

## Implementation of verification test for multichannel broadcast in Special Ubiquitous Zone

MediaFLO Japan Planning Inc.

April 16, 2009

MediaFLO Japan Planning Inc. announced today that it has started verification test for multichannel broadcast of high-quality and smooth video and voice of up to 30 fps by MediaFLO™ system 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, experimental test stations (in Naha City and Tomigusuku City) placed by MediaFLO Japan Planning Inc. transmit 20 video channels and 3 audio channels for the experiment at the same time and receiving terminals receive them under various environments. High frequency utilization efficiency by statistical multiplexing effect, which is the greatest characteristic of MediaFLO™ system, will be verified in the test. In addition to that, performance assessment, etc of video quality and audio quality depending on transmission parameters and reception state of radio waves in and outside will be conducted.

In this fall, in cooperation with each company who produces contents or develops terminals, MediaFLO Japan Planning Inc. plans to conduct verification test related to new services created from collaboration of communication and broadcast by using Clipcasting™, which is airwaves download service, and IP data casting in addition to real-time streaming, which is channel-type service. MediaFLO Japan Planning Inc. is also going to conduct demonstration experiment for community-based content delivery in partnership with local governments to contribute to local revitalization.

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

(Attached sheet)

1. Overview of the experiment

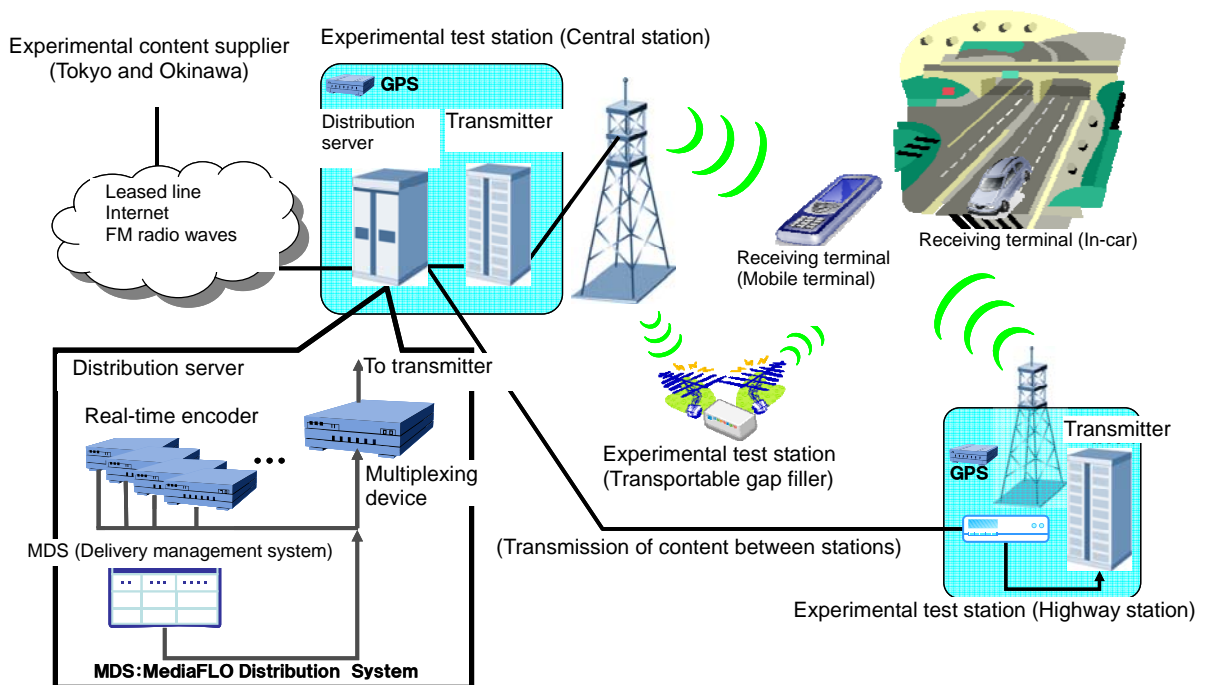
-Experimental test stations

| Experimental test station | Installation site | Transmission power | Center frequency |
|---------------------------|-------------------|--------------------|------------------|
| Central station           | Tomigusuku City   | 170W               | 213.143MHz       |
| Highway station           | Tomigusuku City   | 10W                |                  |
| Gap filler station        | Naha City         | 1W                 |                  |

-Experimental terminal

MediaFLO receiver handset (provided by Qualcomm Inc.)

[Overview of the experiment]



2. Implementation term

Scheduled from April 16, 2009 to fall 2009

3. Implementation site

Naha City and Tomigusuku City

4. Cooperative companies (at start-up)

Companies who cooperated on providing channels upon implementation of this experiment are as follows.

| Type  | Channel name<br>(in the order of the Japanese<br>syllabary) | Channel provider                          |
|-------|---|---|
| Video | AXN   | AXN Japan Inc.                            |
| Video | FOX   | FOX INTERNATIONAL CHANNELS                |
| Video | MONDO21   | Japan Image Communications Co.,Ltd.       |
| Video | MUSIC ON! TV  | MUSIC ON! TV Inc.                         |
| Video | ASAHI NEWSTAR   | Satellite Channels Incorporated           |
| Video | Otona-no-Syumi-to-Seikatukoujou<br>Act On TV                | JUPITER VISUAL<br>COMMUNICATIONS CO.,LTD. |
| Video | KIDS STATION  | Kids Station Inc.                         |
| Video | Suspense Theater FOXCRIME                                   | FOX INTERNATIONAL CHANNELS                |
| Video | Syoku-to-tabi-no Foodies TV                                 | IMAGICA TV Corp.                          |
| Video | SHOP CHANNEL  | Jupiter Shop Channel Co.,Ltd.             |
| Video | Super! drama TV   | SUPER NETWORK,INC.                        |
| Video | SPACE SHOWER TV   | SPACE SHOWER NETWORKS INC.                |
| Video | Tabi Channel  | Japan Image Communications Co.,Ltd.       |
| Video | Discovery Channel   | Discovery Japan, Inc.                     |
| Video | Disney Channel  | The Walt Disney Japan Ltd                 |
| Video | Toon Disney   | The Walt Disney Japan Ltd                 |
| Video | NATIONAL GEOGRAPHIC<br>CHANNEL                              | FOX INTERNATIONAL CHANNELS                |
| Video | NICKELODEON/Anime Kodomo<br>TV                              | MTV Networks Japan K. K.                  |
| Video | Nikkei CNBC   | Nikkei CNBC Japan, Inc.                   |
| Video | Music video senmon/VMC                                      | SPACE SHOWER NETWORKS INC.                |
| Sound | FM OKINAWA  | FM-OKINAWA                                |
| Sound | Brandnew-J / J-WAVE   | J-WAVE, Inc.                              |
| Sound | Radio NIKKEI  | NIKKEI RADIO BROADCASTING<br>CORPORATION  |