



MOBISION
your mobile TV

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Outline



MOBISION
your mobile TV

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The Beginning...



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It started with one person, one phone call... "Watson, come here. I need you"



1876: TALK TO A BOX



1896: LISTEN TO A BOX



1925: WATCH A BOX

...The Evolution

It started with one person, one phone call... “Watson, come here. I need you”



1938: COMMAND A BOX



1980: TAKE THE BOX WITH YOU



2006: WATCH TV ON A BOX

Mobision Background



- Mobision is part of Alsumaria TV , proven to be the most dynamic and watched TV station in Iraq.
- With headquarters in Lebanon, Mobision is the 1st in the Middle East and North Africa region to commercially launch Mobile TV service via DVB-H (Digital Video Broadcast on Handheld) technology.
- Mobision is working with key partners recognized by their expertise in Mobile TV such as Enensys, Nagravision, Rohde & Schwarz, Kathrein, Tesla, Harris and E2M.
- Mobision is ranked:
 - 7th worldwide to partially launch the service at major cities in Iraq.
 - 12th worldwide to commercially launch the Mobile TV service over DVB-H technology.
 - 1st worldwide to provide an independent and unique Business Model for Telco's.
- Mobision selected E2M, a sister company, to design, implement and operate the Mobile TV service for Mobision.
- Mobision is using the first independent Mobile TV Subscriber Management System (MTV-SMS) business model, developed by E2M engineers, to manage subscribers' bouquets, access rights, prepaid scratch cards and content for the Mobile TV industry.



Mobision Service



- Mobision broadcast 20 of the most popular local and regional satellite TV channels live to customer's mobile handsets.
- Mobision service can be viewed on both connected and unconnected devices.
- Mobision uses Micro-SD cards to secure the broadcasted content, based on latest encryption mechanism, to provide efficiency and authenticity to end users' device.
- Mobision provides Scratch Cards for subscribers to recharge their service via Mobision SMS/IVR or Mobision Contact Center or Mobision website.
- Mobision Contact Center is available 24/7 to support its Subscribers, Customers and Dealers.



www.mobision.tv



Mobision Ongoing Handset Integration



Mobision



Samsung P960

Quantum

QTM1000



Mobision Multifunction Terminal



Wi-Fi
BT



Nokia Over WIFI



LG Elbrus



Gigabyte
T600



Sagem



ZTE



N77

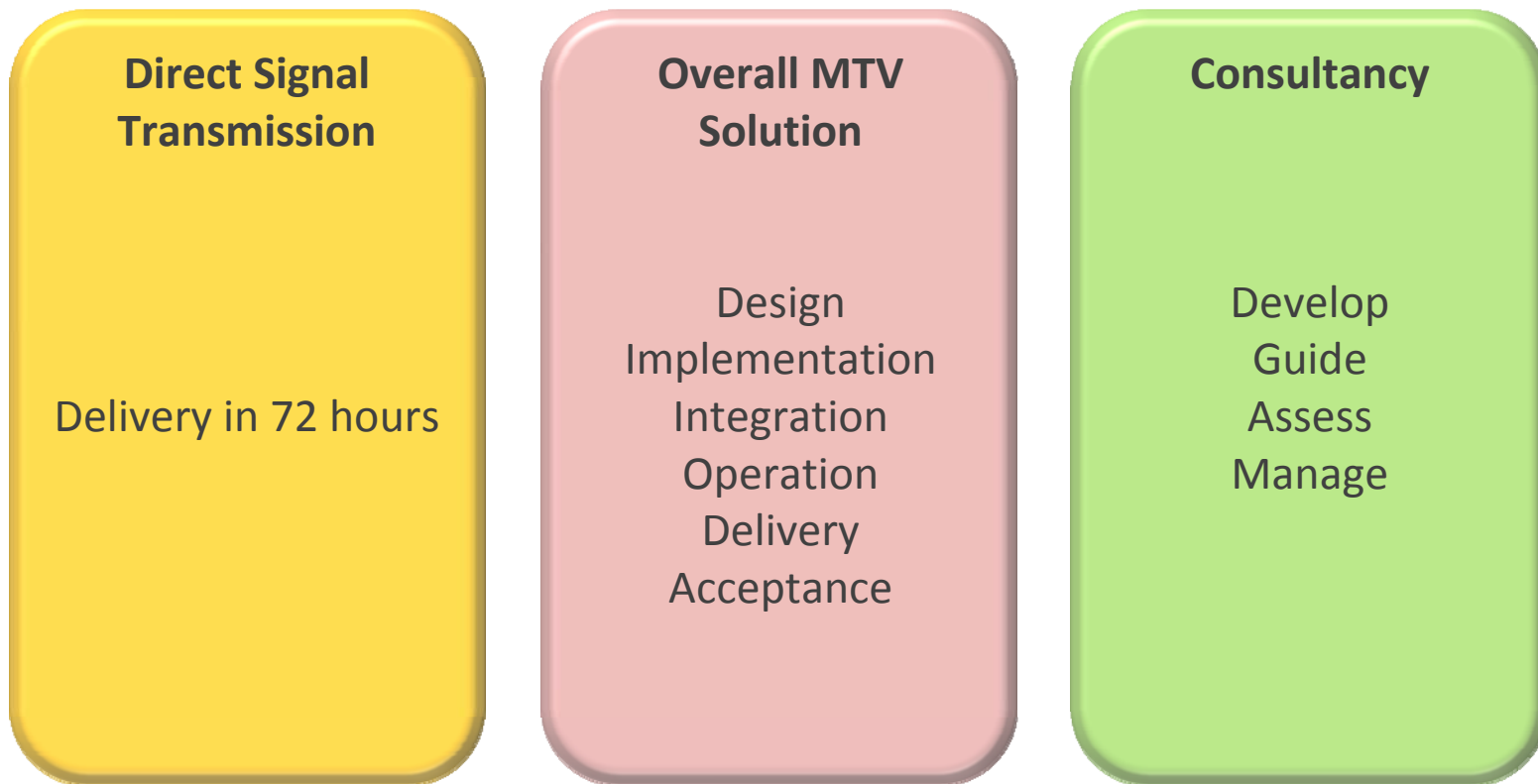


N96

Mobision & Telco's



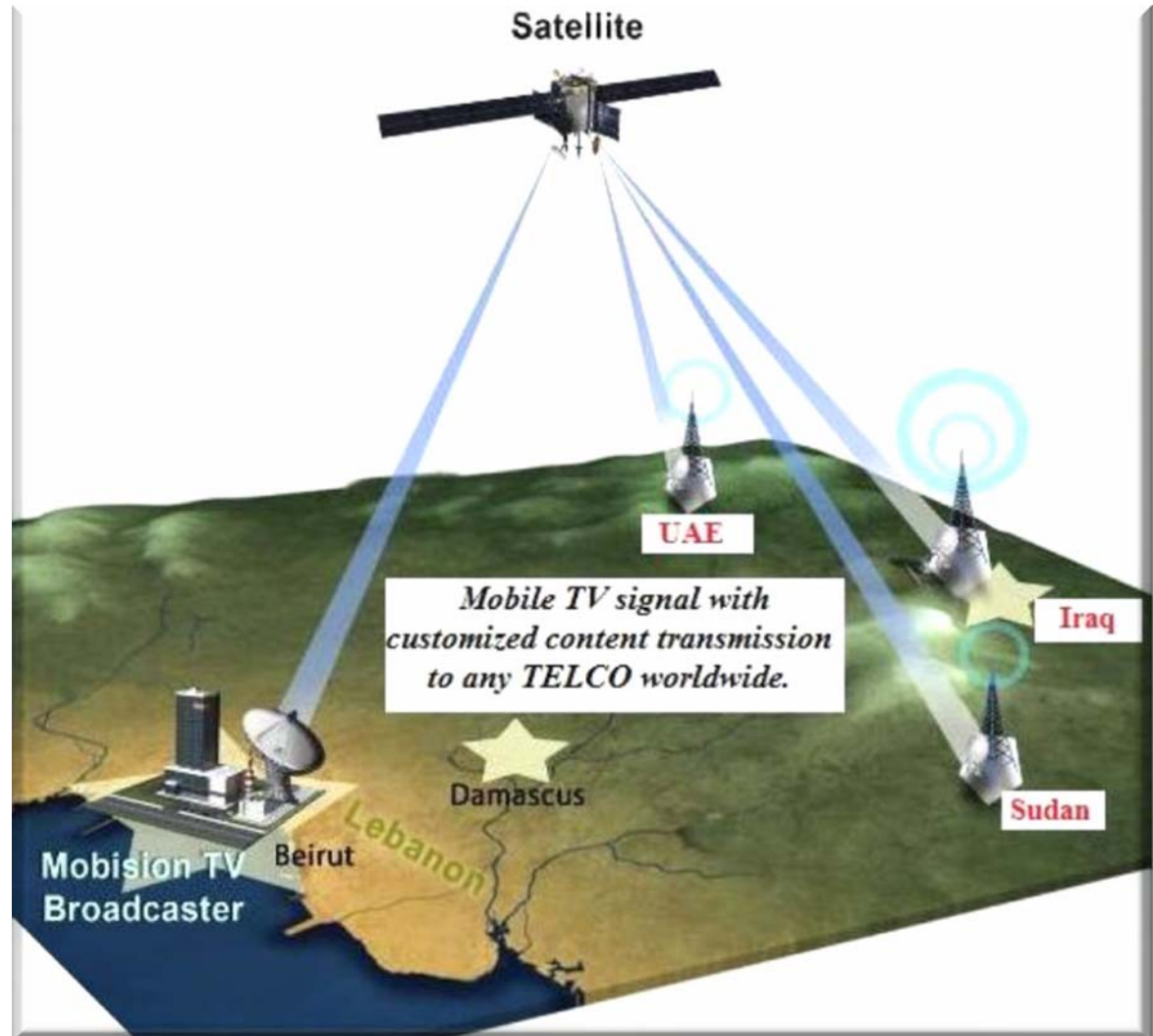
Mobision and E2M are able to provide the Mobile TV service to any Telco via



Mobision Multi-Sites Delivery



- Mobision and E2M offers the Mobile TV service over DVB-H to any Telco in the world.
- With the least initial investment.
- With a dedicated content per country.
- With a unique MTV-SMS to manage subscribers per Telco and 100% independently from other operators and broadcasters.
- With 24/7 customer support. (SLA and KPI to be provided)
- Within a period of 72 hours.



Mobile TV adoption in IRAQ



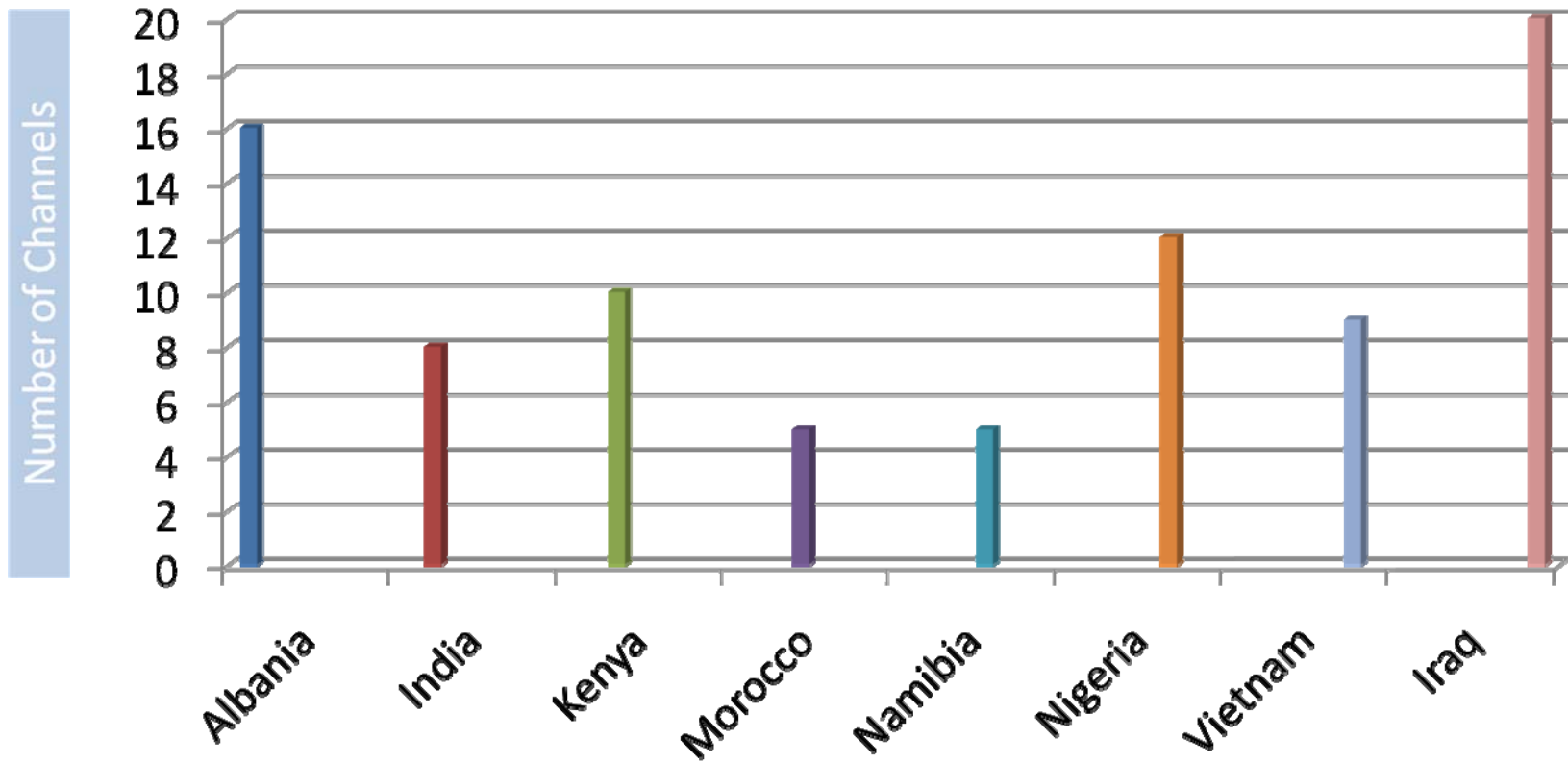
Some of the advantages for using Mobile TV over DVB-H in Iraq

- **Immediate access to the news.**
- **Lowest power consumption since electricity is not available 24/7.**
- **Most females in the region are dedicated home workers.**
- **Average of watching TV is 3 hrs vs. 1 hr in EU and US.**
- **Mobile phone penetration is very high. i.e. almost every Iraqi citizen has a mobile phone while there is only 1 TV per household (1:2 mobile vs. 1:6 TV).**

A world map is shown in the background, with Iraq highlighted in a darker shade. A yellow pushpin is stuck into the map, pointing to Iraq. The word 'Iraq' is written in white text below the pushpin.

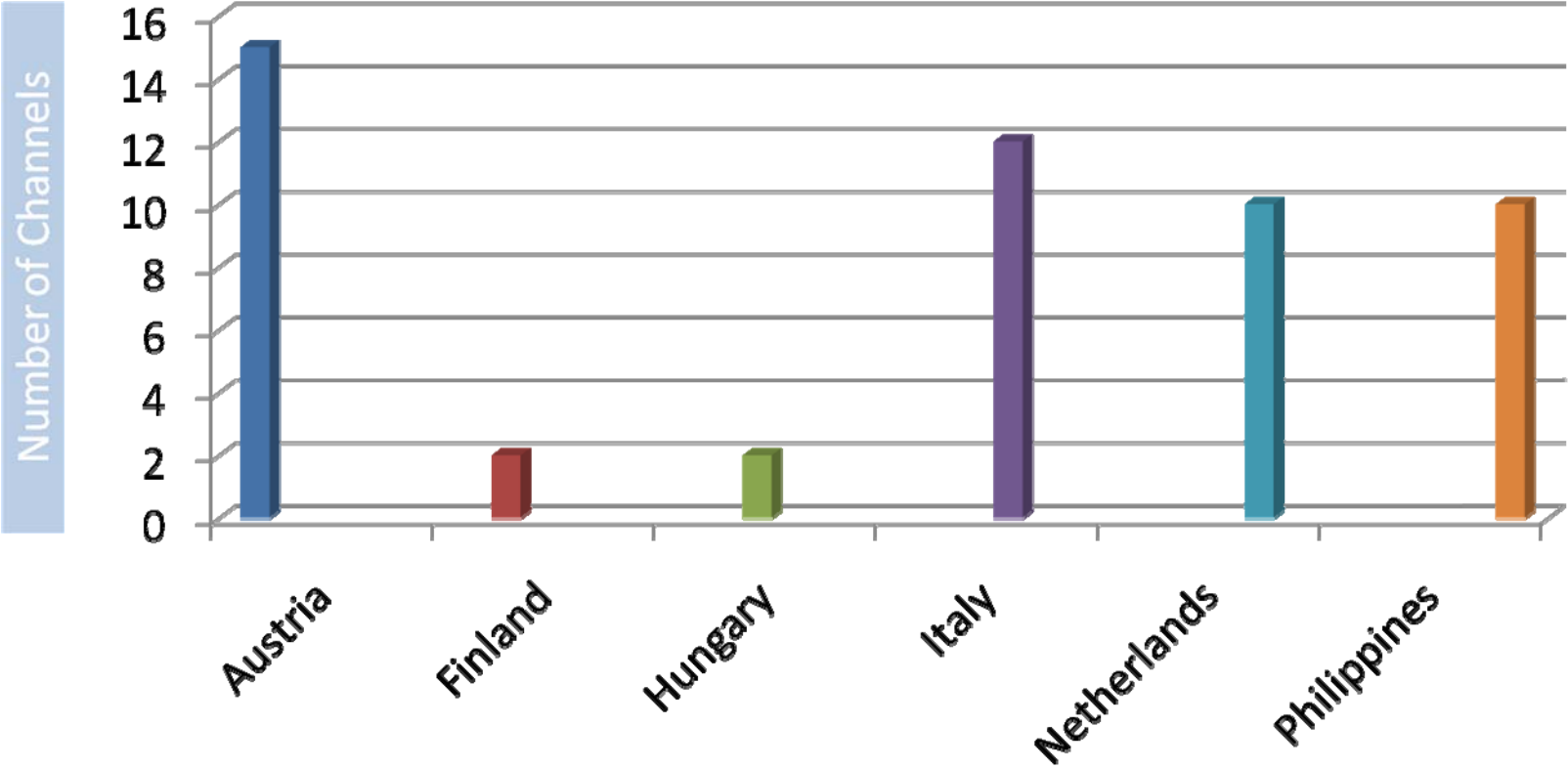
Iraq

DVB-H Full Adoption



Countries with **official** service launch

DVB-H Partial Adoption



Countries with pilot service launch

DVB-H today vs. tomorrow



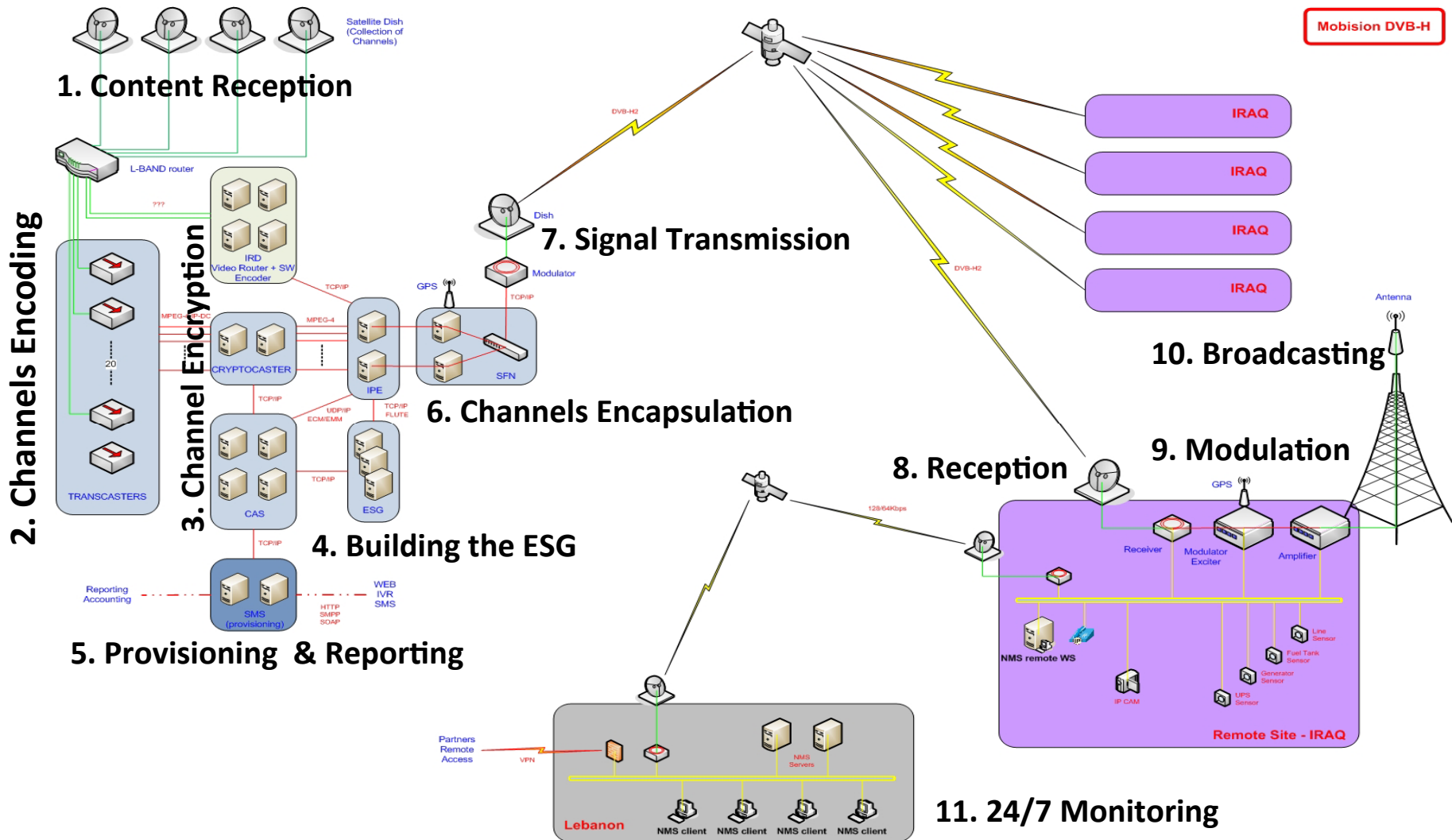
- The DVB-H standard is fully specified and published today.
- DVB-H is based on DVB-T (terrestrial) with portability on handhelds:
 - Mobile handsets
 - Unconnected devices

DVB[®] H & **DVB[®] SH**

- The coming DVB-SH technology is similar to DVB-H but through Satellite broadcasting.
- This new technology operates in the S-band below 3GHz and utilizes the same DVB IP Data Cast transport as DVB-H specification.

Mobision Technical Design

Mobision DVB-H

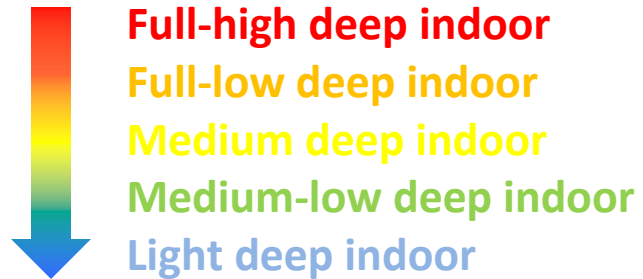


Mobision coverage in IRAQ



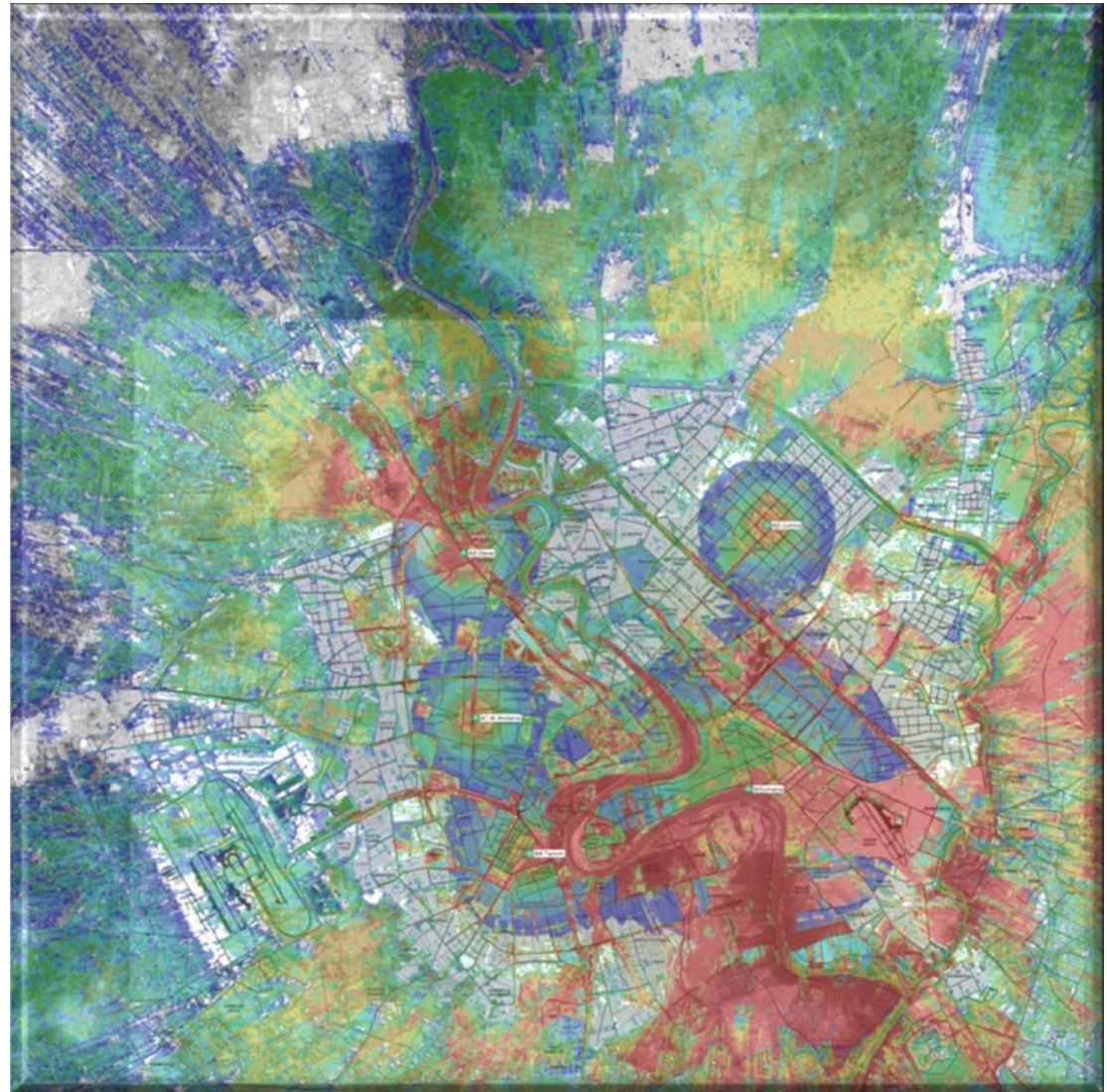
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The coverage shown in this figure represents:



Purpose

RF planning is to simulate the optimal sites position to deliver high outdoor and good indoor coverage.



Mobile TV SMS



- Provisioning and reporting.
- Manage dealers, Subscribers, Bouquets, Access Rights, Scratch Cards, and Content.
- Web access, modular, multi user and multi operator.
- Support batch processing and automated reporting.
- Highly resilient and very secure.
- Quickly integrate over HTTP, SMPP and SOAP.

The screenshot displays the E2M-SMS-CAS Interface. It features a main data table with columns for Transa..., Status, Comm..., Request, UA, Product, From, and To. Below the table is a log window showing system messages such as 'Thread: 12/19/2008 11:52:01 AM Reactivate all ICC Features, Command 1, UA: 5995956142, ProductId: 0'. At the bottom, there are control buttons for Connect, Disconnect, AutoReconnect, Resume, Start, and Pause, along with status indicators for CAS Free Capacity (149), Keep Alive Slots (0), CAS Max Slots (150), Communication Center Status (Running), and Database Connection Status (Saving).

Multi-Monitoring Display



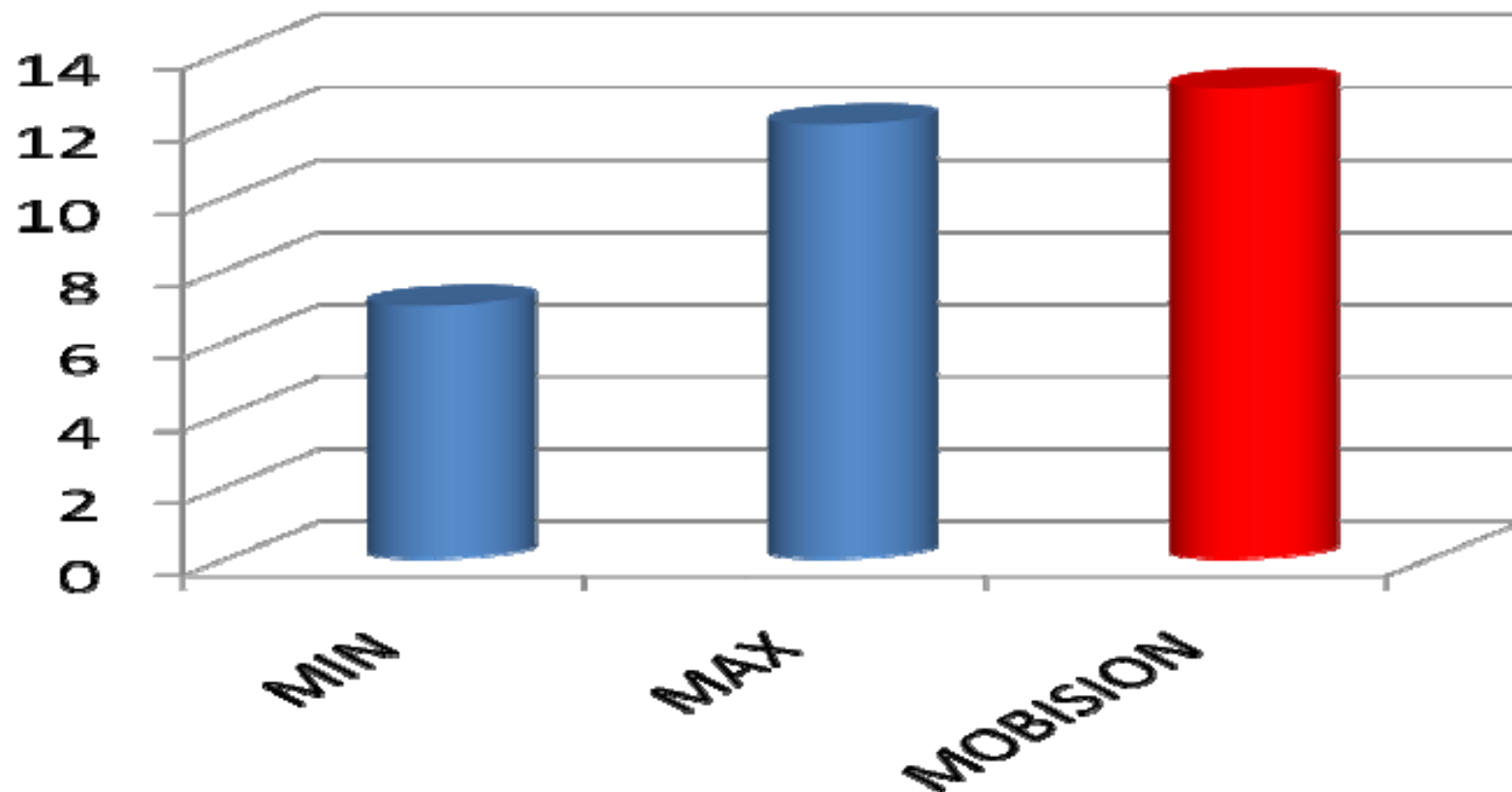
- Real time monitoring multiple TV channels simultaneously.
- Each windows shows the channel name and audio meter.
- If a window is selected, the audio channel becomes audible.
- All windows are customizable and resizable by end-users.
- Early notification if a channel blackouts by screen flashing.

Financial Figures



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ARPU



OPEN DISCUSSION with MOBISION Vice President Mr. Jad Atallah



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