



Delivering
the Future
of Wireless
Multimedia



MediaFLO™ USA

MEDIAFLO USA

INTRODUCTION

In today's increasingly competitive market, wireless operators are always looking for ways to retain customers and increase the average revenue per user (ARPU), while decreasing network costs and maximizing network capacity. They recognize the ability to deliver high quality multimedia as the "next big opportunity" in the mobility marketplace - providing a means to increase revenues while satisfying today's wireless subscriber's desire for mobile entertainment.

The explosive growth in handset capabilities, such as increased computing power, memory, and high-end graphics functionality, is driving the demand for - and accelerating the development of - new and exciting wireless services. However, a significant challenge remains: finding a cost-effective mechanism for delivering high-quality multimedia content to large numbers of mobile device users.

Up until now, this has been hampered by a number of factors, including coverage issues, network control and management, poor-quality user experiences, and the lack of appropriate or customizable content for the mobile phone's small screen, to name just a few.

THE NEXT STEP IN THE EVOLUTION OF MOBILE ENTERTAINMENT

QUALCOMM's MediaFLO USA makes it possible for operators to aggressively compete in the wireless marketplace by offering the latest in mobile multimedia to a broad base of users at price points and service efficiencies that subscribers demand.

With MediaFLO USA, operators are unencumbered by the common barriers associated with providing mobile multimedia on a handheld device. Roadblocks are eliminated by MediaFLO USA which provides a cost-effective mechanism for delivering high-quality multimedia content to millions of mobile device users simultaneously.

MediaFLO USA enables a breadth of services and delivery rates unlike anything available in the market today. Using QUALCOMM's Forward Link Only (FLO™) technology in the

700 MHz broadcast spectrum, MediaFLO USA delivers nationwide coverage, a high-quality experience, and significant cost advantages.

With MediaFLO USA, operators have the opportunity to deliver a host of compelling services. The MediaFLO USA network can support up to 15 to 20 live streaming channels (Quarter Video Graphics Array/QVGA resolution at up to 30 frames per second/fps), 800 minutes of Clipcasting™ (short-format video), 10 audio, and numerous data channels to third-generation mobile phones.

Subscribers will enjoy the ability to channel surf for numerous types of compelling, high-quality video, audio, and data content using a familiar program guide similar to a cable or satellite TV menu. MediaFLO USA will make it possible for operators to put the latest in news, weather, entertainment, and financial information simultaneously on the handsets of millions of mobile subscribers.

A NEW VISION FOR WIRELESS MULTICASTING

QUALCOMM has years of experience developing wireless and digital technologies while cultivating long-standing relationships with operators, handset manufacturers, and content providers. Building on this success uniquely positions MediaFLO USA to deploy a dedicated multimedia network capable of bringing unmatched media services to millions of wireless subscribers.



With the 700 MHz broadcast spectrum, the foundational FLO technology, and solid financial backing, MediaFLO USA is poised to accelerate the wide-scale adoption of multimedia on wireless devices by making it more accessible and affordable for the millions of subscribers served by our wireless operator partners.

MediaFLO USA will also provide content providers, TV, and cable networks with an entirely new distribution channel — one that complements their current offerings and lets them reach large-scale mobile audiences. Using a familiar broadcast paradigm, content is delivered through the time-tested one-to-many method attributable to the vast success of the television medium.

THE MEDIAFLO ADVANTAGE

The MediaFLO USA service gives US operators a straightforward and cost-effective way to deliver a wide selection of rich multimedia content from leading media companies. Wireless operators can evolve their multimedia offerings and scale service to millions of subscribers without additional network costs or the need for new spectrum.

An Array of Rich Multimedia — Wireless consumers may easily surf national and local content channels on mobile handsets wherever they are including inside challenging locales such as buildings, buses, and commuter trains.

Seamless Content Delivery — MediaFLO USA can handle all phases of aggregation and distribution of high-quality multimedia content to operator partners. Operators may then flexibly bundle and brand their existing content with MediaFLO USA content to meet their unique service offering strategies. Additionally, subscribers may consume these new services using a simple interface.

Quality Experience — QVGA video will be transmitted at a frame rate and channel switching time comparable to digital TV ensuring a compelling user experience.

Cost-Effective Network — With MediaFLO USA, operators nationwide will be able to grow and evolve their multimedia service offerings without investing in infrastructure or the cost of managing technical delivery requirements.

Enhanced Branding Opportunities — Operators can maintain full competitive differentiation by managing their established brand, price, packaging, and integration of unique content. Content providers have the opportunity to extend their reach into an entirely new, untapped marketplace.

THE MEDIAFLO TECHNOLOGY ADVANTAGE

The MediaFLO USA network is based on the MediaFLO System — which includes FLO technology and the MediaFLO Media Distribution System (MDS) — to provide significant advantages to enhance the user experience and service offerings. The MediaFLO System offers superior mobility, power efficiency, and a compelling user experience: all key success factors in the consumer hand-held environment.



FLO: A New Air Interface – FLO is an independent air interface designed specifically for the economical delivery of large volumes of rich multimedia content to wireless subscribers. With FLO, multimedia content may be delivered efficiently and economically without impacting current networks. Built from the ground up for optimal mobility and low power consumption, FLO is more efficient than other technologies not originally developed for handheld operations.

To ensure a compelling end-user experience, FLO uses the latest technology advances to achieve the highest-quality reception at all times, even for live multicasts. FLO eliminates the need for complex coverage handoffs which does away with service interruptions. Local and wide-area coverage is combined within a single RF channel allowing operators to tailor programming by region.

At the handset, mobile users see and hear high-quality video and audio, browse and buy merchandise, or watch the stock ticker – wherever they are, anytime, and without delays.

MediaFLO Media Distribution System – The MDS is a comprehensive client-server solution that provides for the aggregation and distribution of multimedia

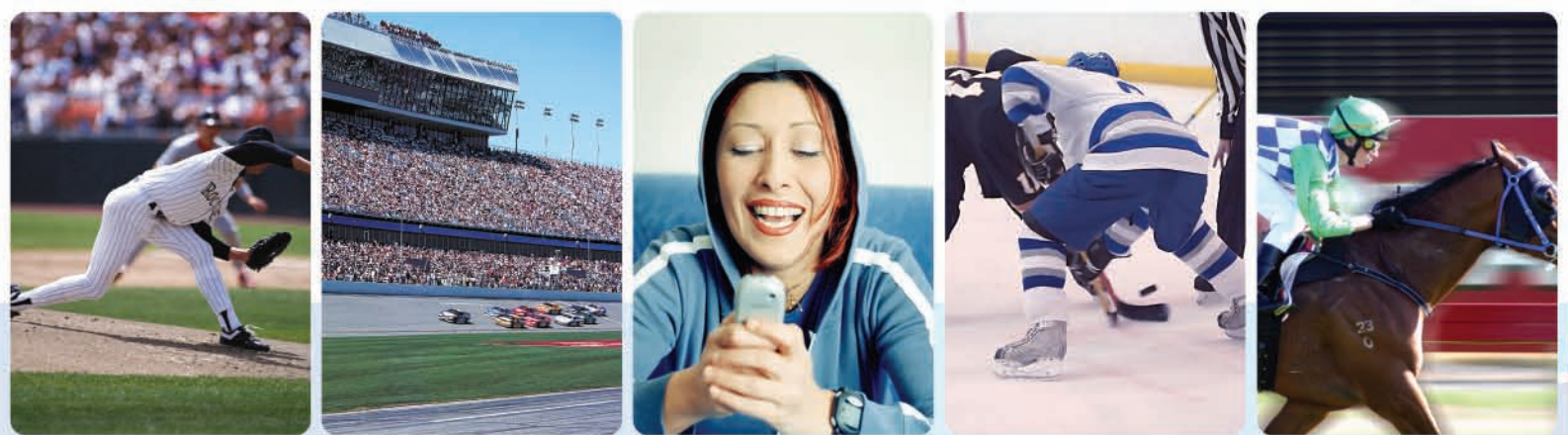
content, billing, subscription management, and content encryption. The MDS also provides a familiar program guide that enables the end user to easily subscribe to and view their favorite programming.

TRANSFORMING MULTIMEDIA DELIVERY

The deployment of MediaFLO USA in the United States will vastly improve the quality and profitability of delivering multimedia. Wireless operators can break through previous barriers to entry to take advantage of the resource-rich, dedicated MediaFLO USA network to provide subscribers with a TV-like experience on mobile handsets. It has never been easier or more cost-effective to take multimedia service offerings to the next level.

MediaFLO USA enables wireless operators to offer the hottest new services to millions of subscribers simultaneously at a dramatically lower cost per user. MediaFLO USA will forever change the way multimedia is delivered and consumed.

MediaFLO USA is making wireless multimedia more affordable and accessible than ever before.



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