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Visit us at 2008 Mobile World Congress
11th-14th February, Barcelona, Spain
Hall 1, Stand 1B39

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Mobile World Congress: TTP previews the world's first Bluetooth headset accessory with built in DAB radio

Accessory powers radio into the mobile age by enabling multimedia-DAB on any mobile phone

Melbourn Science Park, UK, 11th February 2008. The Technology Partnership (TTP) has developed nanoDABTM, the world's first Bluetooth headset accessory with built-in DAB digital radio. nanoDABTM is being manufactured under licence by Refined Industry and will be available world-wide from September 2008. TTP is previewing the nanoDABTM technology on its stand at Mobile World Congress.

TTP has also been working with digital radio broadcasters around the world to define new visual, interactive and download services for nanoDABTM. These new digital broadcast services will enable mobile phone users with the nanoDABTM accessory to listen to digital radio and to view, navigate and store visual content, such as images, slides, music tracks and podcasts which are broadcast in association with radio stations.

Visual DAB services are a response to evolving consumer listening habits and will help position digital radio on mobiles as a commercially viable broadcast medium. Digital radio on mobiles and the new visual, interactive and download digital broadcast services open up revenue opportunities for radio stations and network operators including mass advertising through special offers and coupons, as well as a range of value-added content services requiring user interaction, for example competitions, music charts, shopping, voting and user generated content.

TTP's agreement with Refined Industry allows brands to skin the nanoDABTM accessory and to develop interactive end-to-end DAB applications with broadcasters and mobile operators.

Martin Orrell, General Manager, Digital Media at TTP commented: "nanoDABTM will be a catalyst for the roll out of interactive visual digital radio services in a market where advertising on radio is under threat due to its lack of interaction. This technology's ability to support visual, interactive and download services using broadcast will be an important milestone for service providers and brands



worldwide. TTP's proven expertise and enabling hardware and software technology behind nanoDAB™ will also be at the heart of many more services as the mobile broadcast interactive media market takes off around the world."

Simon Wong, Director of Refined Industry commented, "Refined Industry is committed to enabling digital radio and its exciting multimedia features to be connected with mobile phones. By working with TTP we're able to provide DAB digital radio on any mobile phone allowing users to see what DAB can offer."

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Editor's notes:

About TTP and its Digital Media technologies

TTP is Europe's leading independent product and technology development and licensing company providing software, intellectual property and hardware services. Its nanoDAB™ digital broadcast technology includes both DAB radio & data services and supports the main open broadcast standards for delivering multimedia to mobile devices - using Bluetooth. It is completely independent of mobile phone hardware - making it suitable for all major markets around the world where spectrum is available. nanoDAB™ is part of TTP's digital multimedia platform that allows content to be delivered in broadcast or point-to-point form in a seamless manner to connected devices 'anywhere any time'.

For more information visit www.ttp.com

About Refined Industry

Refined Industry has been providing manufacturing services to internationally renowned clients for more than 35 years. It specializes in providing integrated electronic and plastic capabilities for high quality consumer & industrial products, among which include gas detection equipment, industrial controllers, portable radio frequency devices and high frequency signal conditioning modules. Refined Industry offers a one stop, flexible, cost effective and high quality turnkey service to brands from development to manufacturing. It has well established state-of-the-art manufacturing facilities in Shenzhen & Shanghai and strong supplier base in China and around the world.

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