

## **Axel Technologies and Onda Communication introduce a new Mobile TV solution for laptops and netbooks**

### **- Mobile TV expands beyond mobile phones at IBC 2009**

Amsterdam, 10th September 2009 – Axel Technologies, a pioneer of mobile TV software technology, and Onda Communications S.p.A, a leading communications device manufacturer for the mobile phone and PC markets, have launched today a new multistandard mobile TV solution for laptops and netbooks.

Combining broadcast TV and 3G data card to a single dongle, mobile TV functionality is now easy to add to any new device and expand beyond mobile phones. The International Broadcasting Convention (IBC) visitors can experience first hand the new multi-standard technology in



Amsterdam from 11th to 15th September 2009.

Axel Technologies has worked with Onda Communication to expand the applicability of the fast growing non-cellular product segment for mobile TV. Mobile TV is now commercially available on laptops and netbooks as part of the mobile broadband package that integrates a HSDPA modem with a DVB-T receiver provided for example by TIM in Italy.

“We see mobile TV as a natural extension to mobile broadband services and with Axel ‘s technology we can now easily add it to netbooks and laptops. All you need is one of our dongles, Chiavetta TV – DT515HS, and a laptop,” explained Michelangelo Agrusti, CEO of Onda Communication. “With the new solution, operators can expand mobile TV to mass markets and offer additional value for the mobile broadband users.”

“New devices, services and technologies are permanently changing the way how, when and where we watch television,” comments Petri Kalske, CEO of Axel Technologies. “With our unique multistandard technology, mobile TV can adapt to different devices, market phases and technical environments. The product we have developed with Onda Communication is first of its kind and we believe it will change the way mobile TV is perceived in the future.”

Multistandard solutions enable operators and device manufacturers to target several markets worldwide. With a wide range of different devices available worldwide, operators and broadcasters will have the basis on which to create a successful mobile TV business.

Axel Technologies is located in the BMCO Forum's booth M101 of Mobile Zone in RAI.

For more information:

Axel Technologies

Petri Kalske, CEO

mobile +358 400 638 880

petri.kalske (at) axel.fi

ONDA Communication

Michele Capobianco, VP Product Management

mobile +39 320 021 6585

mcapobianco (at) ondacommunication.com