

Press Release

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Mobile 3.0 broadcasts to mobile with German television launch

High-quality radio and television channels made available in four cities through Nokia Siemens Networks' mobile television solution

Germany's Mobile 3.0 is offering high-quality broadcasts of television and radio channels to users on the move, having launched a test service based on a mobile television solution from Nokia Siemens Networks.

The service, initially available in four German cities – Hamburg, Hanover, Frankfurt and Munich – includes nine TV channels (ARD, ZDF, Deutschland 24, RTL, VOX, SAT 1, Pro 7, N-TV and N24) and three radio stations (bigMUSIC, MyFun Radio, and 90elf). It will help gather information on actual demand, expected consumption patterns, coverage and reception conditions in order to fine-tune the broadcasts and identify commercial services to be launched in the future, once Mobile 3.0 receives all the remaining licenses.

During the test, Nokia Siemens Networks is fully hosting, operating and integrating its mobile TV solution, which is based on the Digital Video Broadcasting for Handheld (DVB-H) standard. The platform processes the content and provides the data stream to the broadcast network operator, while Nokia is supplying end-user terminals.

“Mobile TV in DVB-H standard is becoming reality in Germany,” said Dr. Rudi Gro"ger, President of Mobile 3.0. “With the Nokia Siemens Networks complete solution and their services we have been able to launch this service in a very short time.”

To achieve optimum results, Nokia Siemens Networks has been working closely with Mobile 3.0 to meet various challenges – in connectivity, efficiency, quality assurance and revenue generation. The DVB-H solution includes a broad range of services like system design, installation and integration. Nokia Siemens Networks also will host the system in its European hosting center and will be responsible for operation and maintenance.

“With our end-to-end capabilities for DVB-H solutions and our service capabilities to provide a fully managed and hosted system, we will support Mobile 3.0 to drive DVB-H in Germany,” said Hartmut Müller-Leitloff, head of Nokia Siemens Networks business operations in Central Europe.

Nokia Siemens Networks’ DVB-H solution is based on open standards and requires little time to implement. Its end-to-end capability combines the equipment, services and devices to create a unique solution for full DVB-H rollout. This gives Nokia Siemens Networks a leading position to help its customers meet market demands in the best way.

Nokia Siemens Networks already works with more than 30 operators worldwide on DVB-H implementations. Its commercial launches include Finland, Switzerland, India, Malaysia, Philippines, Vietnam and Indonesia.

About Nokia Siemens Networks

Nokia Siemens Networks is a leading global enabler of communications services. The company provides a complete, well-balanced product portfolio of mobile and fixed network infrastructure solutions and addresses the growing demand for services with 20,000 service professionals worldwide. Nokia Siemens Networks is one of the largest telecommunications infrastructure companies with operations in 150 countries. The company is headquartered in Espoo, Finland.

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