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MITV AND NOKIA ANNOUNCE LIVE DVB-H MOBILE TV SERVICE LAUNCH FOR MALAYSIA IN 2H2007

MiTV's 018 mobile TV service engages Nokia Siemens Networks to bring a commercial DVB-H offering to consumers

Malaysia/APAC - Global mobility leader Nokia and MiTV Corporation Sdn Bhd (MiTV) today announced their collaboration to launch a commercial mobile broadcast TV service based on Digital Video Broadcast-Handheld (DVB-H) technology in Malaysia in the second half of 2007.

Announced at Nokia Connection 2007 in Singapore, and also in conjunction with Broadcast Asia 2007, the agreement is among Nokia's many commercial mobile TV service rollouts utilising DVB-H technology globally. Earlier last year, Vietnam became the first market in APAC to roll out commercial DVB-H services.

This recent tie-up with Nokia further demonstrates MiTV's ongoing cooperation with industry leaders in preparation of its commercial 3G launch utilising the "018" prefix in Malaysia in the second half of 2007. The announcement today reinforces the new 3G entrant's delivery of Malaysia's first true mobile TV experience to the marketplace.

In the deal, Nokia Siemens Networks will provide MiTV's 018 mobile TV service an end-to-end deployment process which includes implementation, integration, and application development services. They will also maintain MiTV's infrastructure on a turnkey basis.

Dato IR Hj. Rosman bin Ridzwan, Chairman, MiTV Corporation said: "This latest collaboration with Nokia marks another important milestone in our preparation to launch our high speed mobile 3G service utilising the "018" prefix in the second half of this year. With strong industry players behind us in network infrastructure, coverage and other technologies, we are absolutely confident that we can deliver genuinely customer-driven products and services that we believe will bring the work-life balance back into their lives.

"With Nokia, this mobile TV experience utilising the latest DVB-H technology will be an important component in delivering this promise. Soon, MiTV's 018 mobile TV customers will be able to watch the latest news, engage in music videos and documentaries or even catch their favourite TV series anywhere, anytime directly on their mobile devices, bringing them closer to the information and entertainment that they value most", he added.



Jawahar Kanjilal, Director, Multimedia Experiences, Nokia Multimedia Asia Pacific said: "We are delighted to be part of this great development in Malaysia with MiTV. This marks the beginning of exciting times in the Asia Pacific broadcasting industry, bringing digital television to consumers' pockets and ushering in a new era of personal interactive entertainment. The Nokia N77 multimedia computer will be a key element of this consumer offering, and we look forward to the continuing development of broadcast mobile TV services in the region."

Under the agreement, Nokia and MiTV are committed to implementing a true mobile TV experience based on an open DVB-H standard enabling viewers in Malaysia with an opportunity to watch DVD-like quality broadcast television 'on the go'. With Nokia's integrated DVB-H device the Nokia N77, the two organisations are confident of delivering a rich broadcast mobile TV solution for the enjoyment of MiTV's 018 mobile TV customers.

Kenneth Chang, Executive Director, MiTV Networks said: "The experience will be unlike any other claimed mobile TV offerings currently available in the market. MiTV's DVB-H service doesn't rely on packet-based technology hence there's no streaming and lag associated with it. You will be able to switch between channels instantaneously, and on top of that, the picture quality and reception will be better than any video streaming service available today. It will be totally revolutionary - a true mobile TV experience that we believe will delight our customers tremendously."

Bill Chang, Country Director, Malaysia, Nokia Siemens Networks said: "We are excited to play a significant role in MiTV's mobile entertainment strategy, through the deployment of this mobile TV service in Malaysia for the first time. This is also aligned to our vision of connecting 5 billion people globally by 2015, through broadband everywhere."

DVB-H is a robust broadcast-to-mobile technology which provides excellent reception of the ordinary television broadcasting in digital format on mobile phones and television screens mounted on-board public and private means of transportation. DVB-H was chosen based on its merit to support mobility, efficient power management, and DVD-like quality audio and video services without disturbance.

In the Asia Pacific, Nokia has already spearheaded several mobile TV technology showcases in countries such as Singapore, India, Philippines, Australia, New Zealand, Sri Lanka, Indonesia and Taiwan, as well as conducted many trials in Asia Pacific, Europe and North America.

Nokia Siemens Networks has had experience in spearheading the complete deployment of the technology and services in different regions. This collaboration will showcase the unique proposition of this service with its successful launch, combining the technology, broadcasting & content knowledge of Nokia Siemens Networks and MiTV respectively.

MiTV Corporation Sdn Bhd, the most recent recipient of the high-speed IMT-2000 (UMTS/3G) spectrum assigned by the Malaysian Communications and Multimedia Commission (MCMC), will utilise the mobile number prefix "018" for its upcoming yet-to-be named mobile service planned for commercial launch in the second half of 2007. The service will be managed by MiTV Networks Sdn Bhd.

Notes to Editors

About DVB-H

DVB-H technology enables the TV service you are familiar with at home to be broadcasted to your mobile device. DVB-H provides a superior end-user experience in the mobile environment with excellent picture quality and reduced battery consumption. Up to 50 TV channels can be delivered with low cost, over one network. With extensive pilots of broadcast mobile TV currently taking place across the globe, involving leading broadcasters, mobile operators, broadcast network operators and handset manufacturers, the market for commercial broadcast services is expected to grow throughout 2007.

What is Mobile TV Broadcasting?

Mobile TV Broadcasting allows the user to watch their favourite TV programmes such as dramas, news, music, sports and documentaries on their mobile device. The service works by receiving a digital TV broadcast signal optimised for mobile devices over the air in much the same way as televisions at home do. Through the technology, channel guides will also be broadcast allowing users to keep abreast of the latest programmes on air.

Broadcast mobile TV is **not** the same as a streaming video service over packet-based services where each recipient downloads a separate copy of the program stream. Rather, one simultaneous TV stream can be received at any time by any number of users enjoying high picture quality and low battery power consumption.

More information about Mobile TV can be obtained from www.nokia.com/mobiletv.

About MiTV - www.3g.mitv.com.my

MiTV Corporation Sdn Bhd, a Malaysian-owned company, which is active in the multimedia and communications industry. Its yet-to-be named 3G mobile communication subsidiary utilising the "018" prefix aims to establish, launch and operate a network in Malaysia providing mobile communications and content services utilising the high-speed IMT-2000 spectrum. The mobile network operations is managed by MiTV Networks Sdn Bhd and the company is planning to roll-out its commercial service within the second half of 2007.

In August 2006, MiTV awarded a world leading communications networks and related services provider a contract to provide end-to-end High-Speed Packet Access (HSPA) network solutions including the operation, management and maintenance of MiTV's high-speed mobile networks.

In April 2007, MiTV penned Malaysia's first ever nationwide domestic roaming memorandum of understanding to go into an agreement with the country's widest mobile network operator Celcom (M) Bhd allowing MiTV's 018 customers to enjoy impressive mobile network coverage at launch of its own high-speed mobile 3G service.

About Nokia - www.nokia.com

Nokia is the world leader in mobility, driving the transformation and growth of the converging internet and communications industries. Nokia makes a wide range of mobile devices and provides people with experiences in music, navigation, video, television, imaging, games and business mobility through these devices. Nokia also provides equipments, solutions and services for communications networks.



About Nokia Siemens Networks - www.nokiasiemensnetworks.com

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. The combined pro-forma net sales of €17.1 billion Euro in fiscal year 2006 make Nokia Siemens Networks one of the largest telecommunications infrastructure companies. Nokia Siemens Networks has operations in some 150 countries and is headquartered in Espoo, Finland. It combines Nokia's Networks Business Group and the carrier related businesses of Siemens Communications.

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