



Movidity Announces Radio Media Integration

Toronto, Canada – March 3, 2006

Movidity announced today the release of the Radio Media module of the Movidity Multimedia Mobility system.

The Radio Media module allows broadcast radio (terrestrial or satellite feed) to be received on a standard Java cell phone (or PDA). In essence, a user can listen to their favorite radio station on their mobile device from practically any global location. Concurrent video content can be simultaneously streamed to the mobile device.

The Radio Media module can be used by terrestrial broadcast radio providers to enable a new delivery method of standard AM / FM radio stations. It also enables new revenue models for traditional broadcasters through the use of synchronized (audio content relevant) video advertising with click-through capability.

“Being able to listen to terrestrial radio stations on one’s cell phone opens up a whole new access method” noted Mauro Lollo, C.E.O. of Movidity Inc. “I can be in Rome and listen to my favorite FM station in Toronto, or for that matter any radio station throughout the world” added Lollo.

While the Radio Media module is ideally used with broadcast sources, practically any live or pre-recorded analog or digital audio source can be transcoded and streamed to the mobile device. Movidity’s unique transmission model can allow for hundreds of radio stations to be channel selected on the end-user’s mobile device.

Demonstrations and pilots of the Radio Media integration will be available in late May 2006.

About Movidity

Movidity is bringing the future of multimedia to the mobile world, today. Movidity is a tightly integrated system of software elements that perform multimedia transcoding, distribution, and transmission to mobile devices running a Movidity “player”. Movidity leverages highly advanced mathematical algorithms, innovative video processing, and a new, unique transmission method to provide quality video and audio-on-demand, along with two-way interactive capabilities to wireless mobile clients. Cross-compatible to all GSM, CDMA, WCDMA, EVDO and i-mode networks, Movidity enables global access to rich multimedia content at disruptive economies of scale. Headquartered in Toronto, Canada, Movidity’s products are available to mobile device manufacturers, wireless service providers, content creators / providers, and even individuals. More information on Movidity is available at <http://www.movidity.com>

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