



## Press Release

# **Qualcomm and conVISUAL Unveil Live, Interactive Mobile Broadcast Demonstration at IBC 2007**

## **MediaFLO Platform Advances the Mobile Media Industry with Interactive Applications**

07 September 2007 – Amsterdam, The Netherlands (IBC 2007, Hall 12, Booth M595) / Oberhausen, Germany

Qualcomm Incorporated (Nasdaq: QCOM), a leading developer and innovator of advanced wireless technologies and mobile data solutions, today announced that it has joined forces with conVISUAL (ISIN: DE0006204589), a leading provider of interactive value-added services, to demonstrate live user interactivity with televised programming on the MediaFLO™ platform. Marking an industry milestone, this demonstration showcases interactivity applications tightly integrated with televised programming over a mobile broadcast network. The MediaFLO demonstration with conVISUAL shows how consumers can seamlessly engage with TV shows broadcast to their MediaFLO-enabled mobile devices. Consumers can view their favorite programs and research reality show stars, participate in polls and quizzes and even chat live with other viewers – all without any interruption in programming.

Using conVISUAL's interactive TV platform and the interactive features of the MediaFLO System, the proof-of-concept demonstration will showcase live SMS events sent to mobile viewers via MediaFLO IP datacasting that are tightly integrated with the storylines of globally recognized television programs. Using a split screen, viewers can watch TV while participating with the televised content and other viewers using SMS. conVISUAL's servers process the SMS traffic in real time and display information such as poll results and chat sessions right on the mobile device using MediaFLO IP datacasting and an integrated player. This type of interactivity is expected to become a key driver for the next phase of growth in the mobile media sector by allowing broadcasters and mobile operators to offer compelling new mobile TV services to subscribers.

“The convergence of mobile TV and user interactivity is a major leap forward for the mobile media industry – one that will redefine how mobile TV is consumed by providing an enhanced and more personalized television viewing experience,” said John Elliott, senior director of product management for Qualcomm MediaFLO Technologies. “By combining conVISUAL's expertise in the interactive television field with the inherent advantages of the open MediaFLO broadcast platform, we



can offer an array of interactive features to the growing MediaFLO community. We believe this marks an exciting new development that will provide new opportunities for both broadcasters and mobile operators to create highly attractive, revenue-generating mobile TV services.”

“Through this collaboration with MediaFLO, we have extended our interactive TV platform and our user-oriented software applications to illustrate the compelling, value-added and interactive services that can be made available to viewers,” said João Gonzaga, CTO and co-founder of conVISUAL. “The technology does not require users to switch menus or even leave the mobile TV screen on their phone to access the interactive options. This translates to users enjoying more mobile TV, and actively participating in the content, without any interruption in programming.”

**About MediaFLO**

MediaFLO technology is a global mobile entertainment platform, enabling broadcasting of high-quality video, audio, Clipcasting™ media and IP datacasting streams to mobile handsets. FLO™ is an open, globally recognized air interface technology standardized by the Telecommunications Industry Association (TIA) and recommended by ITU-R for the broadcasting of multimedia and data applications. Invented for mobility, MediaFLO is designed to increase capacity and coverage, as well as reduce costs for multimedia content delivery to mobile devices. More information about MediaFLO is available at [www.mediaflo.com](http://www.mediaflo.com).

**About Qualcomm**

Qualcomm Incorporated ([www.qualcomm.com](http://www.qualcomm.com)) is a leader in developing and delivering innovative digital wireless communications products and services based on CDMA and other advanced technologies. Headquartered in San Diego, Calif., Qualcomm is included in the S&P 500 Index and is a 2007 FORTUNE 500® company traded on The Nasdaq Stock Market® under the ticker symbol QCOM.

**About conVISUAL**

conVISUAL is an international leading Full Service Provider for interactive value added services. conVISUAL opens the market of innovative and high-volume messaging services for network operators, TV stations, media companies, portals and brands. Founded in October 2000 conVISUAL offers SMS, MMS, Voice and Video Services as well as Mobile Content and Gateway Services. Therefore conVISUAL provides both, the technical realisation and the content issue. With offices in the U.S., Europe, and Asia, conVISUAL has established customer contacts reaching more than 300 million end users. conVISUAL provides interactive TV services for many TV stations, TV networks, and media companies throughout the world including ESPN International, NBC/Universal and MTV as well as several local U.S. TV stations.

**Qualcomm Contacts:**

Mona Klausling  
Qualcomm MediaFLO Technologies  
Phone: 1-858-651-4268  
Email: [mediaflo\\_pr@qualcomm.com](mailto:mediaflo_pr@qualcomm.com)

**conVISUAL Contact:**

Sandra Wiewiorra, conVISUAL AG  
Phone: +49-208-97695-807  
Email: [press@convisual.com](mailto:press@convisual.com)

Emily Kilpatrick, Corporate Communications  
Phone: 1-858-845-5959  
Email: [corpcomm@qualcomm.com](mailto:corpcomm@qualcomm.com)

John Gilbert, Investor Relations  
Phone: 1-858-658-4813  
Email: [ir@qualcomm.com](mailto:ir@qualcomm.com)

###

Qualcomm is a registered trademark of Qualcomm Incorporated. Clipcasting, FLO and MediaFLO are trademarks of Qualcomm Incorporated. All other trademarks are the property of their respective owners.