

Interactive Mobile TV Solutions for Operators

Telemak is leading the industry in hosted content delivery solutions for mobile and broadband networks.

Mobile users are demanding more entertainment content on their handsets. According to research from MultiMedia Intelligence the mobile TV and video market will exceed \$15 billion.

Mobile TV will rapidly become the dominant mobile content category. Deploying a Mobile TV platform is a complex project where **Mobile Operators** will need to call in the experts. Experience will need to include; selecting the best technology, choosing from constantly changing broadcasting formats and transmission protocols, designing the infrastructure and scaling the systems to serve millions of mobile users.

In 2005, mobile operators introduced Mobile TV into Korea, Japan and India. At the same time in Belgium, Mobistar, part of France Telecom, launched 12 mobile TV channels on Orange World, its popular mobile portal. Telemak architected and deployed the complete **mobile TV infrastructure**.

For Mobile TV to reach its mass market potential operators will need to focus on **cost-efficient** interactive services whilst relying on expert capacity planning and operational delivery.

Telemak provides mobile TV platforms, streaming media technology and video content services, on both mobile and broadband networks, to companies around the world.

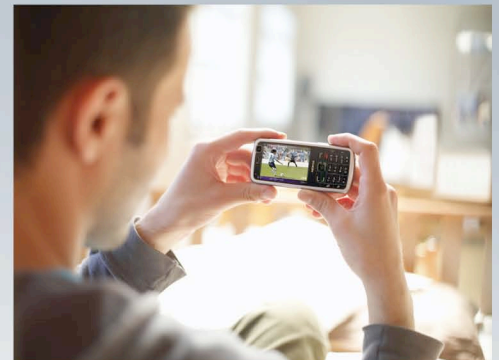
Contact

For more information on Telemak's mobile TV solutions, please contact:

Telemak Belgium: +32 2 709 10 50 or e-mail to info@telemak.com.

Visit us online at

www.telemak.com and blog www.telemak.info.



Telemak Mobile TV Top 3 Features

[Remote Control]

Interface to control broadcast window and record playlists.

[Thumbnail Preview]

On-the-fly creation of thumbnail teasers from live channels.

[Virtual Channels]

Dynamic designation of new channels from video playlists.

Telemak Mobile TV Solutions for

Mobile operators

Broadcasting companies

Video production houses

Mobile content factories

One-Stop Mobile TV Solution

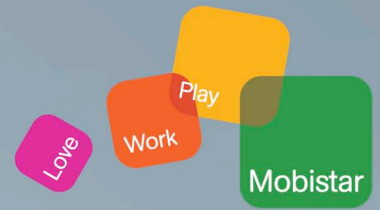
Looking for an outsourced and optimized solution for delivering compelling, high quality television and video over mobile networks? Telemak's end-to-end Mobile TV media platform is fully hosted and provisioned as a managed service.

> Telemak's Mobile TV Platform Solution Includes

- > **One-stop shop:** Telemak is a deeply committed mobile TV specialist. The core team has been running Orange World's mobile TV service since 2005.
- > **Thumbnail preview:** dynamic creation of thumbnails from broadcasted content to tease the mobile user into viewing different channels.
- > **Virtual channels:** channel designation via virtual channel maps and playlists for an optimal mobile user experience and personalisation.
- > **Fully managed:** end-to-end automated platform. From broadcast signal to quality of service monitoring of a mobile user viewing mobile TV channels.
- > **Satellite downlinks:** secure data centre premises with direct access to fully owned satellite dishes for real time and secure broadcast reception.
- > **24/7 monitoring and support.**

> Telemak's Mobile TV Technology

- > **3GPP and DVB-H:** covering global and local standards and formats released by leading telecommunications associations.
- > **EDGE, UMTS, 3G, HSDPA, HD:** including existing and next generation transmission protocols for optimal capacity and quality control.
- iPhone, BlackBerry RIM, Nokia Symbian:** 95% of all available handsets.
- Envivio compression technology:** best of breed compression technology to deliver highest quality of experience to mobile TV consumers.



Reference: Mobistar

Mobistar is a member of the Orange Group, which bundles together France Telecom's main mobile activities and is one of the most important players in the Belgian telecommunications market. The company operates in the fields of mobile and fixed telephony, ADSL and data transmission.

Mobistar is a publicly listed on the Brussels exchange.

Telemak has been providing webcasting services for the yearly analyst meetings for 2 years.

envivio®

Reference: Envivio

Envivio is a leading supplier of professional grade video compression systems for both broadcast and streaming mobile TV services. Telemak and Envivio work together in the Benelux to offer products and services to power IP video convergence to mobile. This provides the highest quality live television service to any mobile device, from GPRS to HSDPA and DVB-H.