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## **TTP license mobile TV technology to ZTE**

*TTP technology helps ZTE to quickly deliver digital TV and radio services to its  
global mobile devices*

**Melbourn Science Park, UK, 8 January 2007.** The Technology Partnership (TTP), Europe's leading independent technology development and licensing company, has licensed its DBTV open standards based mobile television implementation to Chinese mobile phone manufacturer ZTE. TTP's technology, used in conjunction with the Nomadik™ mobile multimedia application processor from STMicroelectronics, one of the world's largest semiconductor companies, will enable ZTE to quickly and cost-effectively deliver an optimised broadcast TV solution for use in its next generation 3G phones. TTP will be demonstrating its DBTV technology at NATPE Mobile++ in Las Vegas later this month and on its stand at 3GSM 2007.

TTP's DBTV software includes both DAB digital TV and DAB radio reception, supporting the main open broadcast standards for delivering TV to mobile devices – using IP multicast. As well as audio and video codecs for mobile TV reception, the software supports full end-to-end digital rights management using Microsoft Windows Media DRM10, meeting the needs of both free-to-air and pay business propositions.

The hardware platform is based on STMicroelectronics' family of Nomadik application processors – making it suitable for all major markets around the world where spectrum is available – and is ideal for feature phones, smartphones, PDAs and media players.

Martin Orrell, general manager of Digital Broadcast mobile TV at TTP commented, "Our partnership with ZTE will be an important catalyst for mobile TV growth, with

2007 set to be the year that new services take off and revenue opportunities could be realised by operators. TTP's technology is low cost, can be quickly scaled to millions of users, whatever broadcast standard is being used, and is proven having already being successfully deployed following the recent launch of Virgin Mobile's revolutionary UK service."

Mr. He Shiyou, SVP of ZTE Corporation and General Manager of Handset Division, commented: "ZTE together with TTP and STMicroelectronics is bringing digital TV and radio services to the mobile device and developing industry standard handsets that will set the benchmark for mobile operators globally. As the uptake of 3G services continues to grow, consumers demand a richer experience and one that is complementary to their other 'digital' broadcast services. TTP's DBTV platform helps mobile operators quickly deploy mobile TV services and seize the lead in what is set to be the next major battleground for subscribers. "

"Nomadik is an award-winning family of application processor ICs that delivers world-class mobile multimedia performance," said Patrice Meilland, Marketing Director, Application Processor Division, STMicroelectronics. "We believe this new technology from TTP, which leverages both the high performance and the low power consumption capabilities of Nomadik, is an important platform that will further accelerate the market for mobile TV."

Another unique feature of TTP's DBTV technology is a real-time rolling 7-day electronic programme guide (EPG) which provides a critical interface between the subscriber and the content available. The EPG stores data permanently on the handheld device and automatically updates over the air. A local storage feature overcomes the slow update speed currently faced by some mobile TV services, while the DRM capability adds a flexible software user interface that can support operator, service provider and content provider branding and revenue models.

The interactive capability of DBTV allows mobile TV subscribers to take advantage of personalised interactive content over 3G, for example they can continue to

listen to the audio of their favourite programme while browsing the additional content. This feature can be used by operators and content providers to stimulate interactivity and improve revenue over and above the regular subscription or pay per view revenues.

**ends**

**Editor's notes:**

**About TTP**

TTP is Europe's leading independent product and technology development and licensing company. TTP's primary objective is to create new business based on advances in technology. TTP specialises in communications, medical products, digital printing, microdevices, optics, vision, consumer and industrial products. The company, established in 1987, is headquartered in Melbourn (near Cambridge, UK) and employs 300 scientists and engineers. For more information visit [www.ttp.com](http://www.ttp.com).

**About ZTE**

ZTE, the fastest growing global provider of telecommunications equipment and network solutions, having signed a 3G handsets supply agreement with Hutchison 3G, the world leading 3G operator. ZTE has sold more than 10 million handsets worldwide. This agreement is a significant step ahead for ZTE towards becoming a global handset supplier.

**About STMicroelectronics**

STMicroelectronics is a global leader in developing and delivering semiconductor solutions across the spectrum of microelectronics applications. An unrivalled combination of silicon and system expertise, manufacturing strength, Intellectual Property (IP) portfolio and strategic partners positions the Company at the forefront of System-on-Chip (SoC) technology and its products play a key role in enabling today's convergence markets. The Company's shares are traded on the New York Stock Exchange, on Euronext Paris and on the Milan Stock Exchange. In 2005, the Company's net revenues were \$8.88 billion and net earnings were

\$266 million. Further information on ST can be found at [www.st.com](http://www.st.com)

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