



## PRESS RELEASE

Date: 8 September 2006

### **Arqiva partners with Microsoft to trial datacasting applications and Digital Rights Management for Mobile TV**

- **Cambridge trial delivers multimedia mobile broadcasting over DAB and DVB-H standards**
- **Trial to evaluate datacasting applications and complementary 3G delivery services**
- **Penthera Technologies provides solution to utilise Microsoft's Windows Media Encoding and Digital Rights Management Technology**

Arqiva today announced that it has partnered with Microsoft Corp. to trial datacasting applications over DAB and DVB-H mobile broadcasting standards. The technical trial will test the integration of live multi-channel Mobile TV with two datacasting applications: 'clip and share' and 'augmenting live events'. 'Clip and share' enables viewers to capture segments of live broadcasts and share the file with friends. 'Augmenting live events' will use 3G services, widely seen as a complementary technology to mobile broadcasting, to deliver additional clips linked to the live broadcasts. This technology will enable viewers to tailor the Mobile TV viewing experience to their individual preferences: when watching a live broadcast of a football match the 3G return path can be used to access further information such as individual player profiles, match statistics or goal replays.

Arqiva's partnership with Microsoft is part of the long-term industry trial of broadcast multimedia delivery using DVB and DAB taking place in Cambridge. Begun in June 2004, the companies are trialling the capabilities of terrestrial DAB and DVB broadcasting platforms for delivering video, audio and text-based information services to mobile devices.

Penthera Technologies has come on board for the latest stage of the trial to provide its newly launched Penthera Broadcast Foundation™. A mobile broadcast test and demonstration environment, the Penthera Broadcast Foundation™ enables DVB-H mobile broadcasting in a test environment, from the first step of encoding video and audio content to receiving, selecting and viewing content on mobile devices – a mobile-broadcast-in-a-box™ solution. The Penthera Broadcast Foundation version being used in the trial utilises

8 September 2006

**Arqiva partners with Microsoft to evaluate datacasting applications and Digital Rights Management for Mobile TV**

Microsoft's Window Media Encoding and Digital Rights Management (DRM) Technology. Enabling content to be delivered securely to mobile devices, Microsoft's DRM technology guards against revenue leakage and protects content rights.

Hyacinth Nwana, Arqiva's managing director for Mobile Media Solutions, commented: "By evaluating DRM options for mobile broadcasting, the industry can not only investigate how to secure its content and revenues, but also encourage the development of new business models and content distribution mechanisms. This trial gives us the opportunity to further investigate the services that can be delivered over DAB and DVB-H and how 3G can be used to complement these services. We're delighted to be continuing our work with Microsoft and Penthera and to be further developing our expertise in all aspects of mobile broadcasting technology."

Sam Leinhardt, CEO of Penthera, added, "Penthera is pleased to work with Arqiva and Microsoft for this mobile broadcast trial of leading technology and services. As a leading global mobile broadcast software provider, our goal is to work with broadcasters, manufacturers and operators to create the most compelling services and applications that will drive mobile broadcast adoption."

- Ends -

**More on Arqiva**

Arqiva has a 50-year history in transmission and has helped pioneer the technologies of the digital age. The company has five operating divisions:

- **Mobile Media Solutions** – new division dedicated to establishing a Mobile Broadcasting network in the UK. Arqiva is platform-neutral and has mounted pioneering technical and commercial Mobile Broadcasting trials with partners such as Microsoft, O2 and Nokia.
- **Terrestrial Media Solutions** – provides national transmission for UK commercial television including ITV, Channel 4, Five and associated digital multiplexes, playing a leading role in the run-up to digital switchover. Transmission services also provided to vast majority of UK independent radio stations, both analogue and digital.
- **Satellite Media Solutions** – provides high quality and flexible solutions to a diverse range of international customers. Includes permanent and occasional broadcast services as well as IP, voice, data and digital media networks. Operational bases in London, Gerrards Cross, Winchester, Feltham and Bedford.
- **Wireless Solutions** – provides market-leading, multi-operator infrastructure systems and services to wireless telecoms, transport and interior public space businesses. This is done through a portfolio of over 2400 towers, masts and managed sites, plus InBuilding (indoor coverage) and CityCell (urban coverage) products
- **Public Safety** – provides frontline communications for the UK emergency services, government agencies and commercial organisations including design and installation, system maintenance and fully managed services for mobile radio, telecommunications and mobile data solutions.

[www.arqiva.com](http://www.arqiva.com)

**For more information please contact:**

Bruce Randall  
Arqiva, Winchester  
Tel: +44 (0)1962 822582  
Fax: +44 (0)1962 822374  
email: [bruce.randall@arqiva.com](mailto:bruce.randall@arqiva.com)

Emma Hutchinson/Harriet Otoo  
Nelson Bostock Communications  
Tel: +44 (0)20 7229 4400  
Fax: +44 (0)20 7792 7411  
email: [emma.hutchinson@nelsonbostock.com](mailto:emma.hutchinson@nelsonbostock.com)

**8 September 2006**

**Arqiva partners with Microsoft to evaluate datacasting applications and Digital Rights Management for Mobile TV**

**More on Penthera**

About Penthera ([www.penthera.com](http://www.penthera.com)) Penthera is a privately held company providing a complete software solution for broadcast mobile video including middleware and application-level software for the broadcast head-end and on handheld devices. Founded in 2005, Penthera's executive team previously founded and operated Eizel Technologies, Inc., a Carnegie Mellon University spin-out which built mobile web and email connectivity software. Eizel was acquired by Nokia in 2003. Penthera is based in Pittsburgh, Pennsylvania.