

## Press Information

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### Basic information regarding mobile television

## The first real TV mobile phone: the Samsung SGH-P900

**On the occasion of the launch of mobile television, debitel will be offering an attractive mobile phone as part of a package deal: it will have TV access and mobile communication contracts with all four network operators. Not only is the Samsung SGH-P900 perfectly equipped for receiving television – it is also great as an efficient multi-media mobile phone.**

It is sharp, crisp and doesn't flicker: the Samsung SGH-P900 offers viewers a mobile live TV experience the likes of which have never been seen before. The device – only 124 grams in weight – contains a rotating QVGA display with a diagonal size of 2.2 inches (320x240 pixels with up to 25 images per second), an MP3 player for mobile music enjoyment, and a 2-megapixels camera. Internet browser, organiser function and an internal memory of 128 megabytes (can be increased by using MicroSD plug-in cards) enable the user to manage photos, videos and music files and to record and store TV and radio programmes. The Picstel Viewer™ enables the presentation of MS Office documents, Adobe PDF, HTML and JPEG files on the crisp display. It can be connected to a computer by means of Bluetooth® or USB data cable. The stereo loudspeakers of the SGH-P900 reproduce the TV sound in excellent quality. Naturally, a stereo headset can be connected for a discreet TV and sound experience.

Operation is conceivably simple: the keypad on the mobile phone functions like the remote control in the living room – changing channels is almost immediate. Despite the naturally smaller screen, the picture on the mobile television is so rich in detail and so sharp that many viewers displayed their enthusiasm during product demonstrations.

At the launch of the product, debitel will only be offering the Samsung SGH-P900. However, a trend similar to that experienced in Korea is anticipated in Germany. There, a year after its market launch, a multitude of devices in various designs which can receive mobile television, are available on the market. Depending on the technical availability of DMB and the conditions of use imposed by the national operators, the mobile phones will also be useable internationally for receiving DMB. There is therefore no country code which limits use to Germany.

Upon commencement of broadcasting in May, Samsung mobile phones will be for sale in the debitel centres and from distribution partners.