



November 2, 2011

SKY Perfect JSAT Corporation

### **Regarding the provision of the satellite communication service for the multimedia broadcasting (V-High) for mobile terminals to be started in April 2012**

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; Representative Director, President & Chief Executive Officer; Shinji Takada; hereinafter referred to as “SKY Perfect JSAT”) has concluded a contract regarding the provision of the satellite communication service with Japan Mobilecasting, Inc. (Head Office: Minato-ku, Tokyo; President, Chief Executive Officer, Noriyuki Nagamatsu; hereinafter referred to as “Japan Mobilecasting”), which is the provider of the basic station for the multimedia broadcasting (V-High) for mobile terminals “Mobacas<sup>\*1</sup>” to be started in April 2012.

Japan Mobilecasting develops a multimedia broadcasting network for transmitting the programs, etc. provided by the terrestrial broadcaster for mobile terminals (which is scheduled to be mmbi, Inc.) to the users of mobile terminals around Japan. SKY Perfect JSAT will offer the satellite communication service for the Mobacas stations throughout Japan as a relay network.

As for the use of satellite lines, SKY Perfect JSAT can offer high-quality services, because it is possible to minimize the difference in arrival time caused by transmission and single frequency network (SFN) interference<sup>\*2</sup> by simultaneously transmitting signals to the Mobacas stations throughout Japan. As for satellite uplink equipment, we will prepare a site diversity<sup>\*3</sup> structure for enabling the uplink from several bases (Yokohama and Ibaraki Stations), and offer stable services.

Through the provision of the satellite communication service, SKY Perfect JSAT will support the operation of the multimedia broadcasting network by Japan Mobilecasting and provide the viewing environment for enjoying the multimedia broadcasting (V-High) for mobile terminals “Mobacas.”

\*1: Multimedia broadcasting (V-High) is the broadcasting exclusively for mobile devices that uses the frequency range of 207.5-222 MHz after the termination of terrestrial analog TV signals. It is collectively called Mobacas. In April 2012, mmbi, Inc. will start “NOTTV.”

“Mobacas” is a trademark owned by Japan Mobilecasting, Inc.

“NOTTV” is a trademark owned by mmbi, Inc.

\*2: Since a broadcasting service area is covered by the single frequency network, the difference in arrival time of signals from more than one station causes interference.

\*3: Method of switching uplink points according to the effects of rainfall, etc.

(Reference)

【Service outline】

