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## PRESS RELEASE

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### **KONKA licenses TTP's mobile TV technology for next generation mobile handsets**

*Proven technology helps KONKA quickly deliver digital TV and radio services*

**Melbourn Science Park, UK, 7th March 2007.** The Technology Partnership (TTP), Europe's leading broadcast multimedia technology development and IP company, has licensed its DBTV open standards based mobile television implementation to Chinese mobile phone manufacturer KONKA. TTP's proven DBTV platform enables KONKA to minimise project risk and time to market when developing its next generation mobile TV handsets whilst maximising its revenues through lower development costs.

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, "TTP provides independent, technology-agnostic advice and proven solutions which help handset manufacturers like KONKA to develop effective mobile broadcasting platform products. Having witnessed the successful deployment of our technology in the UK by Virgin Mobile and the Lobster 700 handset, KONKA recognised that our DBTV technology would enable it to quickly develop high performance mobile TV handsets at low risk and low cost."

Mr. Li Hongtao, general manager of Konka Telecommunications Technology Co., Ltd., commented: "With TTP's help we are quickly bringing proven digital TV and radio services to mobile devices and developing industry standard handsets which will be an important catalyst for mobile TV growth. Because of its end-to-end know-how TTP understands the importance of full interactivity and facilitates it in a way that also enables operators to quickly deploy mobile TV services. "

The interactive capability of the TTP DBTV platform allows mobile TV subscribers to take advantage of personalised interactive content over the mobile network, 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.

TTP's DBTV technology also has a unique 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.

## **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 KONKA**

Established in 1980, The Konka Group is China's first Sino-foreign joint consumer electronics enterprise, manufacturing and distributing its own brand of prime quality products. The Konka Group's major product lines are Color TV sets and mobile phones. Refrigerators, washing machines, air conditioners, component, packaging material also form part of the Group's product lines. Konka has five major manufacturing plants in the North-East, North-West, South, East and South-West of China, and has established production bases in India, Indonesia, Mexico and recently in Turkey. With three world-class R&D centers in China and one in the USA, Konka is successfully developing a series of new generation electronics and telecommunications products with high market adaptability and competitiveness. This agreement is a significant step ahead for KONKA towards becoming a global handset supplier.

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7 March 2007