

Implementation of Verification Test of Multimedia Broadcast Services  
for Vehicle-mounted Terminals  
with TOYOTA Motor Corporation in the Special Ubiquitous Zone

MediaFLO Japan Planning, Inc.  
KDDI Corporation

March 16, 2010

MediaFLO Japan Planning, Inc. (Head office: Chiyoda, Tokyo; President: Kazuhiko Masuda) and KDDI Corporation (Head office: Chiyoda, Tokyo; President and Chairman: Tadashi Onodera), with the cooperation of TOYOTA Motor Corporation, conducted a verification test of multimedia broadcast services for vehicle-mounted terminals in March 2010, as part of the “Verification Test of Multimedia Broadcast Services for Mobile Terminals (MediaFLO™)” in the Special Ubiquitous Zone (Naha City and Tomigusuku City, Okinawa).

The verification test confirmed the potential of a new service for vehicle-mounted terminals linking broadcasting and communications, by displaying streaming video and traffic information received by the MediaFLO-compatible USB-connected prototype receiver provided by KDDI, and information such as maps, travel routes and current location obtained by communications and GPS in an easily understood manner on the vehicle-mounted terminal.

The results obtained through the verification test will be useful for promoting the spread of diverse forms of receiving terminals and for creating new multimedia broadcasting services in partnership with various industries.

Please refer to the accompanying sheet for an overview of the verification test.

MediaFLO is a trademark of Qualcomm Incorporated

Implementation of Verification Test of Multimedia Broadcast Services  
for Vehicle-mounted Terminals  
with TOYOTA Motor Corporation in the Special Ubiquitous Zone

● Overview of Verification Test

- (1) Verification test site  
Naha City and Tomigusuku City, Okinawa
- (2) Test date  
March 2010
- (3) Verification test terminal (reference)  
Screen image of test and receiver

