

Establishment of SFN and implementation of driving experiment with TOYOTA Motor
Cooperation in Special Ubiquitous Zone

MediaFLO Japan Planning Inc.

April 16, 2009

MediaFLO Japan Planning Inc. today announced that it established Single Frequency Network (SFN), which transmits same contents on same frequency from multiple transmission stations, and conducted driving reception experiment in the collaboration with TOYOTA Motor Corporation as part of “Verification Test of Multimedia Broadcast Services for mobile terminals (MediaFLO™)” in Special Ubiquitous Zone (Naha City and Tomigusuku City, Okinawa).

In this verification test, two experimental test stations (central station and highway station), which used same frequency and were placed in Tomigusuku City by MediaFLO Japan Planning Inc., transmitted same experimental video content and an experimental receiving terminal received it driving on highway and local streets.

As a result of incoming data measurement under various phasing environments and quality verification of the video and the voice, MediaFLO Japan Planning Inc. confirmed that smooth and high-quality video and audio, which are features of MediaFLO™, could be received well during not only low-speed driving but also high-speed driving.

The result of this verification test will be used in growth of various receiving terminals and more improvement of car-life by MediaFLO™ in addition to designing service area of multimedia broadcast for mobile devices based on SFN.

Please refer to the attached sheet for details of this verification test.

1. Overview of the experiment

-Experimental test stations

Experimental test station	Installation site	Transmission power	Center frequency
Central station	Tomigusuku City	170W	213.143MHz
Highway station	Tomigusuku City	10W	

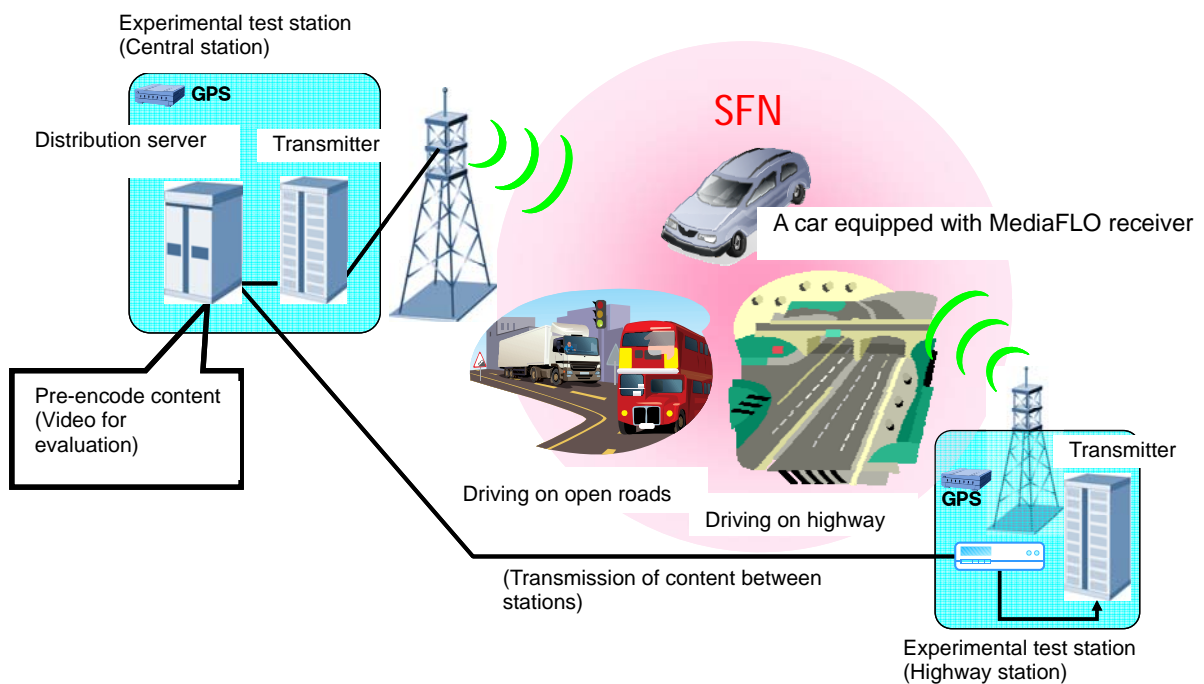
-Experimental terminal

Connected MediaFLO receive-only terminal (provided by Qualcomm) to display device (monitor) in a car.

-Experimental content

Video content (MPEG-4 H.264/AVC, 30fps)

[Overview of the experiment]



2. Timing of implementation

March, 2009

3. Implementation site

Naha City and Tomigusuku City