

Press Release

Communology Live Media 2.0 – the integrated solution for mobile rich media applications

Herzogenrath, Germany, 2006-02-15 – The new Communology Live Media 2.0 Framework is the solution for content providers, network operators, mobile marketing agencies, mobile device manufacturers, TV stations and many others, to bring rich media content in real-time and attractively packaged to mobile phones.

As a technical full-service provider, Communology offers this white label solution to every customer. Through the modular structure of the client and server components, an adjustment to suit each customer with all the desired features takes place very rapidly. Communology Live Media 2.0 supports any mobile device with open execution platforms such as Java, Symbian, Windows Mobile and others. The dynamic user interface can be customised as the customer wishes to fit their corporate design, without the application having to be reloaded onto the mobile phone. Streaming, video on demand, music, images, text and tickers can all be integrated to suit the customer's requirements. The content is of course DRM-protected and can be further encoded to protect against unauthorised use, additionally a free-of-charge preview is supported. Interactions in the form of votes, chats, instant messaging or advertising are possible at any time with SMS, MMS, Bluetooth or HTTP.

Two of the many different solutions found in the market today are Blucom Interactive and Interactive Mobile TV, which both use Communology Live Media 2.0 as a basis. Communology Live Media 2.0 is the real-time rich media solution for content providers, network operators, mobile marketing agencies, mobile device manufacturers, TV stations and many others. Through Communology Live Media 2.0 a diverse range of new possibilities opens up for the customer making interactive entertainment available on mobile phones.

Blucom Interactive-Television becomes interactive! (www.blucom.de)

In a joint collaboration with APS ASTRA Platform Services GmbH, a subsidiary of the satellite operator SES ASTRA, Communology designed and developed all the mobile network specific components for the Blucom Interactive solution. Blucom Interactive enables viewers to call up additional information such as news, weather or programme information or to take an interactive part in TV programmes while the TV programme is showing. Blucom Interactive is a Java-based browser and receives HTML pages either free of charge over a Bluetooth-enabled set-top box or over the mobile communication network via UMTS/GPRS. Television or radio broadcasters who use Blucom Interactive can send data to the mobile phone synchronously to the TV programme. For example, if a competition is announced in a television programme, the channel can simultaneously send mobile

Communology GmbH
Kaiserstrasse 100
52134 Herzogenrath
Germany

Phone: +49 (0) 24 07 56 66 0
Fax: +49 (0) 24 07 56 66 99
info@communology.com
www.communology.com

Contact:
Michael Kähler
Business Development Manager

Phone: +49 (0) 24 07 56 66 0
michael.kaehler@communology.com

phones a visually attractive menu displaying the choice of possible answers. APS considers this type of interaction to be the perfect solution for keeping the television screen clear for the actual programme whilst providing an elegant, constantly available means of returning data over the mobile network (SMS, MMS or HTTP).

Communology Live Media 2.0 Framework provides the basis for the entire mobile phone specific components of Blucom. As the full technical service provider, Communology adapted the client software that runs on the mobile phone and adapted the Communology real-time content server to suit the requirements of APS to deliver any content in real-time over the mobile network. The collaboration culminated in the adaptation, provision and operation of the abbreviated number-independent download platform for APS.

Wolfgang Elsaesser, managing director of ASTRA Deutschland: "With Blucom Interactive the consumer is directly addressed and integrated in the programme while it is running."

Interactive Mobile TV

Another innovative product that is based on the Communology Live Media 2.0 Framework is the Interactive Mobile TV solution, which Communology has jointly developed with Ericsson and conVISUAL. The mobile phone receives the live TV programme as a video stream and simultaneously takes control of the interactive viewer services. This interaction is a world first and is implemented through the real-time capability of the Communology Live Media 2.0 Framework. At the press of a button the viewer can take part in voting, send chat messages or buy ringing tones.

To experience Blucom Interactive, Interactive Mobile TV and other Communology Live Media 2.0 products live, visit Communology in Hall 2, Stand F54 at the 3GSM World from 13-16 February in Barcelona.

About Communology

Communology is a mobile telecommunications company operating worldwide, which specialises in testing mobile devices and the development of individual, customised rich media solutions for customers.

Since 2002 Communology has been developing the test tool mte, which tests and checks the software quality of the latest, extremely complex technologies on terminals from the consumer's point of view. Communology has become established as an independent partner in the area of quality assurance for software on terminals. The company has held quality management certification under EN ISO 9001:2000 for several years.

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Germany

Phone: +49 (0) 24 07 56 66 0
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www.communology.com

Contact:

Michael Kähler
Business Development Manager

Phone: +49 (0) 24 07 56 66 0
michael.kaehler@communology.com

Furthermore, Communology develops rich media solutions that are available on the Communology Live Media Framework. The following mobile multimedia applications are just some of the applications based on this framework: interactive mobile TV, streaming and video applications, instant messaging (IMPS), mobile catalogue, XHTML browser, sport and news ticker. All rich media products as white label applications can be fully customised, are scalable and naturally are bearer independent. Finally this allows rich media solutions to benefit from mte results and vice versa.

During recent years Communology has built up an excellent reputation within the mobile telecommunications industry.

The name Communology stands for a close and individual working relationship with its customers whilst following all specifications and requirements. Its extreme flexibility allows it to offer special high quality solutions that are designed and customised to suit the exact needs of individual customers.

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info@communology.com
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Contact:

Michael Kähler
Business Development Manager

Phone: +49 (0) 24 07 56 66 50
michael.kaehler@communology.com