

MediaFLO Japan Planning Acquires Test Station License and Launches Verification Testing in Special “Ubiquitous” Zone

MediaFLO Japan Planning Inc.

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MediaFLO Japan Planning Inc. announced today that it acquired a license to operate a test station for multimedia broadcasting for mobile devices (MediaFLO™) in the special “ubiquitous” zone in Okinawa prefecture.

MediaFLO Japan Planning obtained a preliminary license for the test station (in Tomigusuku-shi) on August 27, 2008, and launched test broadcasts on September 29. Broadcast strength has since been incrementally increased while monitoring the impact on the broadcasts, including interference, as adjustments were made to settings such as strength of broadcasts up to the set output. As a result, MediaFLO Japan Planning received a full license.

Following the launch of the test station, MediaFLO Japan Planning will start a verification test of the MediaFLO format in the VHF bandwidth, the first of its kind in the world, and gather data on radio propagation characteristics in the VHF bandwidth to further evaluate the quality of MediaFLO. These efforts will not only examine issues related to commercialization of services but will also contribute to the study of technology related to multimedia broadcasting systems for mobile devices being promoted by the Telecommunications Council.

While cooperating with various companies including those involved in the creation of content and development of devices and conducting verification tests for multimedia broadcast services that integrate broadcasting and communication, MediaFLO Japan Planning expects to encourage content that is closely tied to the local area in cooperation with local governments and other organizations to help enliven local communities from the fall of 2009.

* MediaFLO is a trademark of Qualcomm Incorporated.