



The best mobile content

An intuitive user interface

A superior multicast network

 Unleash the power of TV



Unleashing the power of TV for your digital lifestyle



You're not tied to your home. Your TV shouldn't be either. That's why MediaFLO USA brings a true TV experience to your mobile phone. So whether you're in a coffee shop or on a commuter train, you can watch familiar, full-length TV shows and live events from major networks. All in the palm of your hand.

Great stuff to watch. Using an intuitive on-screen programming guide to see what's on and when, choose full-length shows from popular, name-brand networks that feature news, entertainment, sports and children's programming.

Superior viewing experience. You get TV-quality video and CD-quality sound. No entertainment center required.

Channel-surfing. Just like using a TV remote control, you can flip from one channel to the next with familiar channel-switching speed.

Instant TV. MediaFLO USA has no progress bars, no download delays. Just crisp TV that plays immediately – like you're watching at home.

All with low power consumption. Viewing time is equivalent to talk time, so you get a multimedia experience with optimized battery life.

MediaFLO USA. No matter where you are, experience the power of TV in the palm of your hand.

Unleashing the power of TV for content providers



Get more viewers and generate buzz by extending your brand to the wireless world, where you can reach millions of mobile users, engage them like never before and maximize your return on programming.

Whether you're a broadcast TV network, a cable network or another kind of content provider, MediaFLO USA gives you an entirely new distribution channel that's optimized for a wireless service – a true TV experience on a mobile phone that maintains the quality you expect. With this new media platform, you can deliver existing shows or made-for-mobile content to wireless consumers, wherever they happen to be. So you can reach the hard-to-reach – the TV audience that's away from home.

How do we do it? Thanks to a dedicated, nationwide multicast network, MediaFLO USA can deliver TV-quality programming to millions of mobile phones simultaneously. And the signal has the same great quality no matter how many people are watching. We aggregate and optimize your content and wholesale the complete service to wireless operators, who then retail it to subscribers.

Many major networks are already on board. You can be too.

MediaFLO USA. Extending the reach of TV content, maximizing its potential.

Unleashing the power of TV for wireless carriers

Compete aggressively in the wireless marketplace by giving users the high-quality mobile TV they want. You can bundle it with your current offerings, and deliver it to millions, with minimal incremental costs or impact on existing services. All while improving revenue, maximizing capacity and sustaining subscribers.

In the same way TV is broadcast to many households at once, MediaFLO USA uses a dedicated, nationwide multicast network to deliver TV-quality programming to many mobile phones simultaneously. So you can scale your services to millions of subscribers, increasing ARPU without additional network costs. What's more, there's no effect on your ability to deliver voice and data services.

Our wholesale approach delivers the complete package:

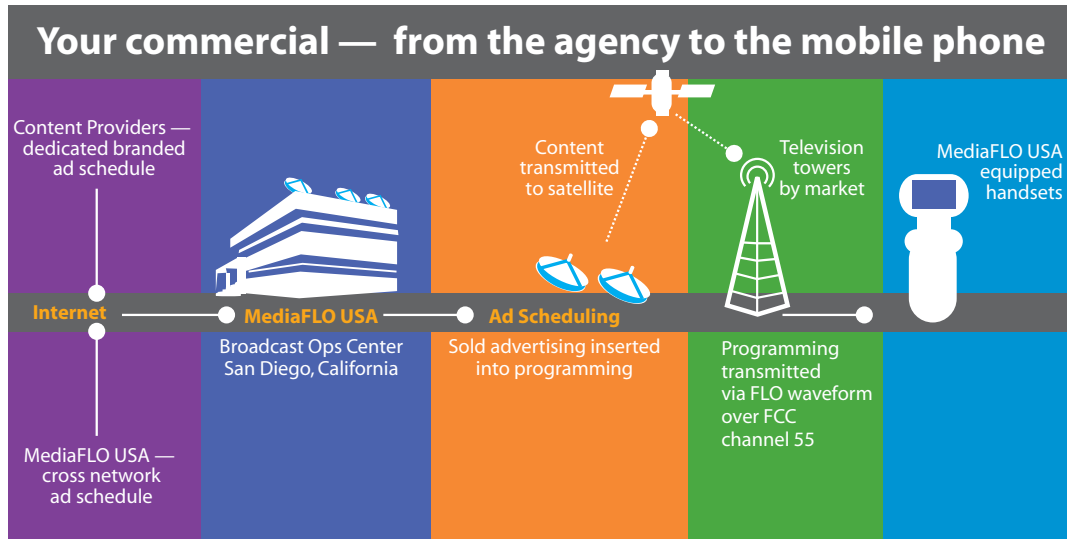
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So you can provide an exciting mobile TV experience alongside your brand's current products and services.

MediaFLO USA. The mobile TV service you've been waiting to offer your subscribers.



Unleashing the power of TV for advertisers



With MediaFLO USA, you have the potential to increase reach, target the digital lifestyle, engage viewers in a personal experience and maintain a constant connection to consumers.

Be among the first to test the advertising opportunities of a new, one-of-a-kind distribution channel. Consider these differentiating factors:

→ **Programming from name-brand networks.** MediaFLO USA offers an unrivaled lineup of the best entertainment, news, sports and children's programming the media industry has to offer. It's a great opportunity to extend the reach of your advertising through valued and trusted content providers.

→ **Engaging user interface.** Gliding through an effortless interface, wireless subscribers can tune in to channels and enjoy a true TV experience in the palm of their hand. With a single viewer's complete attention, you can engage your audience like never before.

→ **Multicast technology.** In the same way TV is broadcast to many households at once, MediaFLO USA distributes linear programming to many mobile phones simultaneously. No matter how many people are watching, the signal quality is excellent. So viewers get a TV-quality experience on their mobile phone, instantly.

MediaFLO USA. What advertisers need and consumers expect: engaging content beyond traditional media.

Unleashing the power of TV for OEMs

Increase handset sales, fuel demand for premium phones, extend your brand to a new class of consumers and build your bottom line by offering a new must-have capability.

MediaFLO USA delivers wireless subscribers a TV-quality viewing experience including full-length network programming; sharp, streamed video; fast channel-changing; and an intuitive user interface. All of which drives the handset replacement cycle, fueling demand for premium-feature phones.

In the short term, you can introduce new hardware and handset designs that support mobile TV while differentiating your device brand. And opportunities will continue into the longer term, as we develop interactive TV functionality and other features.

MediaFLO USA. Must-have handset capability for today's wireless consumer.



MediaFLO USA – a superior multicast network

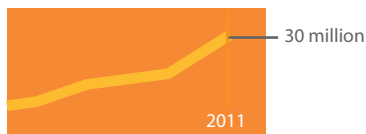
In today's increasingly competitive wireless market, industry players want to satisfy subscribers' desire for mobile entertainment, while satisfying their balance sheets too. MediaFLO USA builds partnerships with wireless carriers, content providers, advertisers and OEMs – to create the best mobile TV experience possible for consumers:

→ **The best mobile content.** MediaFLO USA offers an unrivaled lineup of the best entertainment, news, sports and children's programming the media industry has to offer. As a result, consumers can enjoy premium, TV-quality mobile content – wherever they happen to be.

→ **An intuitive, consistent and differentiated user interface.** MediaFLO USA's interface is as easy to use as a remote control. Gliding through the interface, consumers can choose shows from an on-screen programming guide and watch TV in the palm of their hand. MediaFLO USA delivers TV-quality video, CD-quality sound and fast switching between channels – all with low power consumption.

→ **A superior multicast network.** Via a dedicated, nationwide multicast network, MediaFLO USA aggregates and delivers the name-brand mobile TV content that consumers want. The service is cost-effective and high-quality – no matter how many viewers tune in.

The Next Big Thing



U.S. mobile TV subscriptions will top 30 million in 2011.
(ABI Research, June 2006)



U.S. mobile TV subscription revenue will top \$2 billion in 2010.
(In-Stat, June 2006)



In the U.S., mobile TV is more desired than any other cell phone feature.
(MediaFLO USA consumer research, 2006)

MediaFLO USA — taking media & entertainment to new levels



At MediaFLO, USA, we're only beginning to unleash the power of TV. In the future, you can expect MediaFLO USA to continue to expand the capabilities and features that consumers desire in their mobile TV experience.

MediaFLO USA Inc. aggregates and delivers premium, TV-quality entertainment and information services to mobile phones over its dedicated nationwide wireless network. Offering an unprecedented combination of full-length programming, TV-quality video and an intuitive user interface, MediaFLO USA delivers a uniquely compelling mobile viewing experience. MediaFLO USA partners with world-class content providers, wireless operators, advertisers and mobile phone OEMs to take the service to U.S. consumers. Based in San Diego, CA, MediaFLO USA is a subsidiary of QUALCOMM Incorporated.