



**TELEAGENT SYSTEMS**

**MEDIA ADVISORY**

August 21, 2007

**WEIJIE YUN TO DISCUSS DRIVERS OF MOBILE TV ADOPTION  
AT IBC 2007**

**WHO:** Weijie Yun, President & CEO, Telegent Systems, Inc.

**WHAT:** Weijie Yun, president & CEO of Telegent Systems - one of the foremost Mobile TV technology leaders – is participating in the IBC 2007 conference session “Connecting content with consumers: what to deliver.” This session shares ideas and best-in-class practices of mobile TV adoption globally. Mr. Yun’s discussion centers on lessons one can draw from Telegent’s experience with mobile TV and why delivery of free-to-air content in mobile devices accelerates consumer adoption. Executives from Nokia, Telecom Italia, Propellor Group, and First Partner will also present during the session.

**WHEN:** Saturday, September 8, 2007, 11:30 a.m. – 13:00 p.m.

**WHERE:** IBC 2007; Amsterdam, Netherlands; Room: Forum  
Conference Session: Connecting content with consumers: what to deliver?

**URL:** [http://www.ibc.org/cgi-bin/conf\\_session cms.cgi?id=28](http://www.ibc.org/cgi-bin/conf_session cms.cgi?id=28)

**WHY:** Mobile TV is an industry still in its infancy with huge potential. Challenges to growth include multiple broadcast standards, spectrum allocation, infrastructure coverage, and content availability. Telegent Systems overcomes these challenges with a unique approach to mobile TV delivery. Telegent offers handset manufactures and operators a mobile TV solution enabling mobile devices to receive free-to-air broadcasts – the same content that can be seen on television screens at home – as well as emerging digital pay-per-view broadcasts. Telegent’s technology is embedded in more than 30 handset models available throughout Asia, Europe, the Middle East, and Africa today. From this successful deployment, Telegent has consumer usage behavior data and knowledge showing how free-to-air content drives consumer adoption of mobile TV and acceptance of new business models for mobile TV delivery.

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