



# *Motorola Mobile TV*

Live Television, Media and Navigation on the Move





## ***Motorola Mobile TV DH Series Devices***

Time-shift, place-shift, lifestyle-shift — take total control of live and recorded digital TV, video, music and photos for entertainment your way. The lightweight, pocketable Motorola Mobile TV devices go wherever and whenever you want.

- Instant replays
- Movie previews
- TV show excerpts
- TV voting
- News headlines
- Weather forecasts
- Stock quotes
- Advertisements
- Sports highlights

Today's consumers are looking for mobile devices that help make their lives simpler and more fun. They want on-demand entertainment to find them no matter where they are. The Motorola Mobile TV series devices — DH01, DH01n and DH02 — provide a compelling TV experience, multimedia entertainment and navigation on the go.

The Motorola Mobile TV DH01, DH01n, and DH02 devices are specifically designed to enjoy TV, multimedia entertainment and navigation on the go. It provides a whole new way of watching TV, with more personalization and control based on individual needs of end-users.

With the Motorola Mobile TV DH series devices, you can not only tune into your favorite TV program but enjoy the added flexibility of shifting location and time – so you watch wherever you are and whenever you want. The Motorola Mobile TV DH device is smaller than a paperback novel, but big enough to pack stereo sound and a high-quality WQVGA screen supporting up to 16 million colors. Dedicated media keys mean easy, intuitive control and navigation, with a built-in electronic program guide and automatic channel scan for added convenience. The Motorola Mobile TV DH series devices makes it easy and convenient to take your personal content – video, music and pictures – along with you by adding an external Secured Digital/Multimedia card. The Motorola Mobile TV DH01n and DH02 devices also add flexibility as a navigation unit to find your way with GPS and Tele Atlas maps.

In addition, the Motorola Mobile TV DH02 extends the entire experience of mobile entertainment by introducing touch-screen user interface and back channel GPRS or HSPDA data connectivity for high-

speed web browsing and interactive services. The inclusion of HSDPA/ GPRS back channel support provides the potential to MNOs (Mobile Network Operators) to offer rich interactive services to their customer base. In addition, you can call up GPS Points of Interest hands-free and even take advantage of Bluetooth connectivity for wireless stereo audio links.

The Motorola Mobile TV DH series provides a new world of experiences and avenues for future entertainment solutions to meet the demands of end-users, mobile network operators and broadcasters.

- **End-users** – enjoy a personalized way of watching TV on the go and the convenience of taking personal content with them wherever they go
- **Mobile Network Operators (MNOs)** – increase ARPU, reduce customer churn and improve customer loyalty by offering a compelling multimedia experience with interactive services as part of Mobile TV DH02 device
- **Broadcasters** – new channels for revenue opportunities to deliver the content



Vote for your favorite aspiring rock group to make it to the next round



Purchase your favorite team's sports apparel while watching the championship game



Download part of your favorite theme song as your ring tone while viewing the movie

## ***Creating new exciting possibilities for end-users, mobile network operators and broadcasters***

### **End Users...**

can access their favorite TV program – anytime, anywhere. They can receive video content either live, on-demand or by download.

With Motorola Mobile TV DH series devices, end-users can:

- Experience their favorite TV and video program wherever and whenever they like with “place-shifting” technology.
- Manage their busy lifestyles on the move without missing their favorite TV episodes. They don't have to be home every night; either watch the programs real-time or download them for later viewing.
- Watch instant replays while sitting in the sports stadium, or have previews at their fingertips when deciding what movie to see on a Saturday night.
- Navigate with advanced GPS navigation capabilities as part of DH01n and DH02 devices with Tele Atlas maps, Points of Interests (POI) with voice assisted guidance and real-time traffic information and speed alerts.
- Place POI calls, emergency calls with DH02, which provides interactive services over HSDPA/GPRS back channel support.

### **Mobile Network Operators...**

can create differentiation and new revenue streams to maintain a competitive edge. With Motorola Mobile TV DH02, mobile network operators can:

- Create additional data revenue streams faster than their competitors. By paying a monthly subscription and/or a la carte fees, consumers receive packaged programming and on-demand content on their mobile device. Subscriptions can be tiered and combined with advanced interactive services.
- Increase customer satisfaction and improve customer loyalty. As consumers' lives become more complex, they demand simplicity in their communications. Mobile network operators who provide solutions to help channel media options onto one device will reap the benefit of reduced customer churn.
- Increase Average Revenue per User (ARPU) opportunities. Mobile TV provides multiple revenue opportunities: broadcast, on-demand, or download of hours worth of personal content.
- Deliver the seamless mobility experience consumers want. Consumers can now view their favorite programming whether they are at home, in the office, in the car, or out in the world. Wherever mobile phone access is available, so is their favorite content.
- Provide rich interactive services and high-speed web browsing with HSDPA/GPRS back channel as part of DH02 device.

Mobile network operators will be able to offer scalable, high-quality content service to unlimited number of users by leveraging DVBH broadcast while maintaining the inband transmission over cellular (i.e. 2.5G or 3G) to enable contextual interactive services.

## Interactive Services Available

Information	Downloads	Purchasing	Entertainment	Socializing
				
				
				
Weather Traffic	Ringtones Games	Shopping Ticketing	Voting Wagering	Chat Dating

## Broadcasters...

can create new avenues of distribution channels for the content. With the Motorola Mobile TV DH series devices, broadcasters can:

- Open up significant new market opportunities by broadening the potential customer base.
- Add additional revenue streams from new advertising channels and through interactive services capabilities personalized for specific market segments.
- Provide secure content distribution via Digital Rights Management (DRM). This not only protects against illegal sharing but eventually allows legal peer-to-peer distribution opportunities.

Broadcasters can take advantage of interactive services since interactivity can trigger or pull the need for additional content that otherwise might not happen. It also has the potential to drive loyalty for mobile network operators, broadcasters and content owners.



**Motorola Mobile TV DH02** —  
*Touchscreen Entertainment on the Go:  
Mobile TV, GPS and Personal Media*



**Motorola Mobile TV DH01n** —  
*Live Television and Media with  
Navigation at Your Fingertips*



**Motorola Mobile TV DH01** —  
*Live Television and Media on the Move*

# What Makes Motorola Mobile TV Different?

- Over 30 years experience in video delivery
- Complete, standards-based video delivery solution, with all transport equipment and multiple encoding systems
- Integrated with service delivery platform for seamless delivery of compelling interactive services
- Integrated, optimal solutions, including end-user devices
- Decades of experience in RF transmission



## Motorola's Mobile TV – A New Way of Watching TV

Motorola's Mobile TV DH series devices – DH01, DH01n and DH02 - are just the beginning of a new era in mobile entertainment. Since the introduction of our first motorcar radio more than 75 years ago, the name "Motorola" has represented entertainment and communication on the move. We draw on that strong heritage and over 30 years experience in video entertainment to seamlessly deliver interactive services in mobile television.

### *A Flexible, End-to-End Solution*

Motorola capabilities in video delivery head-end systems, handsets, and RF transmission mean we can deliver integrated optimal solutions that are also standards compliant for maximum flexibility. For broadcast and cellular networks, we can integrate components of our solution with other transmission standards for end-to-end implementations.

### *Standards Based for Interoperability*

Motorola system integration capabilities have been tested in demanding multi-vendor, multi-technology environments, so we know how to quickly and cost-effectively deploy a Mobile TV solution, broadcast or cellular, that is designed for your unique environment. With dependable support services, we can help ensure highest network performance and availability. Our solution focuses on:

- Robust reception at high speeds
- Low power consumption
- Reduced battery drain
- Small antenna utilization

### *Customized Solutions*

We deliver an end-to-end solution that is modular in scope – we can provide the entire solution or part of it, depending on customer needs. We recognize that interactive services are critical – our solution enables real-time interaction and provides viewers with numerous ways of interacting while watching their favorite TV program.

With our modular, end-to-end approach including the Motorola Mobile TV DH series devices, transmission network, video delivery system, and content management system, Motorola's Mobile TV solution is unmatched in the industry.

We leverage deep expertise in mobility, security and systems integration to deliver seamless communications.

#### **About Motorola Services**

Motorola Services, based on innovative technologies, delivers optimal solutions and managed services for mobile network operators, governments and businesses. Motorola offers a comprehensive portfolio of cost-effective, high performance services and applications that are robust and operational in critical multi-vendor, multi-technology environments. We leverage deep expertise in mobility, security and systems integration to deliver seamless communications. Motorola Services collaborates with customers to understand their needs and help them achieve their organizational objectives.

#### **Take the Next Step**

Motorola's Mobile TV solution is part of our overall Application Services offering which leverages our technology leadership and services competency to provide you with optimal, modular, end-to-end revenue-generating solutions. Teaming with Motorola will provide you the advantage of worldwide expertise and experience in the communications industry, and the flexibility to deploy the right applications and services you need to grow profits.

Motorola is ready to help you enhance the attractiveness of your end-user offerings and grow your data revenue streams. Contact your Motorola account manager today to learn more about how we can help you succeed in the mobile data services marketplace.





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