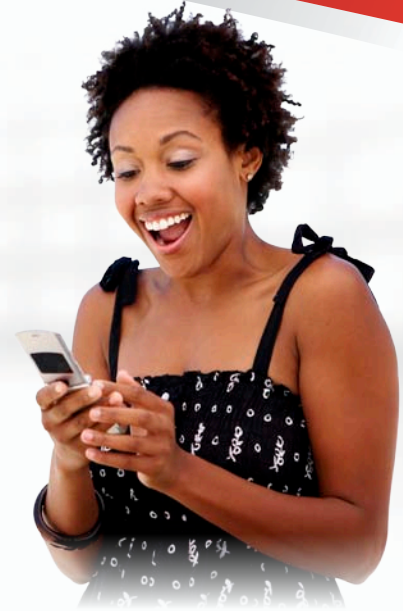


SmartVision Mobility

MOBILE TV SERVICE PLATFORM

The SmartVision mobile TV service platform is at the heart of the Thomson mobility solution, managing and delivering content and interactive services to mobile receivers.



Live TV Service Management

The SmartVision Mobility service delivery platform provides an advanced electronic service guide (ESG) that can ingest from multiple sources and then formats the ESG according to applicable standards. Should there be multiple actor configurations (several DVB-H retailers for one DVB-H wholesaler), the ESG can be composed by each actor (DVB-H service wholesaler, retailer, and content providers) and handled by the SmartVision platform.

Using the SmartVision Mobility platform, a service provider can create live TV offerings that can be packaged as a bouquet of channels, following a free-to-air or a pay-per-view model. The SmartVision Mobility platform then provides an interface between the end user database storing the subscriptions, and any conditional access system (CAS) that implements any of the three mobile

TV security standards: IPDC Open Service Framework (OSF), OMA BCAST SmartCard Profile, and OMA BCAST DRM profile. The SmartVision Mobility service platform also offers Web and WAP access for end users to receive additional ESG information and purchase new subscriptions.

Push Video On-Demand Services

The SmartVision Mobility platform can also distribute non-live video content such as news, clips, and music to DVB-H users. On this terminal, an end user has the ability to select specific content from a catalog that is offered and managed through the ESG. The user's handheld device will retrieve the corresponding content via SmartVision filecasting technologies. The content, a video clip for instance, can then be viewed on terminals that have only DVB-H connectivity, such as a portable multimedia player. This feature also

reduces the bandwidth consumption on cellular networks and streaming or download servers where this content would be available for regular connected terminals.

Interactive Services

Based on the same technologies as push services, service providers can also deliver alert messages, clickable banners, enhanced advertising, gaming, voting, and more. The SmartVision Mobility platform thus allows service providers to associate interactivity to a live TV program and create their own value added services. The SmartVision platform also allows end users to schedule programs from the electronic program guide (EPG), and receive an SMS before the program starts.

Mobile TV with the SmartVision Mobility platform makes TV watching a fully personal experience and interaction easier than ever.

KEY FEATURES

- Manages mobile broadcast and streaming services
- ESG creation and distribution compliant with IPDC and OMA BCAST
- Subscriber management system
- PayTV business model management
- Integration with all mobile CAS vendors
- Support security with IPDC OSF, OMA BCAST SmartCard Profile, and OMA BCAST DRM Profile
- Provides interactive TV: push news, push VOD, voting/betting, banner, links to interactive services
- Provides an intuitive, user-friendly interface for service monitoring and configuration
- End user self care portal and automatic self registration
- Extended support of multiple mobile network operators and multiple DVB-H retailer configurations
- Fixed/mobile platform: allows fixed/mobile service offerings and video cross-services between devices during the same program

Unified Mobile TV Services (Broadcast and Unicast)

Because of its broadcasting nature, DVB-H fits the requirements of bandwidth-intensive multimedia distribution to large audiences. Meanwhile, cellular networks, 2.5G, and 3G, address point-to-point data communication for video on-demand (VOD) and niche channels that cannot all be broadcast.

The SmartVision Mobility platform also controls unicast streaming servers, reusing its ESG/EPG capabilities and its subscription management system to offer the same services in unicast as in broadcast: live TV and VOD. New services based on the SmartVision Video Service Platform for IPTV can now also be introduced in mobile networks, such as catch-up TV and network personal video recorder (nPVR).

Convergent Services

Leveraging its experience in fixed IPTV, based on the widely deployed SmartVision video service platform, Thomson enables convergent services such as remote self-care, interactive barker channel, or multi-device pay-per-season. The SmartVision Mobility platform also enables a common management of subscribers, offerings, and billing for an operator who wishes to deploy a unified service available simultaneously in both a fixed and mobile environment.



Interactive Services



SMS Voting



Push Video on-Demand



Electronic Program Guide



Live TV Service



SMARTVISION MOBILITY PLATFORM FEATURES

Content Management

For content management, the SmartVision Mobility platform supports access from several content providers who need secure access to the platform. This allows content providers to upload EPGs, content, their associated descriptions and usage policies, and interactive data.

ESG Management

The SmartVision Mobility platform ESG lists all subscriber services available: live TV channels and their associated EPG channel schedules, VOD, interactive applications, etc. The SmartVision Mobility platform allows an operator to define its service plans and interactivity through a powerful and user-friendly interface. The two ESG standards, IPDC and OMA BCAS, are both supported on the SmartVision platform, even simultaneously in the case of coexistence of both standards or migration between standards.

Servers Management

The SmartVision Mobility platform manages and supervises broadcast and unicast service equipment such as encoders, file delivery servers, and streaming servers.

Service and Content Protection

The SmartVision Mobility platform allows a service provider to implement its desired business model: free-to-air, subscription-based, pay-per-view, or any combination of the three. The SmartVision platform manages the subscribers database and integrates the key management/conditional access (CA) systems selected by the service provider. IPDC OSF, OMA BCAS SmartCard Profile, and OMA BCAS DRM profile service protection are supported.

End User Portal

The SmartVision Mobility platform offers Web/WAP access to end users where they can subscribe to broadcast services or access live niche channels, VOD, or nPVR. This Web interface is also used in the IPTV environment, allowing IPTV/mobile TV cross services.

Open Architecture

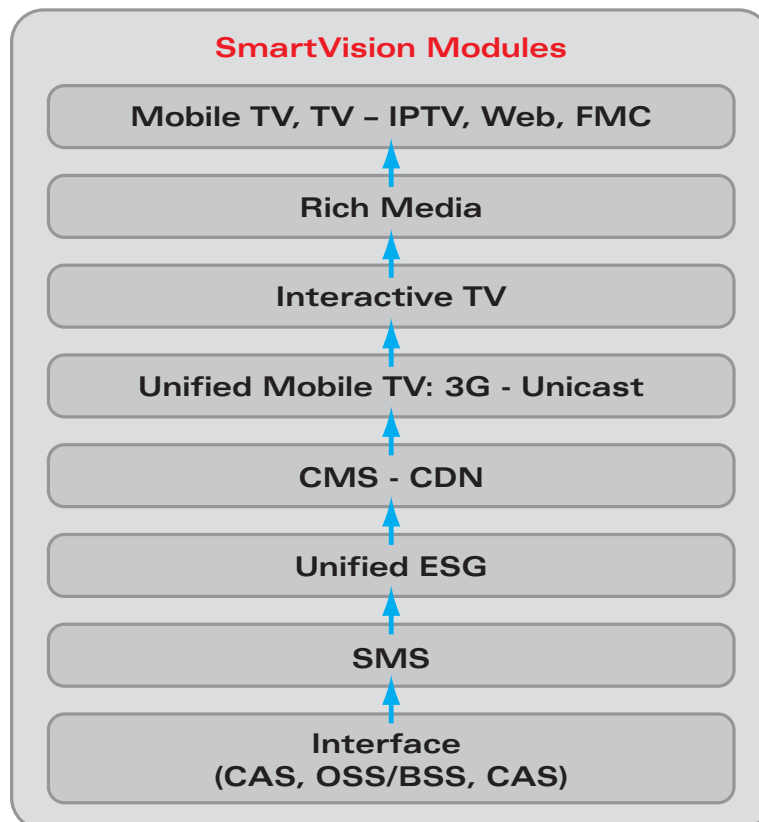
The SmartVision Mobility platform is based on open standards and APIs, and is compliant with the DVB-IPDC and OMA BCAS standards. A service provider can consequently deploy a service and network with standard compliant terminals and applications.

Scalable Solution

The SmartVision Mobility platform is truly scalable, supporting an increasing number of contents, services and subscribers, closely following the operator's needs and associated deployment strategy.

Centralized Configuration

As the SmartVision Mobility platform is at the heart of a mobile TV service architecture, it offers the possibility of configuring and supervising an entire system from one entry point.



HIGH LEVEL OF FLEXIBILITY

Multi-Operator Capability

The SmartVision Mobility platform can support several mobile network operators (MNO) accessing the same broadcast bearer. Each mobile network operator manages its own services (and consequently its own ESG), their customer database, and the conditional access system they have selected.

The SmartVision Mobility platform simultaneously interfaces with several

CA systems so it can transmit via the same broadcast bearer with rights stemming from different systems. Some services can also be shared between different operators, with all services being declared into all relevant ESGs.

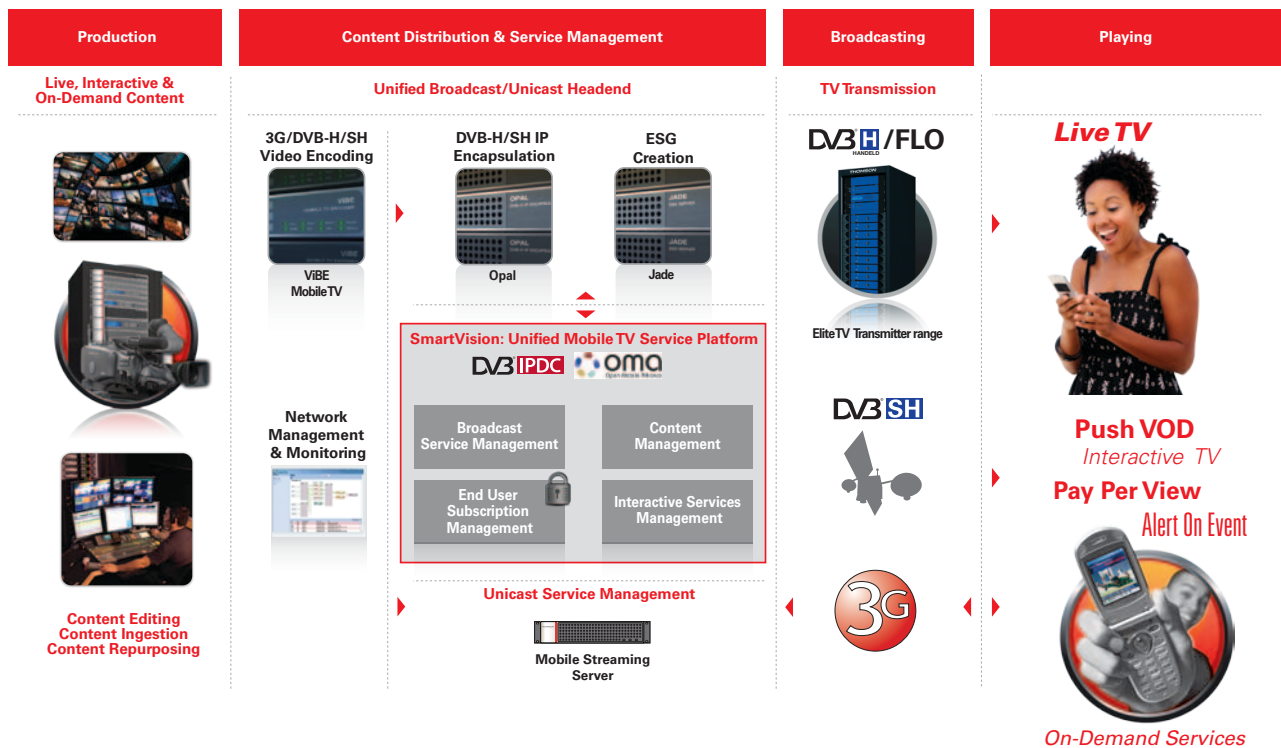
SmartVision Mobility Packs

Starting mobile TV is easy with SmartVision Mobility packs, which are designed on optimized hardware configurations and can be deployed

quickly. Efficient small configurations can then be scaled to very large systems supporting million of subscribers, as we have done with IPTV.

SmartVision Mobility packs also divide a mobile TV offering into several packages, depending upon the functional scope of the specific deployment.

SMARTVISION MOBILITY: DRIVING THE THOMSON END-TO-END MOBILE TV SOLUTION



ORDERING INFORMATION

The SmartVision Mobility platform is available in a number of configurations. Please contact your Thomson representative for more details.

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PROFESSIONAL SERVICES

Our professional services offerings ensure optimal system performance and maximize uptime. These services include call centers staffed around the clock; system planning, design, and commissioning; professional training courses; and technical maintenance programs and service agreements.

www.thomson.net/support

FINANCING

Financing is available through Thomson financial services. Please contact your products representative for more details.