

THE MOBILE INTERNET

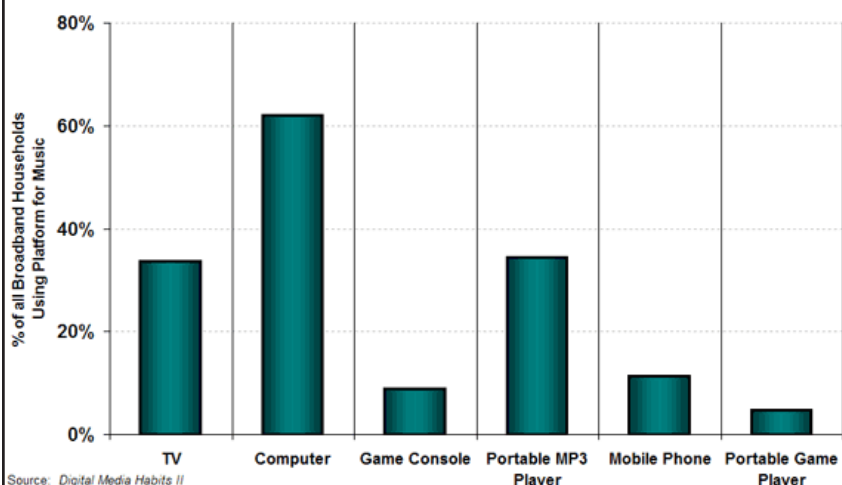
MONTHLY NEWSLETTER COVERING MOBILE INTERNET DEVELOPMENTS WORLDWIDE

Vol. 9 No. 7

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Use of Digital Platforms to Listen to Music (Q3/07)

(Among Broadband HHs Surveyed)



Source: Digital Media Habits II
Sample: n=2,000 broadband HHs; ±2.2%
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NEW PRODUCTS

Bluepulse unveils Apple iPhone application

Bluepulse, a free mobile social messenger, unveiled an iPhone application available now through Apple's iTunes App Store. The application provides the iPhone's estimated 5.4 million users with an enhanced Bluepulse experience that takes full advantage of the iPhone operating system. This first release of the Bluepulse iPhone App features seamless integration of the Bluepulse friends list with the iPhone address book and easy photo uploading. The company plans to roll out more features, including location awareness, in the upcoming weeks.

In This Issue...

Cascada Mobile makes mobile application development a breeze... 2

Sun Java wireless client available on latest HP iPAQ smartphone 4

Limbo announces new iPhone application 5

VEGAS.com mobile innovations add to Las Vegas's tourism technology 7

Univision 34 launches mobile news alerts on Univision Móvil 8

Synchronica licenses Mobile Gateway to emerging markets service provider Emircom 9

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With the goal of providing the best messaging experience for its global user base, Bluepulse is also announcing a new feature that enables its users to have their Bluepulse status updates automatically appear in real time on Twitter, the popular micro-blogging service. These innovations build upon Bluepulse's current offering, which allows users to send peer-to-peer and group messages, update their status, and capture what they're doing with photos and videos they can share with their friends immediately — wherever they are and whenever they want.

“We are excited about providing a Bluepulse application for the iPhone and giving iPhone users the experience they have come to expect.

This application allows us to integrate iPhone-specific features into our mobile Web site, without compromising our current mobile browser-based application that works on any Internet-enabled handset,” said Ben Keighran, founder and CEO of Bluepulse. “Apple changed the game by making the Internet core mobile phone functionality and now 85 percent of its users access the Mobile Web. Given that Bluepulse is a browser-based app, we are incredibly excited to see iPhone users accessing the Mobile Web in such numbers and want to make sure iPhone users have the best Bluepulse experience possible.”

Bluepulse has reinvented mobile messaging by giving mobile users a way to broadcast their lives to friends with text, photos, and videos. Bluepulse enables users to keep in touch with and build out their trusted network of friends from the one device they always have with them. With its new iPhone App, Bluepulse is introducing two new features: contacts integration and media upload.

The contacts integration feature automatically syncs users' iPhone address book contacts into Bluepulse and vice versa, providing a simple way to access all contacts and send a message through both the iPhone

and Bluepulse. With the media upload feature, it now takes just a couple of thumb strokes for iPhone users to take a photo and upload to Bluepulse immediately or simply choose a photo from their iPhone image gallery and upload. Bluepulse is available for free in the Social Networking category of Apple's iTunes store.

Bluepulse is now connecting its users to Twitter, allowing users to have their Bluepulse status updates automatically appear on both Twitter and Bluepulse in real time. This is a big time-saver for users who maintain both Twitter and Bluepulse accounts. Users simply enter their Twitter login and password in their Bluepulse settings and then every one of their Bluepulse status updates will immediately write to their Twitter account.

Cascada Mobile makes mobile application development a breeze

With more than 2 billion mobile phones already in use around the world, Cascada Mobile (www.cascadamobile.com) announced Breeze, a new development platform that can transform ideas into globally distributed mobile applications in as little as 15 minutes. Cascada's Breeze platform provides anyone with knowledge of even the most basic Web programming languages the easiest method for creating, testing, and distributing mobile applications to phones anywhere in the world. Breeze-created applications are subsidized by mobile advertisements, making the service free for anyone to use.

“The mobile handset is very clearly the critical application platform going forward,” said Craig Mathias, a principal with the wireless and mobile advisory firm Farpoint Group. “But building mobile applications has traditionally been difficult and expensive due to complex programming environments and the wide diversity of handsets and mobile platforms. Cascada Mobile's new Breeze Platform enables anyone with knowledge of Web programming to build mobile applications quickly and

inexpensively, and equally important, to distribute these apps to a broad range of handsets easily and efficiently.”

Unlike the “write once, run anywhere” world of Web programming, where a single set of code can work universally on any computer, operating system, and Web browser, mobile application development is fraught with complexities. Mobile phones can have different screen sizes, button and keyboard configurations, and other features that affect how a mobile application runs. Despite the fact that J2ME, the mobile version of the Java programming language, is supported on billions of phones in the market today, an application that runs on one phone may not work on hundreds of other phone models, even if those phones are similar in design or come from the same manufacturer.

To ensure that an application works on all handset makes and models, it must be tested. The daunting task of testing applications on hundreds of different phones by itself puts mobile development out of reach for a great many developers. Beyond the testing, global application distribution requires dealing with more than 100 different wireless carriers and network operators.

The Breeze platform reduces the testing of mobile applications for hundreds of different handsets down to a single run on the Breeze Simulator. Developers receive a simple line of code they can put on their Web sites, blogs, or social network pages, allowing people to download the application merely by entering their mobile number. Breeze also takes care of distribution via SMS, WAP Push, and direct download from a mobile phone, ensuring the right version of the application is sent to each end user’s phone.

“By removing the complexities inherent in mobile application development, we believe we’re going to see a new era in mobile application innovation as the mobile platform becomes available to literally millions more

developers,” said Alan Lysne, CEO of Cascada Mobile. “Now that we’ve simplified the creation, testing and distribution of mobile applications, we expect to see evolution in the mobile arena akin to the evolution on the Internet that became Web 2.0.”

The Breeze platform takes code written in HTML, JavaScript, and Cascading Style Sheets (CSS) and automatically converts it into J2ME code, also known as the Java Platform, Micro Edition or Java ME. As a result, any Breeze-created application can run on hundreds of different mobile phone types. Breeze enables Web programmers unaccustomed to mobile development to add important functions that don’t exist on the Web, such as using the built-in camera, accessing the contact list, or even adding an exit button for their applications.

Once the HTML and JavaScript is compiled into J2ME, Breeze produces a mobile application that can be distributed to phones anywhere in the world, and will automatically detect the correct version to send to a phone. Developers receive a simple line of code they can embed onto their Web sites, blogs, or social network pages, allowing people to download their new application directly to their phone over their wireless service provider’s network.

Breeze offers developers the ability to create fully integrated mobile applications, and not merely mobile “widgets.” Increasingly common, mobile widgets are small applications that usually require a separate widget container to be installed on the user’s phone, in addition to each widget. With Breeze, the result is a standalone application that installs on a phone with its own icon. Breeze gives developers a full range of HTML, JavaScript, and CSS capabilities, plus the ability to take full advantage of the features on mobile phones, such as built-in cameras or contact lists — the only limitations are imagination and the capabilities of mobile phones.

During Cascada’s three-month closed beta, developers used the Breeze platform to

easily create applications from Tile Puzzles to Image Slideshows and News Readers. Breeze is now available to anyone who wants to create applications for mobile phones.

The Breeze platform is free for any developer or programmer to use to create and distribute their mobile applications. To subsidize the cost of distribution, Cascada Mobile ad-enables each application.

End users of Breeze-created applications will see mobile ads while using the applications. Options are available for developers who wish to pay for their use of the Breeze platform in order to offer ad-free applications to end users.

Sun Java wireless client available on latest HP iPAQ smartphone

Sun Microsystems Inc. announced that Java Platform Micro Edition (Java ME) is integrated in the new HP iPAQ 900 series Business Messenger smartphone. Based on the Sun Java Wireless Client software — Sun's Java ME implementation for wireless handsets — and enhanced with custom features designed specifically for HP, the new HP 3G smartphone delivers a flexible wireless email experience, including convenient voice control and hands-free operation.

Sun Engineering Services delivered the Java ME binary implementation customized and tuned to a specific feature set requested by HP. The Sun Java Wireless Client software integrates with the Windows Mobile 6.1 native user interface, enabling customers to view email in the original HTML format, access contact information, and much more through a familiar operating environment.

"We are excited to have worked with HP to deliver Java ME on their new HP iPAQ smartphone," said Eric Klein, vice president of Java marketing at Sun Microsystems Inc. "Delivering the optimized binary Java technology implementation in a timely fashion demonstrates the value of Java technology and Sun's growing engineering services business in providing our

worldwide partners with consistent, unifying solutions and rapid time to market."

"By offering Java on our newest HP iPAQ Business Messenger, we are able to deliver a richer, enhanced mobile experience for our customers," said Susan Macke, vice president of marketing for the handheld global business unit at HP. "The development of the new smartphone and our work with Sun Microsystems reinforces HP's commitment to meeting the growing and varied needs of our mobile users."

Information on Sun's Engineering Services group and how it can deliver binary and optimized implementations of the MSA platform for customers is available at <http://java.sun.com/javame/overview/services.jsp>.

The new HP iPAQ 900 series Business Messenger features the new Windows Mobile 6.1 operating system and latest wireless technologies, including tri-band UMTS/HSDPA, quad-band GSM/GPRS/EDGE, Bluetooth, and Wi-Fi. The HP iPAQ Business Messenger delivers mobile email, voice, and access to business-critical applications. The Sun Java Wireless Client seamlessly integrates with the Windows Mobile 6.1 native user interface, allowing faster time to market for mobile applications.

GCT Semiconductor announces single-chip ISDB-T mobile TV receiver

GCT Semiconductor, a provider of highly integrated semiconductor solutions for wireless communications, announced its mobile TV receiver, GDM7302, a complete single-chip solution for ISDB-T one-seg and three-seg broadcasting services. GDM7302 is the first ISDB-T receiver IC in the industry to feature a two-receiver chain which can be configured for diversity or dual-channel reception.

"GCT's new ISDB-T solution integrates the radio frequency (RF) front end plus demodulator into one monolithic integrated circuit, enabling power savings, smaller size and

bill-of-materials reduction,” commented Dr. Kyeongho “KH” Lee, president and CEO of GCT Semiconductor. “GDM7302’s advanced features enable ISDB-T terminals to be differentiated with enhanced viewing experiences.”

With its two integrated tuners, GDM7302 can be configured for diversity reception, automatically receiving the optimal broadcasting signals from multiple antennas, thereby improving the quality and reliability of the wireless link. GCT’s proprietary algorithm for diversity reception offers optimal power consumption and better coverage through an adaptive control scheme.

Alternatively, GDM7302’s two-receiver chain can be configured for dual-channel reception, simultaneously receiving two channels of programming, allowing for various enhanced viewing experiences such as picture-in-picture and background recording and scanning. Additional benefits of GDM7302’s architecture are fast channel switching, seamless channel handover, and on-the-fly switching between the diversity and dual-channel configurations, without any hardware or software modifications.

“GCT’s ISDB-T solution enables mobile operators and handset vendors to offer superior features beyond simply watching TV on a mobile handset,” said Mr. Tomoya Hemmi, president and CEO of DOCOMO Capital Inc.

“Features like diversity and dual-channel reception are poised to become popular with viewers who desire a better watching experience. And thus, we expect that GCT’s new ISDB-T solution will boost the mobile TV market with their great success.”

GDM7302 uses GCT’s proven and mature CMOS RF architecture, achieving better than -110dBm sensitivity without an external low-noise amplifier and operates in both the Japanese and Brazilian ISDB-T frequency bands.

GDM7302 lowers the bill-of-materials cost by requiring only a single crystal for diversity

operation and enabling dual-channel operation with single-antenna reception.

GDM7302 is available in a 6mm x 6mm wafer-level chip-scale package (WLCSPP), and supports flexible interfaces such as serial TS, SPI, and USB. Samples are currently available and mass production is planned for 3Q 2008.

Limbo announces new iPhone application

Limbo, one of the largest mobile communities in the US, announced that its new patent-pending application for the iPhone and iPod touch is now available free from the Apple App Store.

“The combined knowledge of activities, friends and locations in a simple to use mobile dashboard amplifies the social lives of our two million members,” said Jonathon Linner, Limbo CEO. “The ability to simultaneously message with groups of friends makes it easier to arrange activities and to keep in touch on the move.”

Limbo began as a mobile social-games company where members socialize and play games via text messaging or online. Limbo amplifies the social lives of its 2 million members by making it easier to connect with friends in the real world:

- Activity matching — Many other applications make it possible to find friends or nearby restaurants, but Limbo’s new application adds activities to the social equation. In addition to finding people nearby, members can also find people doing specific things, such as drinking at a nearby pub, playing basketball, or shopping at the mall. The combination of what, who, and where creates more social opportunities for Limbo members.

- Group Chat — Shout, Limbo’s group messaging tool, enables threaded chat with anyone, on any mobile phone or network. Groups can now arrange meet-ups more quickly and efficiently.

- Viral Location — For phones without GPS or other LBS (location-based service) technology, Limbo offers “viral location.” Using

a drag-and-drop action or a single text-message command, users can adopt the location of a friend or a group simply by joining them.

- Cross-platform — Limbo works on all cell-phones, is available on all US carriers, and can be used through text messaging, mobile Web, and downloadable phone applications or any Internet-connected PC.

- Free — Limbo is free to use for all members.

Limbo's new application is available for free from Apple's App Store on iPhone and iPod touch, at www.itunes.com/appstore, and at www.limbo.com.

Through building the largest mobile community in the US and working with mobile and privacy experts, Limbo is seeking to establish best practice in the evolving mobile community space. Limbo hides all users under the age of 18, and with features such as "Do Not Disturb," Limbo's members can control their own availability and interactions with others.

PARTNERSHIPS

Apisphere partners with BuzzHub to create interactive advertising network for mobile devices

Apisphere Inc., a provider of location-awareness services for mobile business applications, announced that it has partnered with interactive advertising network BuzzHub to create a location-based media delivery platform for mobile devices.

BuzzHub will be integrating Apisphere's location-awareness intelligence with its electronic kiosk-based ad serving technologies to create a platform that will deliver targeted advertising to mobile devices. Currently, BuzzHub subscribers can access promotional offers and advertisements at kiosks set up in malls, movie theatres, and festivals. With this strategic partnership, BuzzHub will be able to extend its relationships with retailers and consumers beyond touch screens to create a

more user-friendly environment where targeted coupons, sale flyers, etc., will be automatically sent to consumers' mobile devices based on their location.

"Through our partnership with Apisphere we will be able to elevate the level of service we provide to both our consumers and retail partners," said Sean Brown, CEO of BuzzHub. "Consumers will no longer need to go to one of the kiosks for up-to-date information. As subscribers travel through different areas, promotional offers from various retailers will be automatically pushed to their mobile devices."

The partnership will use Apisphere's Geo-Enabled Mobility (GEM) platform, which delivers mobile content, including applications and messaging, triggered to launch when users enter specified locations. Integrating Apisphere's mobile location-awareness technologies with its interactive advertising network, BuzzHub will be changing the way retailers reach their customers. BuzzHub currently has kiosks positioned at six properties and continues to increase its consumer reach.

"BuzzHub is offering consumers a unique opportunity to receive promotional offers based on retailers that are within their geographic proximity," said Craig Harper, CEO of Apisphere. "As BuzzHub rolls out its solution across the country, Apisphere will be able to help ensure that the proper data is reaching its intended audience in real-time."

CONTRACTS

GyPSii and Garmin sign global multiyear agreement for location-based services and social networking

GyPSii, a geolocation and mobile social networking provider, announced that it has entered into a multiyear worldwide agreement with Garmin, the world's global leader in satellite navigation.

Under the terms of the agreement, GyPSii will provide technology, products,

worldwide datacenter infrastructure, development licenses, and GyPSii branding rights to Garmin, on a worldwide nonexclusive basis for a range of Garmin products. Garmin anticipates that future products will include friend-finding applications that support the GyPSii-powered location-based social networking services platform.

The agreement provides development licenses to Garmin to use the GyPSii location-based geo-social networking services infrastructure for internal development and integration with its products. The agreement also has provisions for revenue sharing between GyPSii and Garmin. GyPSii uniquely incorporates a wide range of location-specific functions and mobile lifestyle services — including mobile search, user-generated content-sharing, and social networking — in a single platform. “We’re very excited to work with an established global market leader like Garmin to deliver its consumer navigation solutions,” said Dan Harple, founder and CEO of GyPSii. “This agreement underscores GyPSii as the leading platform for delivering on a global level the next generation of mobile social networking communities and location-aware mobile lifestyle services. Our agreement with Garmin opens up these new functions and services to consumers everywhere and takes the multi-billion dollar navigation market in an exciting new direction.”

GyPSii currently interoperates on Symbian, Windows Mobile, and BlackBerry devices, as well as the Apple iPhone, along with browser-based Internet connected devices. It can be accessed on the Web at www.gypsii.com or a compatible phone’s mobile browser at www.gypsii.com/m.

SERVICES

VEGAS.com mobile innovations add to Las Vegas’s tourism technology

VEGAS.com, the largest seller of Las Vegas show tickets and source for Vegas

information, is launching Mobile Concierge and Box Office in Your Pocket. The applications are the first-ever deployment of mobile show ticketing in Vegas combined with mobile concierge services.

The Mobile Concierge service is for customers already in Vegas, with current-day and next-day show and tour listings. The Mobile Concierge also has extensive, updated information on Las Vegas hotels. It is available by texting 777 to shortcode VEGAS (83427) or by visiting mobile.vegas.com on handheld devices.

Customers can browse show times, ticket prices, and reviews and soon view video clips on specific shows. Customers select a show or tour offering, click when they’re ready to buy, and are instantly connected to a live expert in VEGAS.com’s 24-7-365 contact center who quickly completes the transaction by taking the customer’s name and credit card number.

“We didn’t want customers trying to peck away at tiny keyboards while they’re in motion to enter credit card information,” said Howard Lefkowitz, president of VEGAS.com. “Visitors have the convenience of browsing and making selections on their mobile devices, and then use a very capable device that they are quite familiar with — their phone — to complete the transaction.”

Confirmation information is emailed to the customer’s mobile device or a standard address (their choice). Customers then have the option of picking up their tickets at a box office, or they can choose to save paper and use VEGAS.com’s Box Office in Your Pocket application, which introduces innovative mobile show ticketing with tickets sent directly to a customer’s phone or PDA.

At supported VEGAS.com-operated Box Offices, customers will use a 2D barcode ticket displayed on their mobile device to directly enter the theater.

Currently operating at the Wynn Las Vegas, VEGAS.com’s Box Office in Your Pocket

will be deploying at additional locations in the upcoming weeks.

“From your PDA you can browse what’s available in Vegas, book entertainment experiences and not miss a minute of your trip,” Lefkowitz said. “The Wynn is the first hotel to take full advantage of the technology, enabling customers to use their phones as a show ticket. When visiting Vegas, there’s only one bookmark to put in your mobile device — mobile.vegas.com.”

According to a North American Technographics Benchmark Survey from 2007, 86 percent of US leisure travelers own a mobile phone. Forrester Research analyst Henry Harteveltdt further supported mobile travel applications, stating, “The sixth generation for electronic distribution is mobile technology.”

Customers can interact with VEGAS.com in person, on the phone, on the Web, and on the go, while local Vegas tourism partners get the benefit of a multichannel platform to attract customers to their offerings. VEGAS.com runs concierge services desks at more than 70 locations; manages box offices at properties including the Wynn, Las Vegas Hilton, Flamingo, and Rio, among many others; and sells a line of Vegas Arrow logo merchandise inside five retail locations in the city in partnership with Marshall Retail Group.

The application, engineered in partnership with Icon Mobile, adapts to fit different phone and screen sizes and looks slightly different on each device.

Univision 34 launches mobile news alerts on Univision Móvil

Univision’s flagship station, KMEX-TV Channel 34, Los Angeles’s No. 1-rated 6 p.m. local newscast for 14 consecutive years and the No. 1 station across all Nielsen measured markets in the country regardless of language, announced the mobile distribution of news alerts, both in video and text messages, on Univision Móvil. Coverage includes important

local, national and international news, as well as breaking news, weather, entertainment, and the top stories of the day.

“Univision 34’s launch of mobile news alerts is an extension of our commitment to deliver the most relevant news and information to our audiences. Our viewers will now be able to receive news, as it happens on their mobile phones,” said Maelia Macin, vice president and general manager of Univision 34 Los Angeles. “If you look at Hispanic wireless use, in fact more than 18 million U.S. Hispanics are wireless subscribers, this is a logical extension of how we deliver information to our audiences. With this initiative, Univision continues to serve as an information lifeline for our viewers by providing information that educates, motivates and empowers the Hispanic community.”

Univision Móvil, which delivers the industry’s most comprehensive Spanish-language suite of mobile offerings to our audiences, has partnered with Tapioca Mobile to handle distribution of alerts across all major carriers. Consumers now have mobile access to the No. 1 news station in Los Angeles, in addition to Univisionlosangeles.com and Univision Radio.

“We are proud to partner with KMEX-TV Univision 34,” said Sachin Deshpande, chief executive officer of Tapioca Mobile. “Univision has always been a visionary leader in the digital media arena. Thus, their latest commitment to delivering engaging video messages for mobile devices demonstrates the importance of this rapidly growing mobile medium.”

To sign up and receive news alerts, viewers can send a text message with the word NU34 to 76225. Subscribers will receive three alerts per day, at 8:00 a.m., 12:00 p.m., and 4:00 p.m.

Planet Payment announces the US launch of BuyVoice mobile payment solution

Planet Payment, an international multicurrency payment and data processor,

announces the commercial launch in the United States of Payment BuyVoice, an innovative mobile commerce solution. Payment BuyVoice provides merchants with a cost-effective, secure, and convenient way to accept credit cards from any mobile phone or landline.

Payment BuyVoice is an easy-to-use payment solution — merchants simply dial the dedicated Payment BuyVoice toll-free number when they need to process a credit card payment.

The application initially authenticates the merchant's credentials through password and PIN validation, and then prompts the merchant for the relevant card details, which can be either spoken or key-entered. The system also supports common fraud-control features, including address and card verification value (CVV) code collection.

The application submits the transaction for authorization, which is communicated back to the merchant, who subsequently receives payment for the transaction directly from its merchant bank.

Planet Payment's solution enables merchants to use their existing mobile or landline telephone to enjoy all the traditional benefits of credit card acceptance, including additional sales, expedited cash flow, and reduced risk by eliminating bounced checks. Payment BuyVoice is a fully hosted application that provides merchants with immediate availability using their existing telephone and mobile carrier, without the purchase of any additional hardware.

The solution does not require the downloading of any software applications to the merchant's phone, eliminating potential memory limitations and preventing the introduction of viruses, as could be the case with other mobile payment solutions.

Payment BuyVoice is perfect for merchants on the go, such as taxi and limousine drivers, direct marketers, and household service and delivery personnel. In addition, merchants located in areas with limited access to point-of-

sale systems can use Payment BuyVoice to process credit cards.

BUSINESS

Synchronica licenses Mobile Gateway to emerging markets service provider Emircom

Synchronica plc, an international vendor of mobile email and synchronization software, has licensed its mobile email software Mobile Gateway to Emircom, one of the top five UAE-headquartered IT/telecoms systems integrators.

Emircom has offices across the MEA region in UAE, Qatar, Saudi Arabia, Syria, Sudan, Lebanon, and Pakistan and is one of the fastest-growing systems integrators in the region. Emircom will offer a hosted mobile email and synchronization service to businesses and prosumers in these countries through its Managed Services arm, M/s Telelogic. The agreement brings together Synchronica's mobile email technology that works on standard handsets, with Emircom's in-depth knowledge of these countries' mobile email requirements.

The contract represents Synchronica's first ASP (application service provider) win in the MEA region. Emircom chose Synchronica's Mobile Gateway because it allows users to send and receive email securely and cost-effectively from mass-market handsets, without installing additional software on the device or behind the firewall.

It also supports a wide range of business and consumer email back-ends on the market, including Gmail, AOL, Yahoo, Hotmail plus, Microsoft Exchange 2003/2007, Lotus Domino, and Sun Communications Suite.

Informa predicts that there will be 4.81 billion mobile-phone subscribers by 2012, with the next billion subscribers coming from emerging markets, where PC and fixed-line penetration is low.

According to Informa's "Middle East and Africa Mobile Opportunities and Forecast — 2007" report, the Middle East and Africa region

is the fastest-growing mobile market in the world. A new report by Juniper Research (July 12, 2008) projects that mobile revenues in the Middle East and Africa are set to hit \$107 billion by 2013, with data services expected to make up 24 percent of billed service revenue by 2013, compared to 9 percent today.

D.G.Roy, COO at Emircom, commented, "Our customers are always looking for more efficient ways of working and we believe that offering them a cost-effective, highly secure hosted mobile email service will tick all the right boxes. We reviewed a number of mobile email products before selecting Synchronica's Mobile Gateway for its ease of deployment, its zero footprint architecture and its ability to work with virtually any phone in use today. We plan to start offering this secure, hosted, mobile email service to customers immediately."

Lindsey McDonald, ICT analyst at Frost & Sullivan Africa, commented, "There's definitely a lot of interest in mobile email from companies and prosumers, and a service like this that does not require people to go out and buy expensive mobile phones makes a lot of sense. This partnership between Synchronica and Emircom will give businesses and prosumers in the Middle East, Africa and India a more affordable alternative to the BlackBerry."

Carsten Brinkschulte, CEO at Synchronica, added, "The relationship with Emircom unites our ground-breaking mobile email technology with their extensive knowledge of their markets' ICT requirements. The result will be a compelling hosted mobile email service that we are confident will prove popular in these developing markets."

Synchronica Mobile Gateway offers carrier-grade scalability and synchronizes contacts, tasks, and calendars, as well as delivering mobile push email using industry standards SyncML and IMAP. It is suitable for both consumers and business users and supports a wide range of consumer and business back-end systems.

ShoZu connects to Snapfish, Ovi, SnapMyLife, and six other new sites

ShoZu Inc. connected users of its mobile social media services to nine additional online communities, including photo printing and storage site Snapfish, personal media storing and sharing on Ovi by Nokia, and mobile photo-sharing service SnapMyLife. ShoZu users can now upload images to and exchange content with a total of 46 Web 2.0 properties from a single screen on their mobile device for fast and easy mobile social networking — including the ability to mass-publish any photo or video to multiple sites and/or email addresses simultaneously from the handset.

Other destination options added in ShoZu's latest round of integrations include AOL's new BlueString media sharing and Xdrive file storage sites, photo/video sharing communities DivShare and Smugmug, Web creation and hosting site Free Webs, and citizen journalism site Reuters You Witness News.

The additions mark ShoZu's third major expansion in seven weeks. In May, ShoZu added support for Twitter, Photobucket, Dailymotion, Friendster, and five other community sites. Earlier this month, the company upgraded its Facebook services to enable Facebook status updates from ShoZu as well as delivery of new Facebook photos, event listings, and other friends' posts directly to the phone.

ShoZu also supports communities ranging from YouTube, Flickr, Google Picasa, Kodak Easy Share Gallery, and Webshots to personal blogging sites and news desks such as Google Blogger, LiveJournal, Textamerica, TypePad, Vox, WordPress, MetaWeblog, CNN, the BBC, and Scoopt.

"Two months ago, mobile users could interact with 29 online communities through the ShoZu gateway. Now we support 46 sites, and we continue to expand the menu of supported destinations so that users can stay in constant contact with their preferred social networks

without navigating from site to site on the mobile Web,” said ShoZu CEO Mark Bole. “If you patronize more than one social media site — and the majority of users now do — ShoZu is simply the fastest way to stay in touch when you’re on the go.”

ShoZu’s service extends today’s burgeoning social media movement from the Web to the mobile world, where users spend the majority of their time. Users can send photos or videos to their favorite community — or transfer any image file to multiple communities and/or email addresses simultaneously — without opening a mobile browser, creating multiple messages, or paying multiple data upload fees from their wireless carrier.

ShoZu users can also have friends’ photostreams, status changes, and social network invites sent directly to the handset in the background without mobile navigation or download downtime; send photos at blog quality or full resolution; upload video clips up to 10 minutes in length; and exchange two-way commenting and messages between the mobile and Web.

ShoZu’s free mobile client is currently pre-installed on newer Motorola and Samsung phones and downloadable to nearly 340 additional handset models. A complete list of compatible phones at the “Get ShoZu” button on the ShoZu home page (www.shozu.com).

Zedge ‘sets site’ on US market

Zedge.net, the primary destination for free user-generated mobile content, revealed its goal of extending its global market leadership to the United States.

Zedge (www.Zedge.net) has become the first mobile social community to surpass the half-billion-download mark by its members, a coveted milestone declared this month. Its 10.4 million registered members have now collectively downloaded more than half a billion lifestyle and entertainment pieces of content for the customization of their mobile phones. As the

market leader in 216 countries, the site also showcases the highest monthly number of page views in the business, tallying over 330 million on both Web and mobile devices.

Founded in 2003 by Norwegian visionary Tom Arnoy, Zedge has pioneered the birth of an industry: the fusion of online and mobile communities seeking lifestyle-enhancing content that affects their personal expression and daily experience.

“What YouTube is to Video, and Google is to Search, Zedge is to Mobile Content,” noted Arnoy. “Frankly, I think you’re going to see us hit the billion download mark in the very near future,” he added.

Among the fastest-growing Web sites on the Internet, Zedge has grown by over 6.5 million members during the past year alone. Ranked No. 395 out of all Web sites worldwide (reference Amazon’s Alexa.org), it has established vibrant communities in countries ranging from the United States to the UK, Mexico to Malaysia, and India to China.

Its core membership spans ages from 16 to 25 and has experienced a robust influx of young male and female users between the ages of 16 and 19.

“We’ve been the best kept secret in the States so far, and now with our strategic alliances, targeted user outreach and, most importantly, the continued positive word-of-mouth, we see Zedge becoming the household brand name in America’s rapidly growing mobile community,” commented Morris Berger, Zedge chairman and chief executive officer.

Zedge offers the highest quantity of mobile entertainment media of its kind, housing more than 1.5 million pieces of user generated content. Downloadable features include ringtones, videos, images, wallpaper, themes, and games.

Members are further provided the opportunity to establish their own personal profiles and to interact through a sophisticated social networking environment.

The Zedge social mobile community has been built exclusively via organic, self-generated content uploaded and shared by its members. The site's popularity has now led to demands from corporations, prominent music artists, and athletes to present original complimentary content to the Zedge community.

"From Day 1 we have recognized that mobile and online users most value access to premier quality content that can be incorporated into their daily lives. But the killer application is to empower them with no strings or fees attached. 'Free Your Phone' is what we're all about at Zedge," stated Berger.

EVENTS

Keynote presentations announced for Mobile Linux Conference at LinuxWorld

IDG World Expo has announced an exciting line-up of keynote speakers for the first ever Mobile Linux Conference taking place at this year's LinuxWorld Conference & Expo. Senior executives from ACCESS, Funambol, Intel, Motorola, Sprint and Sun Microsystems are slated to tout the progress of the mobile Linux marketplace and explore how Linux-based mobile platforms really work. LinuxWorld is scheduled to take place August 4-7, 2008, at San Francisco's Moscone Center.

The conference kicks off on Tuesday, August 5, at 9:00 a.m. with a panel discussion entitled, "Unifying Mobile Linux Platforms," which will be moderated by Bill Weinberg, renowned embedded and open source analyst and consultant for Linux Pundit. Panelists include Eric Chu, Mobile Platform, group marketing manager, Google; Sy Choudhury, staff product manager, OS Technologies, Qualcomm; and Morgan Gillis, executive director, LiMo Foundation.

Wednesday, August 6 will feature two keynote presentations, the first at 9:00 a.m., by Christy Wyatt, vice president, Software Platforms & Ecosystem at Motorola, entitled,

"Seizing the Open Platform Opportunity." Working at a company that has shipped millions of Linux-based devices over the past five years, and as an active member of both the LiMo Foundation and Open Handset Alliance, Wyatt will share Motorola's unique perspectives on how industry players are working together to address key concerns for developers, including platform fragmentation, a need for toolsets, and assurance of a clear channel to market for their applications.

"The mobile landscape can be challenging to navigate, but there's tremendous opportunity for developers — especially as the industry continues to adopt open platforms such as Linux," said Christy Wyatt. "By attending our keynote and MOTODEV Workshop, participants will have the opportunity to go through a day in the life of a mobile application developer and get a chance to learn about tools and resources available to kick-start their application development process."

Following Wyatt's keynote, on Wednesday afternoon at 2:00 p.m., Ram Peddibholta, director of Intel's Open Source Technology Center will deliver his presentation, "Moblin: The Software Platform for Mobile Internet Experience." During his address, Peddibholta will talk about his work with Moblin.org and share insights on how hardware meets software in advancing technologies for the emerging new category of highly mobile devices — including mobile Internet devices, netbooks, nettops, and automotive in-vehicle infotainment platforms.

"Today's consumers are expecting rich yet intuitive experiences on mobile devices similar to what everyone enjoys on laptops or desktops. At Intel, we see an opportunity to expand Internet usage throughout the world with Mobile Internet Devices, netbooks and In Vehicle Infotainment Systems powered by Intel Atom Processor," said Peddibholta. "Moblin.org is at the forefront of bringing together the open source innovations in mobile Linux. With Moblin

and Intel Atom Processors, customers will gain longer battery life and better user experiences on these Internet based devices.”

Closing out the conference on Thursday, August 7, at 9:00 a.m. will be a final panel discussion, “Real-world Roll-out of Applications and Services on Mobile Linux,” which focuses on realizing the maximum return on building and deploying applications and services on mobile Linux and overcoming the application challenges posed by the increased number of mobile devices hitting the street. Panel members include Jacob Lehrbaum, Sr. product line manager, Sun Microsystems; Didier Diaz, SVP, product strategy management, ACCESS Systems Americas Inc.; Fabrizio Capobianco, CEO, Funambol; and John Larson, research scientist, Sprint Advanced Technology Labs.

The Mobile Linux Conference is a new event designed to address the increasing penetration of Linux into the mobile handset marketplace.

During the conference, attendees will receive in-depth technical training, strategic insights, and hands-on experience in mobile Linux from industry experts covering topics including application development and deployment, power management, mobile initiatives, best practices, and more.

MARKET INTELLIGENCE

Growth of mobile content services expected to increase ARPUs for Latin American mobile operators

Mobile content services have been catching on fast in Latin America and were responsible for 3.1 percent of the total mobile telephony revenues in 2007. In the same year, the number of mobile content users reached 57.1 million, or 31.1 percent of the total number of mobile subscribers. While mobile music continues to be the most in-demand service among end users, games and video will gradually gain in popularity.

New analysis from Frost & Sullivan (<http://www.wireless.frost.com>), “Latin American Mobile Content Markets,” finds that the market earned revenues of \$1.15 billion in 2007 and estimates this to reach \$8.93 billion in 2014.

If you are interested in a virtual brochure, which provides manufacturers, end users, and other industry participants with an overview of the Latin American Mobile Content Markets, please send an email to Catalina Rossini, Corporate Communications, at Catalina.rossini@frost.com, with your full name, company name, title, telephone number, company email address, company Web site, city, state, and country. Upon receipt of the above information, an overview will be sent to you by email.

“With mobile voice revenues per user not growing at the impressive rates seen in the last few years, Latin American mobile operators have been investing their efforts in promoting data services,” noted Frost & Sullivan research analysts Justina Trotta and Andrés Sciarrotta. “Although mobile messaging is still the dominant component of the region’s mobile data service market, mobile content services are fast gaining traction.”

Quite significantly, the two largest economies of the region, Brazil and Mexico, experienced outstanding growth in 2007, achieving \$1.11 billion in revenues. This represents a 48.5 percent growth over 2006.

“In Brazil, about 37.7 percent of the total 122.8 million mobile subscribers used at least one of the mobile content services in 2007,” said Trotta.

“Mobile music represented 38.1 percent of the Brazilian mobile content services market revenues, generating \$250.2 million in 2007.”

Notwithstanding these favorable market indications, a significant proportion of mobile subscribers are still unaware of the capabilities of their handsets. Furthermore, many users find it difficult to search for the contents they want, especially on WAP portals.

“The Latin American mobile content market is still limited by the fact that not all the mobile handsets are capable of running all mobile content services, especially games and videos,” added Sciarrotta. “The impact of this restraint is, however, expected to diminish once handsets become more affordable and accessible, enlarging the addressable market size.”

Given these challenges, operators should make concerted efforts toward educating end users on the capabilities of their handsets and make their WAP portals friendlier. This way, some nonusers may begin using content services, thereby increasing penetration.

“Latin American Mobile Content Markets” is part of the Mobile & Wireless Growth Partnership Service program, which also includes research in the Brazil, Colombia, and Mexico telecommunications services markets, among others.

All research services included in subscriptions provide detailed market opportunities and industry trends that have been evaluated following extensive interviews with market participants.

IPLT20.com ranks as fourth-most-visited sports site worldwide in mobile Web report

Live Current Media Inc., a media company built around content and commerce destinations, announced that www.IPLT20.com, the official Web site of the DLF Indian Premier League (IPL) developed, managed, and monetized by Live Current, was the fourth-most-accessed sports site worldwide on mobile phones in May 2008, ahead of ESPN.com and Cricinfo.com, according to a recent report from Web browser development company Opera Software.

Opera’s “State of the Mobile Web, May 2008” report is based on users of Opera Mini mobile Web browsers in 10 countries, including India, the United States, China, the United Kingdom, and South Africa.

Additionally, a new Gartner Research report on the Indian mobile market highlights the massive opportunity for mobile applications and services:

- India is the fastest-growing telecom market in the world; 8.6 million new mobile subscribers were added in May alone, driven by sales of 10,000 handsets per hour;
- India’s mobile subscriber base is set to hit 737 million by 2012, growing around 21 percent annually;
- Data services will grow faster than voice, growing 26 percent annually through 2012.

“The strength and popularity of the IPL coupled with the rapidly growing Indian mobile market, validate our recent partnership with [netlinkblue](http://netlinkblue.com) to expand our agreement with the IPL and Board of Control for Cricket in India (BCCI) to include the exclusive worldwide mobile rights and the live streaming rights,” said Mark Melville, acting CEO of Cricket.com and chief corporate development officer of Live Current.

Live Current plans to launch the official Web site for the BCCI (www.BCCI.tv) in late summer to coincide with the Indian National Team’s summer tour of Sri Lanka. It plans to launch a beta version of Cricket.com as the global gateway of cricket by fall 2008. The company is also developing a custom IPL application for the Apple iPhone, set for launch in late 2008.

This application will take advantage of Live Current’s exclusive digital assets in a similar manner as Major League Baseball’s “MLB at Bat” — a top-five paid application in the first week of the iTunes application store launch.

Live Current recently secured 10-year digital media content, live streaming, and mobile rights for the DLF Indian Premier League (IPL) and the Board of Control for Cricket in India (BCCI). IPLT20.com was launched by Live

Current on April 18, 2008, the first day of the IPL's inaugural season. The Web site garnered tremendous fan excitement and engagement, generating more than 50 million page views and 5.2 million unique visitors during the IPL's first season.

"This bodes well for next season when the IPL Web site will be complemented by Cricket.com and BCCI.tv, and by having these sites indexed by the major search engines," adds Geoffrey Hampson, CEO of Live Current. "We have secured hugely valuable rights for the most popular sport in the rapidly emerging Indian market at a time when the sport of cricket is undergoing transformational events that will shape it as one of the world's leading spectator sports."

With streamed mobile TV and video, premium content and advertising elevate the phone away from just voice

Research and Markets announced the addition of the "Mobile TV and Video: Premium Content and Advertising Elevate the Phone Away From Just Voice" report to their offering.

Mobile TV and mobile video are the second wave of premium content delivered to handsets, following on the heels of mobile music (ringtones, tracks, and ringback) and mobile gaming.

In the content world, video is king. It dwarfs the other entertainment categories by orders of magnitude. With cellular handsets being the world's most ubiquitous entertainment device, it is easy to see why cellular operators and content owners alike are anxious to make video available to cellular subscribers.

Premium mobile TV and video is video content that is delivered to a mobile handset. There are subtle differences between mobile TV and mobile video. Mobile TV is a linear broadcast to the end user from a separate TV broadcast network.

Mobile video is unicast video streamed directly over the mobile operator's 3G network.

"Mobile TV and Video: Premium Content and Advertising Elevate the Phone Away From Just Voice" covers the market for premium video broadcast or streamed to a mobile handset and monetized through direct subscriber payment or via advertising.

The research contains the following:

- Five-year worldwide forecasts of subscribers, average revenue per user, and global market revenue for mobile video and mobile TV;
- Geographic segmentation: US, Canada, Latin America, Western Europe, EEMEA, and Asia;
- Segmentation and forecasts for on-deck and off-deck mobile video;
- Five-year worldwide forecasts of revenue share among mobile operators, content providers, and content-enablement companies;
- Five-year worldwide forecasts of advertising revenue for mobile video, mobile TV, and call to action;
- Five-year worldwide forecasts of advertising revenue share among agency, ad network, and the content provider or operator.

Avot Media announces mobile video survey findings

Avot Media (www.avotmedia.com), a provider of real-time streaming and personalization of video delivery to mobile devices, announced the results of its mobile video user survey.

More than 400 mobile device users answered an online survey after viewing a video via their mobile phones. The study uncovers users' concerns and interests regarding mobile media quality, startup time, costs, and content choice.

Results of the study revealed that mobile video is in demand by a variety of users. One of the key takeaways from the study is that 55 percent of the 29-and-under demographic said

they would use the simple “send SMS for video” model to request video content of interest to them. This user demographic was open to a variety of video content, for example:

- 32 percent would watch American Idol performances;
- 36 percent would view movie trailers;
- 31 percent would access instructional ‘how to’ videos.

“There’s been plenty of buzz in the industry about mobile video and its possibilities and how brands can utilize them to connect with their target audience,” said DeWayne Nelon, CEO of Avot Media.

“While the industry has been slower to adapt to these possibilities, these results clearly show that there is a great deal of interest for mobile video services and the time for companies to start integrating them to their marketing campaigns is now.”

Challenges still exist as mobile video technology matures. Outdated phone models, limited phone or carrier support, user error, and poor coverage are among the challenges some users reported.

Additionally, users expressed general concern about image quality (32 percent), download time (33 percent), and freezing/stuttering (33 percent). Approximately 75 percent of those surveyed were able to successfully watch the video via Avot Media’s video formatting and streaming solution. Among this group, the following was reported on the mobile video viewing experience:

- 95 percent stated that the “send SMS for video” process was easy;
- 89 percent said the video startup time was medium fast or fast;
- 71 percent reported the video image was clear or crystal clear.

The survey was deployed via a Web survey tool. Survey takers were asked to test-drive Avot Media’s mobile video delivery service. After watching a video, they answered 10 short questions about the overall experience.

Examine Latin American mobile content markets

Research and Markets announced the addition of Frost & Sullivan’s new report “Latin American Mobile Content Markets” to their offering.

This Frost & Sullivan research service provides an overview of the mobile content markets in Brazil, Colombia, and Mexico, and observed trends that may affect the current status of the market. In this research, Frost & Sullivan’s analysts thoroughly examine the following services markets: mobile music, mobile game, mobile image, mobile video, and mobile information.

Frost & Sullivan analysts thoroughly examine the following market sectors in this research:

- Mobile music
- Mobile games
- Mobile images
- Mobile video
- Mobile information

With mobile voice revenues per user not growing at the impressive rates seen in the last few years, Latin American mobile operators have been investing their efforts in promoting data services. Mobile messaging is still the dominant component of the region’s mobile data service market, but mobile content services have been catching on fast and were responsible for 3.1 percent of the total mobile telephony revenues in 2007. In the same year, the number of mobile content users reached 57.1 million, or 31.1 percent of the total number of mobile subscribers.

Notwithstanding this growth, the Latin American mobile content market is still limited by the fact that not all the mobile handsets are capable of running all mobile content services, especially games and videos. “The impact of this restraint is, however, expected to reduce once handsets become more affordable and accessible, which enlarges the addressable market size,” noted the analyst of this research

service. "Increasing end-user awareness of their handsets' capabilities and available services is also expected to drive the market forward."

The two largest economies of the region, Brazil and Mexico, experienced outstanding growth in 2007, achieving \$1.11 billion in revenues. This represents a 48.5 percent growth over 2006. In Brazil, about 37.7 percent of the total 122.8 million mobile subscribers used at least one of the mobile content services in 2007. Mobile music represented 38.1 percent of the Brazilian mobile content services market revenues, generating \$250.2 million in 2007. From 2007 to 2013, the Brazilian mobile content market is expected to grow significantly, at a compound annual growth rate (CAGR) of 34.9 percent.

With regard to Mexico, an important factor that is likely to drive the market is the strong investment made by all operators in expanding their networks and coverage. This is expected to increase the possibilities for users to access multimedia services such as mobile broadband, among others. Mobile broadband, streaming TV, and full-track videos are the applications that are expected to have the strongest impacts on operator revenues in the medium and long terms.

"Revenues in the Mexican mobile content services market are expected to reach \$4.42 billion by 2013," said the analyst. "The major growth drivers are likely to be a reduction in the price of downloads, increasing adoption of more sophisticated handsets, and the availability of 3G networks that allow the usage of more sophisticated services such as games, video streaming, and mobile TV, among other services."

China's mobile advertising report now available

Research and Markets announced the addition of the "China's Mobile Advertising Market: Sales-Oriented Ads First, Brand Ads Second" report to their offering.

In 2007, China's mobile advertising market grew 97 percent over the previous year. Currently, SMS advertising is the type of mobile advertising most widely used and represented an estimated 40 percent to 50 percent of China's mobile advertising revenue in 2007.

However, SMS is widely considered spam and is, therefore, likely to decline significantly during the next few years. WAP advertising, especially sales-oriented advertising, will grow rapidly in the same period. Interactive marketing is also gaining interest from brand advertisers, providing the next area of growth.

Consumer acceptance of mobile advertising is lower than with other advertising methods; however, ads that are related to topics of interest to consumers are likely to be very successful. Spam and traffic costs are the primary barriers for consumer acceptance of mobile advertising.

Most mobile Internet users in China are young and tech-savvy, with low- to mid-level personal income but high purchasing power. As such, the authors think that fashionable, interesting, leading-edge products or advertising campaigns may appeal to them more.

This report covers China's mobile advertising market, with an analysis of features, market size, types of mobile advertising, value chain structures, business models, pricing models, market drivers and barriers, and forecasts. It also includes the results of a survey of Chinese mobile Internet users that sheds light on the attitudes of Chinese consumers with regard to mobile advertising.

Strategy Analytics: Apple to gain 35 percent share of US touch screen phone market in 2008

According to the latest research from Strategy Analytics, the Apple iPhone is forecast to take 35 percent share of the mobile touch screen phone market in the United States by the end of 2008.

Bonny Joy, analyst at Strategy Analytics, said, "We estimate the Apple iPhone will account for 6.3 million of the 18.1 million touchscreen phones sold in the United States during January to December 2008, for an impressive 35 percent marketshare. We expect the release of the heavily subsidized 3G iPhone 2.0 on July 11th to catalyze a healthy spurt in touchscreen volumes during the second half of the year."

Neil Mawston, director of Strategy Analytics, added, "Apple is in a strong position today but its rivals are not standing still. Samsung and LG already offer numerous, popular touchscreen models such as the Instinct and Voyager, while Blackberry and Nokia are scheduled to launch their own portfolios in the coming months with the Thunder and Tube. Clearly, the competition is rising fast and hanging on to that 35 percent marketshare will be a major challenge for Apple in 2009."

Eastern Europe follows European trend of turning to mobile TV for new revenue

Since 2005, mobile operators are noticing a steady depreciation of average revenue per user (ARPU). The reality is that the European mobile market is saturated, with over 100 percent mobile penetration. Revenue growth strategies rooted in acquiring new customers are rendered ineffective. As a result, providers scrambled for state-of-the-art services and applications for mobile devices. Headed by Italy, Europe found success with this infotainment solution. By late 2007, 2.6 million Europeans were already using mobile TV. Now the future of the mobile market in Eastern Europe rests in the growing popularity in mobile TV.

"Mobile TV refers to the transmission of audiovisual content to mobile devices," reported Frost and Sullivan research analyst Saverio Romeo. "It means viewing any content on the move, anywhere and anytime. This concept completely changes the usage of audiovisual services, and consequently, the consumer's

experience. In fact, the mobility not only allows users to view content on the move, but also to share content on the point of inspiration with other users introducing new forms of interactivity."

Eastern European countries are already tapping into Europe's success. New technologies such as MediaFLO, T-DMB, DVB-H, and TDTV are being reviewed in various countries.

In Poland, the Office for Electronic Communications (UKE) has launched a tender for 38 channels to major cities within the country. In Russia, MTS, the market leader, is ready to launch a mobile TV service offering 20 channels. In Hungary, the four companies of Vodafone Hungary, Nokia-Siemens Networks, T-Mobile Hungary, and Antenna Hungaria together launched a trial of a DVB-H network in Budapest in January 2008. The Czech Republic and Romania will not be left behind. Since the end of 2006, T-Mobile Czech Republic has been running DVB-H trials in Prague with the help of media company Radiokomunikace. Orange Romania is currently orchestrating trials in Bucharest.

The inspiring success story of Italian mobile operator 3 Italia commanded the attention of western and eastern European countries alike. "In 2006, 3 Italia launched its mobile TV (DVB-H) service. 3 Italia started the service in time for the football world cup and so had an astonishing take-up rate. The reason for this success was quite simple," said Saverio. "Football supporters do not really care about technologies.

They want to view their teams when they are not at home at a good quality and at a package, which meets the needs of their wallets. 3 Italia managed to do all of this. The Italian mobile operator gained 400,000 subscriptions in 10 months. At the end of 2007, almost 900,000 Italians used 3 Italia's mobile TV platform. At the beginning of June 2008, 3 Italia launched a mobile TV service out of charge and ad-based."

The 2.6 million current European consumers are driven by three major factors: content quality, cost of service, and cost of mobile device. Satisfying the target consumers in Eastern Europe brings challenges for the operators and providers. Success depends on having 3G and beyond 3G network coverage for unicast (streaming video to a mobile device via the cellular networks) and on-demand solutions. Operators and providers must also establish and pay for the high cost of quality network infrastructures like DVB-H. The regulatory framework should be established to allocate spectrum. Along with this, handsets with sufficient audiovisual functionalities and easy-to-use interfaces must be readily available. Finally, the price must be attractive enough to draw in a vast audience.

The evident success of this new mobile service offers an exciting opportunity for mobile operators and providers in Eastern European countries, as they jump on the mobile TV bandwagon.

If you are interested in receiving more information on European mobile TV trends, please send an email to Joanna Lewandowska, Corporate Communications, at joanna.lewandowska@frost.com with your full name, company name, title, telephone number, email address, city, state and country. Upon receipt of the above information, an overview will be sent to you by email. All research included in subscriptions provide detailed market opportunities and industry trends that have been evaluated following extensive interviews with market participants.

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