

## **LG Electronics LG U900 Cell Phone Gets Great Reception During Hiwire DVB-H Mobile Television Trial in Las Vegas**

**Seoul, Korea, October 30, 2007**—LG Electronics today announced that its LG U900 cell phone is being used as a portable TV player by the Hiwire Digital Video Broadcast-Handheld (DVB-H) mobile TV trial.

The Hiwire DVB-H mobile TV trial offers 24 channels with top national programming networks—double what competing mobile TV service providers offer. And Hiwire DVB-H mobile TV is also groundbreaking in its inclusion of local DTV broadcast channels—a first for the American mobile TV industry—in the mix of program choices.

Also, unlike competing mobile TV technologies, DVB-H transmission enables TV channels to be delivered and displayed in broadcast video DVD-like quality on cell phones, such as the LG U900 DVB-H compliant handsets. The LG U900 offers a unique feature that allows users to flip the screen 90 degrees—from a vertical to a horizontal position—for a better TV viewing experience optimized for smaller screens. The LG U900 cell phone also has a “TV button” that immediately launches the mobile TV application—a unique feature that has been particularly well-received by people participating in the Hiwire mobile TV trial.

“LG Electronics brings to the Hiwire project our extensive DVB-H mobile TV experience and technical expertise. Our LG U900 has been widely deployed by the leading providers of DVB-H mobile TV services throughout Europe, including the Hutchinson-Whampoa Italian Mobile TV service, Italia 3, the largest commercial DVH-B service in the world,” said Dr. H.G. Lee, President & CTO of LG Electronics Inc.

“We are extremely pleased to be participating in the Hiwire mobile TV trial in Las Vegas, which is proving that DVB-H mobile TV technology can perform extremely well in the United States,” added Lee. DVB-H is a version of the OFDM modulation-based DVB DTV broadcast TV standard designed specifically for excellent mobile performance.

### Answering the Call for Better Mobile TV

With respect to signal propagation, the Hiwire mobile TV trial has succeeded in delivering high-definition, broadcast quality video and sound to LG U900 handsets whether they are in use within buildings or in vehicles traveling at speeds exceeding 75 miles per hour.

Compared to “traditional Unicast” mobile TV services delivered over 3G cellular networks, DVB-H is a broadband medium that delivers better picture quality and ease of use and is extremely robust, scalable, and cost-effective.

“LG, along with key partners such as RRD and SES Americom, have done a tremendous job in developing a DVB-H device that integrates well with our DVB-H system. The U900 delivers fantastic in-building coverage and seamlessly handles tremendous channel capacity across both of our 700 MHz frequencies,” said Scott Wills, president and chief operating officer, in Mountain View, Calif. “Consumer testing shows that the LG U900 delivers exceptional picture quality and intuitive functionality throughout the TV viewing experience. Consumers have repeatedly told us that it is far superior to the existing television that they have previously seen from their wireless carriers.”

“LG Electronics modified its LG U900 handset so that it could receive mobile TV signals being delivered via two different UHF RF channels simultaneously,” said Wills, “The development of this unique capability was necessary because the Hiwire DVB-H mobile TV trial is using both channels 54 and 59—channel spectrum Aloha Partners owns in Las Vegas—to transmit 12 different signals respectively, giving the end user a total of 24 program choices.”

The unprecedented use of two 6 MHz RF channels simultaneously—for a total capacity of 12 MHz—is a key technical advantage that allows Hiwire to deliver an unprecedented package of 24 full-motion, broadcast quality channels. The Hiwire trial has been using two transmitter sites, each of which houses UHF DTV transmitters from Rhode & Swartz and DMT. These four DTV transmitters are synchronized on a SFN (Single Frequency Network) to ensure coverage throughout the Las Vegas market.

#### Leveraging Strategic Partnerships

In the Las Vegas market, which was chosen for its diverse demographic profile, 200 consumers will be participating in the DVB-H mobile TV trial using the LG U900 cell phone.

Since the Hiwire trial is the first of its kind to feature such an extensive TV channel lineup, the consumer testing will generate fresh and unique insights regarding programming, pricing and a range of other consumer reactions to the future viability of enhanced mobile TV. Television research firm Horowitz Associates, in New York, N.Y. has been contracted to sign up trial participants, distribute the LG U900 cell phones, and quantitatively measure their experience and reactions. Rentrak Corporation, in Portland, Oregon, will be providing the daily usage data and monitoring reporting as part of its Mobile TV Essentials service.

As a wholly-owned subsidiary of Aloha Partners, based in Providence, R.I.—the largest owner of 700 MHz spectrum in the United States—Hiwire LLC was formed to develop and deploy mobile TV. This is being accomplished with numerous partners and vendors headquartered throughout the United States, Europe and Asia. One key partner for the Las Vegas trial is SES Americom. SES Americom, an SES Global company headquartered in Princeton, N.J., has been involved in all aspects of overseeing the Las Vegas trial launch. SES Americom has also contributed its expertise in programming, including the use of its IP-Prime service and network operating center in Vernon Valley,

New Jersey. SES Americom's programming team also worked with Hiwire to negotiate and secure an extensive array of programming contracts.

LG Electronics, SES Americom and Hiwire also worked closely with RRD (Reti Radiotelevisive Digitali S.p.A.), a Milan, Italy-based DVB-H integrator. RRD plays a critical role in the Hiwire mobile TV trial by developing all the hardware and software required for the middleware platform. This middleware platform handled the necessary conversion of programming to the DVB-H DTV standard so that the Hiwire DVB-H mobile TV service would work reliably from the transmitter to the LG U900 handheld device.

"The Hiwire mobile TV service aims to give operators and content providers a real choice in the marketplace," said Lee. "The Hiwire service is demonstrating many competitive advantages with respect to the quantity and quality of TV channels that can be delivered via DVB-H to mobile devices."

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#### About LG Electronics USA, Inc.

LG Electronics USA, Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics, Inc., a \$48.5-billion (2006 consolidated worldwide revenues) global force in consumer electronics, home appliances and mobile communications. In the United States, LG Electronics sells a wide range of digital appliances, digital display and digital media products, and mobile phones under LG's "Life's Good" marketing theme. For more information, please visit [www.LGusa.com](http://www.LGusa.com).

#### About Hiwire™

Hiwire™ is a subsidiary of Aloha Partners, the largest owner of 700 MHz spectrum in the U.S. Hiwire will deploy its DVB-H wireless broadcast network to deliver more channels of high-resolution mobile television and music services than any other wireless network. The Hiwire network delivers a broad channel lineup that appeals to the diverse demographic groups of mobile consumers who want high-resolution TV and music delivered to their cell phones and other mobile devices. Hiwire will build and manage its mobile media broadcast network and offer it for use by wireless carriers and consumer electronic portable device makers. Using the Hiwire network offers the most cost effective way for companies to deliver high-quality entertainment channels to their consumers delivered under their own brand name.

#### About Aloha Partners

Based in Providence, Rhode Island, Aloha Partners is the largest owner of 700 MHz spectrum in the U.S., as a result of purchases during FCC auctions of 700 MHz radio frequencies in 2001 and 2003 and subsequent acquisitions of spectrum owners. Aloha Partners currently owns 12 MHz of spectrum across the United States, concentrating coverage in all of the top 10 and 80% of the population in the top 100 markets. Aloha owns 700 MHz spectrum on UHF channels 54 and 59. 700 MHz spectrum is considered

the optimal spectrum to use for mobile TV applications because of its superior in-building penetration and its economical advantage to cover large areas.

#### About SES AMERICOM

The largest supplier of satellite services in the U.S., SES AMERICOM is recognized as a leading innovator of global satellite communications services. The company today operates a fleet of 15 spacecraft in orbital positions predominantly providing service throughout the Americas. As a member of the SES family, SES AMERICOM is able to provide end-to-end telecommunications solutions to any region of the world via a fleet of more than 36 satellites. In addition, AMERICOM Government Services, a wholly owned subsidiary, is dedicated to providing satellite-based communications solutions to both civilian and defense agencies of the U.S. government. With its combined operations, SES AMERICOM serves broadcasters, cable programmers, aeronautical and maritime communications integrators, Internet service providers, mobile communications networks, government agencies, educational institutions, carriers and secure global data networks with efficient communication and content distribution solutions.

#### About RRD

Active in all segments of the Mobile TV supply chain, RRD played an integral role in the launch of the world's first commercial DVB-H Mobile TV service, for Italian mobile operator 3. Additionally, RRD was first to propose a unique DVB-H Service Centre capable of managing the convergence between broadcast and mobile. Committed to continuous innovation, RRD collaborates with the leading players in the Mobile TV field and is in a position to offer fully integrated systems, compatible with every part of the supply chain, from content providers to handset manufacturers. RRD is a member of the DVB consortium, BMCO Forum and the Mobile DTV Alliance, RRD aims to open markets and to create new opportunities.

For further information, please visit RRD Corporate web site [www.rrd.tv](http://www.rrd.tv).

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