

# Press Release

Cologne / Erlangen,  
August 29, 2007

## MFD to Launch Mobile Text Information Service with Fraunhofer IIS

Experience Journaline at the booth of Fraunhofer IIS at IFA, hall 5.3, booth 15

**Germany's first mobile TV service provider will broadcast NewsService Journaline® developed by Fraunhofer Institute for Integrated Circuits IIS.**

MFD Mobiles Fernsehen Deutschland and Fraunhofer IIS are collaborating to offer a text-based news service called Journaline. Designed for digital broadcasting systems, Journaline provides up-to-date textual information similar to teletext that can easily be accessed from mobile devices via a menu structure. Journaline was developed as a mobile news service by Fraunhofer IIS in collaboration with car manufactures. On August 31, at the start of IFA exhibition in Berlin, MFD Mobiles Fernsehen Deutschland will begin transmitting the Journaline signal over its DMB mobile TV network, which covers 16 large urban areas across Germany. The aim is to make the news service available on devices that can receive mobile TV and Digital Radio DAB and to establish Journaline as the text information service of mobile television.

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“We are happy to be implementing this very exciting project with Fraunhofer IIS “, says Henrik Rinnert, Managing Director of MFD Mobiles Fernsehen Deutschland. “The mobile TV market is growing rapidly and offers many possibilities for the introduction of innovations.”

“Viewers are already familiar with the benefits of teletext from analog television. Thanks to Journaline, people watching mobile digital TV will now also enjoy quick and

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convenient access to news items and program background information. We are delighted to be involved with MFD in this global first for Journaline on the DMB platform", says Alexander Zink, who is managing the Journaline project at Fraunhofer IIS.

#### About MFD

Founded in September 2005, MFD Mobiles Fernsehen Deutschland GmbH is Germany's first mobile TV provider. The independent company has been orchestrating the production of its commercial mobile television service, watcha, single-handedly since June 2006. watcha enables television and radio to be received on mobile devices such as mobile telephones. With branches in Düsseldorf and Cologne the company holds DMB broadcasting licences for the entire country. As a technologically neutral provider the company has also applied for DVB-H broadcasting licences at the appropriate Federal State Media Authority (Landesmedienanstalt).

#### About Fraunhofer IIS

Founded in 1985 the Fraunhofer Institute for Integrated Circuits IIS in Erlangen, today with 480 staff members, ranks first among the Fraunhofer Institutes concerning headcount and revenues. With the development of the audio coding method MP3, Fraunhofer IIS has reached worldwide recognition.

It provides research services on contract basis and technology licensing.

The research topics are: Audio and video source coding, multimedia realtime systems, digital radio broadcasting and digital cinema systems, integrated circuits and sensor systems, design automation, wireless, wired and optical networks, localization and navigation, imaging systems and nanofocus X-ray technology, high-speed cameras, medical sensor solutions and communications technology in transport and logistics.

The budget of 58 million Euro is mainly financed by projects from industry, the service sector and public authorities. Less than 20 percent of the budget is subsidized by federal and state funds.

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