback to Regulators</b> Moderator: Dr. Kamil A. Grajski (FLO Forum) Panelists: Cengiz Evcı (UMTS/GSMA Joint Mobile TV Group and Alcatel Lucent) Ralf Neff (Packet-Video) Bertrand Wendling (Nagravision) Thomas Nogues, (NDS) Young Lim (Net&TV)
12:00 – 13:00	<b>Demonstrations &amp; Discussion &amp; Buffet Lunch</b> MediaFLO Live Demonstration Packet-Video FLO Demonstration Roundbox IP Datacast Demonstration

## **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 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 organised to promote the global standardisation 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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