



## Rapidly expand mobile broadcast TV services to new and existing subscribers

Telly is a mobile broadcast receiver developed by PV. Telly puts your broadcast TV services into the hands of new subscribers and current users with WiFi-enabled devices, such as mobile phones, PCs and personal media players. With Telly their pockets, users can receive and display a broadcast TV signal on their mobile devices.

Telly comes in multiple versions, supporting WiMAX and the major broadcast formats:

- DVB-H
- MediaFLO
- TDtv

### High quality TV

The Telly technology is based on PV's CORE™ multimedia framework, which has been deployed in more than 230 different mobile devices and shipped in more than 218 million units. Broad and efficient support for the latest compression standards means TV video and audio signals are optimally processed for high quality presentation to the user on the target device.

## Intuitive electronic program guide (EPG)

Users can intuitively browse TV programming by channel or time through the EPG. In play mode, they can stop and start playback, adjust volume, and switch between full screen and normal viewing, all from a dedicated interface on their mobile device.

## Subscriber security

Authentication, conditional access and digital rights management are available on the mobile broadcast receiver, enabling premium broadcast services at launch.

## Easy to set up

It's as simple as pushing the power button, and users have access to broadcast TV on their phone. During the initial setup, the receiver automatically recognizes the user's mobile device and optimizes the compression rate and format of the video frames to suit the specific device capabilities.

## Easy to use

When Telly is used with a handset as the target device, the user controls the TV service experience through the handset. Telly does not alter telephony functions—so users can answer a phone call or read messages while using the broadcast TV.

## Supported handsets

At launch, Telly will support the most popular and powerful OS platforms available on the market. The Apple iPhone and iPod Touch, Nokia N series handsets and Windows Mobile 6 based devices will be enabled from the start. Additional platforms will follow.



**The Telly hardware and user interface can be branded by the service provider.**

**Drive profitability with rapid expansion of your broadcast services at launch.  
Contact PV today for more information: email [info@pv.com](mailto:info@pv.com).**



10350 Science Center Drive, Suite 210 • San Diego, California 92121  
Boston, MA • Charlotte, NC • Chicago, IL • San Diego, CA  
Basel, Switzerland • Berlin, Germany • Chandigarh, India • Nice, France • Tampere, Finland • Tokyo, Japan  
+ 1 858 731 5300 • [www.pv.com](http://www.pv.com)