3 Italia, Rai, Alacatel Lucent and Eutelsat have successful tested DVB-SH technology, which enables a perfect combination of satellite and terrestrial platforms for the mobile TV.

Barcelona, February 16, 2009. The first DVBH-SH testing has been successful achieved in Turin by the Italian public broadcaster RAI, the mobile operator 3 Italia, Alcatel-Lucent (Euronext Paris and NYSE : ALU) and Eutelsat. The trial has proved an high receiving performance on commercial handsets' Mobile TV. Once fully developed, this technology will allow receiving mobile TV combining satellite and terrestrial platforms.

RAI Technological Strategy Department, through RAI’s Research & Innovation Centre, has overseen the trial, in collaboration with 3 Italia, the first mobile operator in the world able to offer Mobile TV services based on DVB-H technology. Alcatel-Lucent has provided the transmission equipment and the network integration as well as the technical support. Eutelsat has supplied the satellite capacity to distribute contents, as well as the uplink station.

The testing in Turin has demonstrated the advantages of a multi layer terrestrial network, which combines mobile operators’ low-powered transmitters and broadcasting medium-powered transmitters. The excellent radio coverage has been achieved thanks to the combined signals broadcasted from Rai and 3 Italia sites. Rai sites ensured outdoor and moving vehicles coverage and 3 Italia sites ensured indoor and city centre coverage.

The first testing phase has confirmed on field how DVB-SH technology is able to integrate terrestrial broadcast networks with 3G mobile networks, in order to offer a larger number of high quality mobile TV channels in different usage conditions.

The second testing phase will start with Eutelsat’s W2A satellite launch, scheduled in March 2009. The new satellite, introducing an S-band payload service and managed by Solaris Mobile (an Eutelsat and SES Astra joint venture), will show all the DVB-SH possible usages based on terrestrial and satellite platforms. A user group will try out commercial DVB-SH handsets, palms and car devices for the first mobile broadcasting large scale demonstration in Europe. Moreover, New high-powered DVB-SH terrestrial transition equipment will be also started up.

Claudio Cappon, RAI’s General Director, declares: “RAI’s commitment to this trial confirms the company’s focusing on developing new and advanced content services for its subscribers”.

Luigi Rocchi, RAI’s Technology & Strategy Director, stresses the importance of Public Service into testing new technologies, in order to develop innovative services, promoting a culture of change and contributing to the country growth”.

Antonella Ambriola, 3 Italia Chief Technical Officer, says: “3 Italia, being the leading digital mobile TV operator, has supplied its expertise in this first DVB-SH testing, proving once again to be a company at the cutting edge of innovation and technology”.

Oliver Coste, Chairman to Alcatel-Lucent Mobile Broadcasting Division, affirms to be very satisfied with this first, positive, result that “clearly confirms how DVB-SH standard is able to extend and optimize Mobile TV services quality as a benefit to the Italian users”.

Giuliano Berretta, Eutelsat Communications Chairman and CEO states: “Eutelsat’s W2A launching, opens a new era for satellite-delivered mobile services, being this the first trial in Europe to combine satellite and terrestrial platform infrastructures in order to trigger a whole new market for supplying mobile services inside cars and for personal use”.

About DVB-SH
DVB-SH (Digital Broadcasting – Satellite services to Handheld) is a terrestrial DVB-H evolution. It provides high efficiency in frequencies use and allows the satellite and terrestrial platforms integration. Thanks to the sophisticated encoding and receiving techniques, DVB-SH offers excellent radio performances both indoor and outdoor. The DVB-SH standard has been published by the European Telecommunication Standards Institute (ETSI) in March 2008.

About RAI
RAI is the Italian public national broadcaster. For further information please visit www.rai.it

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About 3 Italia
3 Italia, a Hutchison Whampoa Company, is the first operator in the world launching UMTS as a commercial service in 2003. 3 Italia delivers to its 8.45 million customers a wide range of communication services (voice, video, Internet, mobile TV) as well as mobile entertainment (news, music, information, cinema, sport). In June 2006, 3 Italia launched the first Digital Mobile TV in the world based on DVB-H technology, maintaining its cutting-edge status in 3G mobile technology development by launching in April 2006 the first HSDPA (High Speed Downlink Packet Access) commercial offer in Italy. This, along HSUPA implementation, provides access to mobile broadband with speed rate of up to 7.2 Mbps in download and 1.4 Mbps in upload. In June 2007, 3 Italia launched X-Series and 3 Skypephone: the first being a all-inclusive offer providing 3G mobiles with many Internet applications (IM, email, Web surfing, social networks, e-commerce, VoIP and photosharing); the second being the first mobile phone expressly dedicated to VoIP and designed for the mass market. In June 2008, TV and “free Internet” became the pillar of 3 Italia’s “cross-medial” strategy, designed to offer mobile TV and Internet all in a single object, pocket-sized and personal, combining broadcast TV, thematic channels, TV 2.0, social networking and all the richness of the Web. For further information visit www.tre.it

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About Alcatel-Lucent
Alcatel-Lucent (Euronext Paris and NYSE: ALU) is the trusted partner of service providers, enterprises and governments worldwide, providing solutions to deliver voice, data and video communication services to end-users. A leader in fixed, mobile and converged broadband networking, IP technologies, applications and services, Alcatel-Lucent leverages the unrivalled technical and scientific expertise of Bell Labs, one of the largest innovation powerhouses in the communications industry. With operations in more than 130 countries and the most experienced global services organization in the industry, Alcatel-Lucent is a local partner with a global reach. Alcatel-Lucent achieved revenues of Euro 16.98 billion in 2008 and is incorporated in France, with executive offices located in Paris. For more information, visit Alcatel-Lucent on the Internet: http://www.alcatel-lucent.com

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About Eutelsat Communications
For more information visit www.eutelsat.com