

# Qualcomm pulls plug on Flo TV device sales

October 6 2010

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Qualcomm Chairman and CEO Paul E. Jacobs is silhouetted by an ad for FLO TV in January 2010. US technology company Qualcomm said Tuesday that it was suspending sales of its Flo TV "personal television" sets as it examines the future of the mobile TV service.

US technology company Qualcomm said Tuesday that it was suspending sales of its Flo TV "personal television" sets as it examines the future of the mobile TV service.

"We have been examining strategic opportunities for Flo TV," Qualcomm said in a statement. "While this process continues, we are suspending our direct to consumer sales of new devices."

Flo TV provides live [television broadcasts](#) to subscribers but the service has never really taken off and Qualcomm said it is in discussions about selling its network and spectrum.

"We are seeing strong interest in using the FLO [TV network](#) or spectrum to capitalize on the growing imbalance between mobile data supply and demand," it said.

Qualcomm said it would continue delivering Flo TV programming to subscribers until the spring of next year.

It said service provided to handsets purchased through wireless operators Verizon and AT&T was not affected by the decision to stop selling Flo TV's own devices, which feature a 3.5-inch touchscreen.

"In the event of a discontinuance of service, FLO TV will make appropriate refunds," the company said.

[Qualcomm](#) said the decision to stop consumer sales of Flo TV devices would result in unspecified layoffs.

A Flo TV subscription allows users to watch live programs from ABC, ESPN, MSNBC, CNBC, Fox News, CNN and other networks. Besides the United States, Flo TV has been tested in Britain, Hong Kong, Japan, Malaysia and Taiwan.

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Citation: Qualcomm pulls plug on Flo TV device sales (2010, October 6) retrieved 17 April 2024 from <https://phys.org/news/2010-10-qualcomm-flo-tv-device-sales.html>

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