

## **Vodafone K.K. develops prototype for receiving digital broadcasts**

Vodafone K.K. announces today that, in cooperation with Sharp Corporation and NHK (Japan Broadcasting Corporation), it has developed a mobile handset prototype capable of receiving digital broadcasts for integrating mobile communications and broadcast services.

The prototype is based on terrestrial broadcast specifications for mobile devices in Japan and is capable of receiving and playing H.264/AVC\*<sup>1</sup> images. The prototype is also compatible with data broadcasts based on BML (Broadcast Markup Language)\*<sup>2</sup>, a characteristic of digital broadcasts. In addition to supporting multiple screens for simultaneously viewing mails and the web while watching TV, digital broadcasts can be viewed for a length of approximately two hours.

Vodafone K.K. will test handset operations on the prototype for new services that fuse mobile communications and broadcasts services, which include providing additional broadcast program information and added-value information via communications, linking programs with communications for participating in quiz shows or responding to questionnaires, and other services that utilize mobile handset functions. To coincide with the launch of mobile digital broadcast services, Vodafone K.K. also plans to offer compatible mobile handsets and is proceeding with the development of attractive services.

The prototype will be displayed as one of the latest R&D items at the NHK Science & Technical Research Laboratory's "Open House 2005" to be held from 26 May to 29 May. The prototype is also scheduled to be exhibited in the Global House at Expo 2005 Aichi Japan from 1 June to 25 September.

\*1 A video digital code technology used in broadcasts for mobile devices which maintains vivid images while decreasing data amounts using high compression rates.

\*2 A content language for digital broadcasts defined by ARIB (Association of Radio Industries and Businesses) and a technology that links video and voice interactively to the internet.

- Vodafone and the speech mark symbol are trademarks or registered trademarks of Vodafone Group Plc.

- Vodafone Group is the world's leading mobile carrier and as of the end of December 2004, had equity interests in 26 countries and 416.4m venture customers, with a further fourteen partner networks.

### **About Vodafone K.K.**

Vodafone K.K. is a leading mobile operator in Japan with over 15 million customers and a subsidiary of Vodafone Group Plc, the world's largest mobile community. The Tokyo-based company offers a wide range of sophisticated mobile voice and data services including Vodafone live!, which provides mail and internet access to 85% of its customers, and pioneered the picture messaging service called Sha-mail first introduced in November 2000. In December 2002, Vodafone K.K. launched the world's first commercial 3G W-CDMA service based on 3GPP international standards. Vodafone K.K.'s 3G service offers its customers rich content and roaming on 156 networks in 117 countries and regions as of 30 April 2005. For more information, please visit [www.vodafone.jp](http://www.vodafone.jp)