



Quantum unveils the new Video Touch personal TV media player featuring Siano's revolutionary internal chip antenna

Ultimate entertainment device combines GPS driver assistant features and GPRS return path for OMA BCAST DRM and SCP profile support

IBC2008, RAI Amsterdam, NL – September 12.09.2008 –Leading mobile TV industry players Quantum (www.qtmtv.com) and Siano (www.siano-ms.com) proudly announced today at IBC Amsterdam the launch of a new convergence media device developed by Quantum incorporating Siano's DVB-H front-end technology. Siano's DVB-H silicon receiver chips together with the revolutionary SMS8021 internal chip antenna have been integrated into the breakthrough Personal TV Media Player by Quantum, becoming the first connected PMP in the world featuring OSF IPDC and OMA BCAST personal mobile TV and GPS navigation.

Siano will be demonstrating the new Quantum device at this week's IBC conference in Amsterdam, at **Siano booth 592** in the mobile zone.

Selected Quantum partners will provide their media mobility experience through the new VideoTouch (**Motorola: booth 1.D31; Alcatel Lucent: booth 12P,C20; Nagravision: booth 1.D69; Irdeto: booth 1.D51; NDS: booth 1.A71**)

The move introduces a new realm in portable entertainment, introducing high quality live mobile TV broadcasting of up to 30 channels onto a GPS enabled device offering navigation, personal assistance and location based-services . The end-user can enjoy high performance mobile digital TV entertainment whilst having in-car assistance, traffic and weather updates, movies, an MP3 player, and picture viewing – all on a touch-screen interface.

Based on Siano's leading DVB-H silicon and additional SMS8021 chip antenna, Quantum's Personal TV Media Player convergence device offers unparalleled DVB-H reception, in both indoor and outdoor locations, in rural areas, and mobility performance that will support mobile TV whilst travelling on high speed trains or vehicles, eliminating the need for external antennae.

"We are delighted to work with Siano in bringing live DVB-H broadcast capabilities to our new Personal TV Media Player," said **Stefano Martini CEO of Quantum**. "Our latest device represents a breakthrough in consumer technology – until now high-quality DVB-H Pay TV has been the missing element in providing the ultimate multi-media rich mobile experience. With Siano's proven track record in DVB-H and elimination of the need for external antennae – they were the obvious choice."

Alon Ironi, CEO of Siano, added, "As the demands of mobile entertainment grow, converged multi-media devices are merging entertainment, navigation and mobile TV to provide consumers with the ultimate experience. The debut of Quantum's personal media player meets these 'all in one' demands and we are thrilled to be the selected as the mobile TV chip vendor of choice."



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About Quantum

Quantum, a Motorola Venture company, is a private company headquartered in Milan, Italy, that develops innovative multimedia devices and software for the rapidly expanding mobile entertainment market. It has a wide product range that enables service providers and broadcasters to securely deliver the ultimate mobile TV and video experience to consumers anytime, anywhere seamlessly. For more information, please visit www.qtmtv.com

About Siano Mobile Silicon

Siano Mobile Silicon provides integrated silicon receiver and antenna chips for the mobile digital TV (MDTV) market. Tailored specifically for handheld and mobile devices, the company's multi-standard solutions combine high performance with extremely low power and ease-of-design. Headquartered in Israel, Siano has offices for sales, business development and customer support in China, Taiwan, South Korea, Japan and the USA. The company's products are already shipped in mobile and portable devices all over the world. For additional information on Siano Mobile Silicon's solutions, please visit: <http://www.siano-ms.com>

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