

Mobile meets TV



LG Mobile  
V9000



# LG Electronics leads the world's technology.

DMB (Digital Multimedia Broadcasting) is a new concept in multimedia mobile broadcasting service that converges telecommunications and broadcasting.

Since the terrestrial DMB (TDMB) is based on the Eureka-147, the customers on the DAB (Digital Audio Broadcasting) of Europe can experience mobile audio/video broadcasting vividly through LG's

TDMB cellular phone. Also, LG's cellular phone leads the advanced and ergonomic technologies such as Interactive DMB Data Service and Design with relation to the mobile broadcasting.

LG Electronics, backed by its world's first and best Digital TV technologies, will lead a new multimedia mobile phone market combining telecommunications and broadcasting.

## V9000 - World First 3G TDMB Phone (Eccentric 'T' Style)

LG's V9000, the 3G TDMB cellular phone, is the world's first to present a Interactive DMB Data Services in Europe. The V9000 was acknowledged as the best performance Interactive TDMB service -enabled 3G phone at IFA 2005 (2/9-7/9, Berlin, Germany).



### LG Mobile V9000

- Region : Europe, Others with DHB infrastructure
- RF band : GSM/GPRS/WCDMA
  - : Quad-band (900/1800/1900/2100 MHz)
  - : TDMB band 3 & L-band

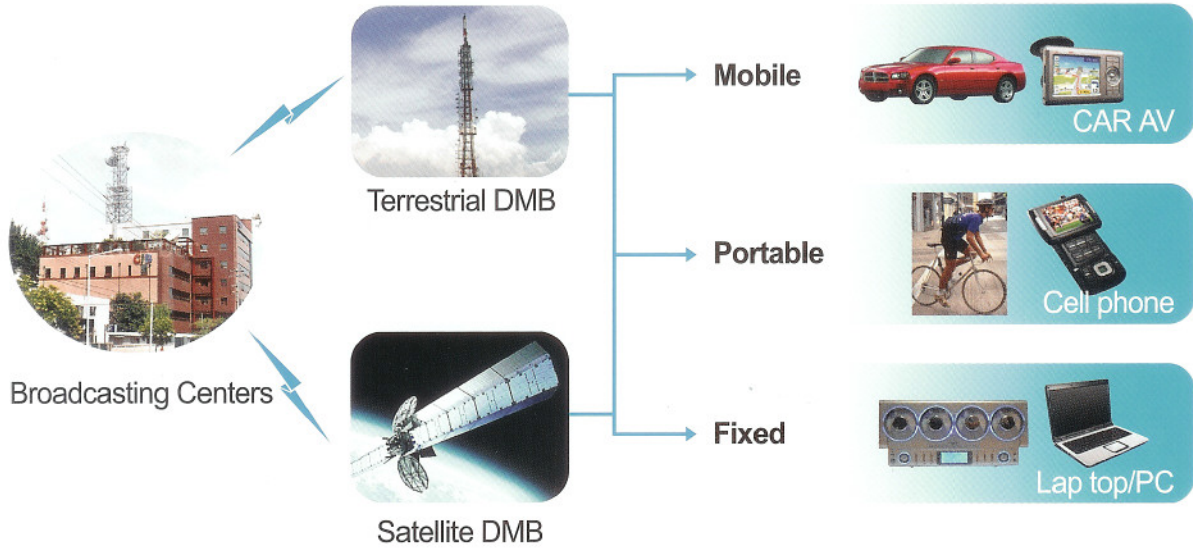
### Feature Highlights

- LCD : Main 240x320 262K TFT QVGA
- Eccentric design with LCD swing
- 1.3 Mega Pixel Camera
- MP3 Player
- Bluetooth connectivity
- External memory (MicroSD)
  - LG's own system-on-chip (SoC)
  - GPS system
  - TV-Watching up to 2 hours, Screen Capture
  - Data interactivity support

### Overview of TDMB Mobile Phone

- World's 1<sup>st</sup> TDMB Cellphone (LT1000, Nov. '04)
- LG's Own One-Chip of DAB/DMB Receiving + AV Decoding
- World's 1<sup>st</sup> 3G TDMB "Swing Wide TV" phone (V9000)
- High Quality Video : H.264 QVGA 30fps
- High Quality Audio : BSAC/MUSICAM/AAC+/MP3/AMR
- PVR Function: Seamless watching TV after calling
- Interactive data service : Dynamic Label Service, MOT based Slide Show Interactivity with SMS, WAP & Call

# DMB Concept



Expanded concept from DAB (Digital Audio Broadcasting) to DMB (Digital Multimedia Broadcasting)

>> ITU defines as DAB (Digital Audio Broadcasting), but Korea chose the term DMB, to reflect the characteristics of mobile multimedia broadcasting.

# T-DMB Network

