

Press Release of June 02, 2006

European DMB-Project MI FRIENDS about to start Press Conference on 7. June in the Literaturhaus in Munich

On 7. June 2006 the green light for the European DMB-project MI FRIENDS will be given in Munich. The pilot project is an initiative of the Bayerische Landesmedienzentrale für neue Medien (BLM) for the development and testing of innovative mobile broadcasting offers on the basis of new media technologies. The term MI FRIENDS stands for Mobiles Interaktives Fernsehen (television), Radio, Information, Entertainment and Neue Digitale Services. The major targets of the project are the testing of the DAB-based DMB standards (Digital Multimedia Broadcasting) and the development of adequate mobile contents. The DAB network (Digital Audio Broadcasting) has already achieved a broad coverage in Germany today. Technically mature DMB receivers are available and can already be obtained on the German market. The research project has been planned in a technologically comprehensive manner. It is intended that further digital broadcasting technologies such as DVB-H (Digital Video Broadcasting - Handhelds) will be included during the course of the project with the goal of developing a receiver which supports a variety of standards. MI FRIENDS starts parallel to the commercial launch of DMB in Germany.

Being a European project, MI FRIENDS consists of an alliance of 75 project partners coming from nine countries with the emphasis on German companies and research organisations. Classic media companies like public and private broadcasters and publishing houses as well as medium-sized content providers and technology companies are among the partners. The overall project consists of four subprojects, which are being handled in Munich, Regensburg, at Lake Constance and in South Tyrol. The test regions have been selected bearing in mind that the research results can be transferred to nearly all European regions. The target of the broadly planned innovation cluster is the gain in experience relating to technology, business models and user requirements to work out strategies for local and regional supply concepts for mobile media until the end of 2007.

The initial research design during the Soccer World Cup in Munich is mainly focused on the examination of consumer behaviour. A scientific panel of 200 test persons, who have been equipped with DMB-mobile phones of the Korean project partner LG, will test the usage during the World Cup via DMB broadcasted radio as well as TV programs. Among the program providers are ANTENNE BAYERN, the Bayerische Rundfunk, the BLR, DSF, Das Erste, Focus TV, Deutsche Welle, münchen.tv, Plazamedia TV & Film Produktion, NOVA RADIO and talkSPORT. Besides the simulcastly broadcasted programs of the ARD and the Bayerisches Fernsehen as well as the DAB-radio programs, two special DMB-channels are on air, which are commonly fed with content by the providers.

The development of new local and regional contents as well as adequate business models stands in the centre of attention of the subproject in Regensburg. At Lake Constance, in the border triangle of Switzerland, Austria and Germany, mobile media usage scenarios for leisure time offers and tourism will be tested. The DMB-project South Tyrol/Transalpe serves as further development of telematics services as well as the test of DMB in topographically demanding regions.

The coordination of the project is handled by the Bayerische Landesmedienzentrale für neue Medien (BLM) in coordination with the project partners as well as in cooperation with the Ministry of Information and Communication (MIC) of the Republic of Korea.

On occasion of the start of the
European DMB-Project MI FRIENDS

a PRESS CONFERENCE

will take place on Wednesday, 7. June 2006, at 10.30 h
at the Literaturhaus, Salvatorplatz 1, 80333 Munich

with high-ranking representatives from politics, economy and research
from Germany, Korea and the UK.

In the afternoon an overview will be provided
about the commercial DMB-launch in Europe.

Furthermore the Korean Research Institute ETRI
(Electronics and Telecommunications Research Institute)
will demonstrate interactive DMB-applications and for the first time also
3D-video applications on a mobile phone
in a showcase.

Download of the invitation to the press conference at www.blm.de under the link "events"
or at www.mi-friends.org under the link "news & press"

Registration for the press conference via e-mail to: events@blm.de

or per fax to (0049-89) 63 808-230

Project Information: www.mi-friends.org

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