



PRESS RELEASE

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Arqiva supports BSkyB technical trial of MediaFLO mobile TV technology

- **First European technical trial of QUALCOMM's MediaFLO™ technology**
- **10 channels delivered to mobile devices**
- **BSkyB to evaluate potential of MediaFLO broadcasting technology**

Arqiva today announced that it has been selected by BSkyB to support the first European trial of QUALCOMM's MediaFLO technology. The month-long technical trial will take place in Cambridgeshire and will broadcast 10 channels, including Sky Sports News and Sky News, to mobile devices.

The trial will use a vacant UHF TV channel to broadcast the transmission signal to customized mobile devices. The trial will demonstrate the performance capabilities of MediaFLO technology, allowing BSkyB to evaluate the potential benefits as it continues to explore the options for enhancing further its successful Mobile TV services in the UK.

"We're committed to offering customers flexible ways to enjoy our content," commented Stephen Nuttall, BSkyB's group director of Business Development. "Mobile TV forms an important part of our portfolio of services and we look forward to working with Arqiva to evaluate the potential of MediaFLO."

"There is a proven consumer demand for a commercial mobile broadcasting service in the UK, and Arqiva is at the forefront of developing the network necessary to deliver this service," said Hyacinth Nwana, Arqiva's managing director, Mobile Media Solutions. "Arqiva has extensive experience and expertise in delivering mobile broadcasting services across a variety of technologies and now we're keen to support BSkyB's trial of MediaFLO."

- Ends -

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Arqiva and BSkyB to trial MediaFLO Mobile TV technology

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 are 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 organizations including design and installation, system maintenance and fully managed services for mobile radio, telecommunications and mobile data solutions.

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