

# Samsung Introduces P960 Mobile TV Slider Phone

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Samsung Electronics announced today P960, the world's first slider type Digital Video Broadcast - Handheld (DVB-H) mobile TV phone P960.

P960 is also the world's first DVB-H mobile TV phone that supports both of European mobile TV standards, Digital Video Broadcast - Convergence of Broadcast and Mobile Service (DVB-CBMS) and Open Mobile Alliance Mobile Broadcast Service Enabler Suite (OMA-BCAST). DVB-CBMS is DVB Forum initiated DVB-H standard based

on DVB-T standard, currently available in Italy through H3G, TI and Voda.

It will soon become available in France, Belgium, Poland and Russia. OMA-BCAST is OMA initiated DVB-H standard known as the next generation DVB-H solution. It will first become available in Netherland and will continue to be adopted in Germany, Switzerland, and Austria.

P960 offers an optimized television-on-the-go experience with a large 2.6" QVGA TFT screen with vivid 262K color image-enhancing DNIE. TV watching experience is enriched by numerous innovative DVB-H features such as Electronic Service Guide (ESG) that provides an on-screen TV guide and Picture in Picture (PIP) that allows users to view two channels at once, and Time-Shifting feature that shifts TV program schedule when a show is interrupted by incoming calls. P960 also proudly features Bang & Olufsen ICEPower technology for a professional quality audio experience. The battery life of 1200mAh ensures up to 5 hours of TV watching time.

In addition to DVB-H technologies, P960 also offers satisfying entertainment features to meet even end-users needs. A 3 megapixel camera with power LED, a music player with Music Library feature and codec support, a FM radio with RDS for around the clock news and music, are all included in P960 to provide the users convenience and enhancement in both audio and visual entertainment life.

The P960 device features all the up-to-date technologies within a slim 16.7mm thin metal body, softly brushed with hairline pattern.

Geesung Choi, President of Samsung's Telecom Business said P960 is a milestone for mobile TV technology, as the launch of the device will signify the beginning of DVB-H phone era in Europe.

“Samsung has already achieved a stable No. 1 leader position in Korea as the mobile TV phone provider. There is no doubt Samsung will continue the success in Europe with P960.”

## **DVB-H**

DVB-H was officially endorsed by the European Union as the "preferred technology for terrestrial mobile broadcasting" on March 18. It is an effective technology for deploying broadcast mobile TV among the many digital technologies available to deliver mobile TV services. DVB-H technology offers high service level quality, very low in battery consumption, and offers the end-users the ability to simultaneously receive broadcasts while using other mobile services such as telephony and internet access on their device.

## **Korean mobile TV market (DMB)**

In Republic of Korea, where mobile TV service is popularly enjoyed, Digital Multimedia Broadcasting (DMB) is a dominant mobile TV standard. Since the first DMB service started in May 2005, the number of users increased outstandingly, and there are expected to be about 10 million DMB users and corresponding devices sold in Korea. A report from the Korean Ministry of Information and Communication dated Nov. 2007 shows an accumulated data of 1.3 million S-DMB (satellite based) users and 8.2 million T-DMB (terrestrial based) users.

Source: Samsung

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