

## **MediaFLO Japan Planning Announces Acquisition of Preliminary License for Test Station in Special “Ubiquitous” Zone**

MediaFLO Japan Planning Inc.

August 27, 2008

MediaFLO Japan Planning Inc. is pleased to announce that it has today obtained a preliminary license for a test station to be used in a “verification test of multimedia broadcasting for mobile devices (MediaFLO®)” in a special “ubiquitous” zone\* in Okinawa prefecture.

MediaFLO Japan Planning has proposed MediaFLO as a technology for a “multimedia broadcasting system for mobile devices”, and this verification test was decided upon in January 2008 as a project for the special “ubiquitous” zone.

The test station is located in Tomigusuku-shi, Okinawa, and after starting to broadcast test signals in the latter part of September and gradually increasing the power, the station will start full operations in the latter part of November 2008.

Broadcasting by the test station will create a test environment for the world’s first MediaFLO format in the VHF bandwidth. Data on the radio propagation characteristics will be obtained, and the quality of MediaFLO will be evaluated, which will contribute to the study of technology related to multimedia broadcasting systems for mobile devices being promoted by the Telecommunications Council. With the support of various companies including those involved in creating content and developing devices, the station will also promote the development and testing of new services and content that tie broadcasting with communication.

Various additional activities are being undertaken, including verification testing of local content, in cooperation with bodies such as local governments, which are expected to contribute to the revitalization of the local community.

\*(note) Based on the ICT International Competition Improvement Program (May 22, 2007) and the ICT Revolution Promotion Program (April 20, 2007), which were established in response to a proposal by ICT International Competitiveness Roundtable, the Ministry of Internal Affairs and Communication established the special “ubiquitous” zone in order to create an environment in which the world’s cutting edge ICT services could be developed and tested with the goal of strengthening Japan’s international competitiveness in the field.

MediaFLO is a registered trademark of Qualcomm Incorporated.

1. Outline of the test station

(1) Applicant

MediaFLO Japan Planning Inc.

(2) Frequency and antenna power

210MHz-216MHz (11ch); 170W

(3) Location

Tomigusuku-shi, Okinawa Prefecture

2. Outline of the verification test

(1) Test details and schedule

Test period I (VHF radio propagation characteristics characteristics, mediaFLO quality evaluation) – expected to begin in the latter part of November 2008)

Test period II (verification test for items such as services and content) – expected to begin in the fall of 2009

(2) Test area

Area around Naha-shi and Tomigusuku-shi

(3) Test overview

