



PRESS NEWS

RadioScape continues to pioneer Mobile TV with latest version of its Broadcast System

Live Mobile TV demos at IBC 2006 on Hall 8 stand 353

London, UK – 6 September 2006 -- RadioScape, a world leader in digital multimedia head-end and receiver technology, is launching the latest version of its Professional Broadcast System at IBC 2006 on stand 353 in hall 8. RadioScape's market-leading, broadcast solution for DAB and Mobile TV (MTV) has been installed around the world with over 75 live systems and has been used in numerous broadcast trials. Version 5.1 has a new suite of functionality to directly address the latest Mobile TV and advanced data transmission requirements enabling DAB technologies to form the basis for new and exciting business opportunities, capitalising on the availability of suitable spectrum in many countries.

Powering new Mobile TV and Digital Radio broadcasts in Beijing

On the 6th of September 2006, Beijing Radio Stations and its affiliated company, Beijing Jolon Media Broadcasting Co., Ltd. officially launched full digital multi-media broadcasting services powered by RadioScape's Professional Broadcast System. This provides digital audio and video programs for mobile devices such as cellular phones, PDAs, and MP4s (advanced video players). The station has been offering DAB (Digital Audio Broadcast) from April 2006 and now adds multimedia information on government affairs, daily life, the city and real-time traffic news and weather.

"China is becoming a real success story for RadioScape," said John Hall, RadioScape's CEO. "The broadcasters want to have systems in place and working for the 2008 Olympic Games and so we have been working closely with them for the past three years to achieve this. To date, we have thirteen installations up and running in China covering all the major conurbations. We are working closely with other broadcasters and industry partners to support the adoption of this technology in China."

The success of Mobile TV in China is, in part, due to the adoption of Digital Multimedia Broadcasting (DMB) as a delivery technology. This uses the well-proven, Eureka 147 Digital Audio Broadcast (DAB) standard with additional forward error correction to ensure robust video reception in both fixed and mobile environments. One of key advantages of DMB is that the required spectrum is already available in many countries unlike other systems that have spectrum allocation issues that may take several years to resolve. This technology enables both digital audio and Mobile TV to be received on the same mobile device, which has proved a very popular feature according to users in trials.

New features of RadioScape's Professional Broadcast System Version 5.1

These include Enhanced Packet Mode data used to deliver DAB-IP services, the enabling of integration of third-party Conditional Access systems, advanced Electronic Programme Guide (EPG) features and the ability to support Asian language labels, DLS and data carousels.

Nick Banks, Product Manager for Digital Broadcasting Infrastructure, added, "We have worked very closely with customers to ensure that we are first to deliver support for all of the functionality that they need to deliver when rolling-out the next-generation of Mobile TV services. In particular, the inclusion of support for secure Conditional Access to content has been identified as a key requirement for viable and successful business models. Naturally, we have also included features to enhance the user experience such as support for multi-byte character sets and EPGs. The result is a state-of-the-art Mobile TV broadcasting using technologies that have already been proven in the world's largest DAB network in the UK and is being successfully deployed using existing, available spectrum.

Live Mobile TV demos

RadioScape will be showing Mobile TV broadcasts using DAB IP (Enhanced Packet mode) to BT Movio terminals and DMB to portable DMB devices. The flexibility of RadioScape's new *Integra*TM family of single-box solutions for DAB/DMB broadcasting can be clearly seen as one unit will be used for both broadcasts simultaneously. Please see separate press release on the *Integra* range.

About RadioScape

RadioScape[®] Plc. is the world's only developer of end-to-end digital audio broadcasting solutions giving RadioScape unmatched systems knowledge and enabling it to ensure that customers receive the highest levels of quality, robustness and reception at all stages.

Its Digital Radio Broadcast Suite is used extensively throughout the world including the largest DAB installation to date -- the UK's commercial DAB network. This is also being used to roll out Mobile TV services using Digital Multimedia Broadcasting in many countries, particularly in the Asia Pacific region where there are already many installations in China.

RadioScape's innovative *Software Defined Digital Radio*TM approach has made it a leader in DAB and DMB technology with its DAB receiver modules being extensively used by many of the world's leading consumer electronics manufacturers. The company has recently begun shipping its first generation of DRM/DAB modules, enabling multi-standard consumer receivers to reach retail this year.

Founded in 1996, RadioScape's investors include Atlas Ventures, Royal Bank Ventures Investments, Scottish Equity Partners, JAFCO, Texas Instruments, Yasuda Enterprise Development, iGlobe Partners, Psion and Arqiva. RadioScape is headquartered in London, England with offices in Hong Kong. For more information, please visit <http://www.radioscape.com>

RadioScape is a registered trademark and Software Defined Digital Radio is a trademark of RadioScape Plc. All other trademarks are acknowledged.

For an image of RadioScape products, please go to http://www.radioscape.com/Resource_Library/Images

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