## First mobile TV service in Caribbean

LIME Jamaica, a Cable & Wireless Communications business, has become the first operator in the Caribbean to introduce mobile TV.

The new service provides mobile customers with the opportunity to watch a range of digital TV channels, or listen to digital radio, through their handset. This will be convenient for Jamaicans when commuting, or wanting to watch global sporting events broadcast during the Caribbean day. Handsets can also be plugged into television sets meaning that a number of households which could not access digital TV can receive channels for the first time. With the introduction of Mobile TV, LIME has extended its business into the sphere of entertainment. The operator chose to do this through mobile because the platform is increasingly the first choice for customers seeking to access online content. Mobile TV is the latest part of LIME's programme to win back market share in Jamaica.

At launch 10 digital TV channels will be available. These include CNN, ESPN, Sportsmax, Hype TV and the Cartoon Channel, LIME plans to introduce more digital TV and radio channels, plus Pay Per View content over the coming weeks. Find Solutions for Enterprises, SMBs & Service Providers at the ITEXPO East, February 2-4, 2011 Miami Beach Convention Center, FL. Find Solutions for Enterprises, SMBs & Service Providers at the ITEXPO East, February 2-4, 2011 Miami Beach Convention Center, FL. Find Solutions for Enterprises, SMBs & Service Providers at the ITEXPO East, February 2-4, 2011 Miami Beach Convention Center, FL. Find Solutions for Enterprises, SMBs & Service Providers at the ITEXPO East, February 2-4, 2011 Miami Beach Convention Center, FL. Find Solutions for Enterprises, SMBs & Service Providers at the ITEXPO East, February 2-4, 2011 Miami Beach Convention Center, FL. Find Solutions for Enterprises, SMBs & Service Providers at the ITEXPO East, February 2-4, 2011 Miami Beach Convention Center, FL. Find Solutions for Enterprises, SMBs & Service Providers at the ITEXPO East, February 2-4, 2011 Miami Beach Convention Center, FL. Find Solutions for Enterprises, SMBs & Service Providers at the ITEXPO East, February 2-4, 2011 Miami Beach Convention Center, FL. switch (VarBucketNo){ case 1: show('voip-text'); break; case 4: case 5: //call center show('crm-text'): break: default: num = 'num' + ran number: show(num): } LIME Mobile TV is available to both prepaid and postpaid mobile customers. The most basic offer is a seven day prepaid package costing J\$250 (around 1.84) for which a customer gets 200 minutes talk time, plus all the channels on LIME Mobile TV free during the introductory period.

Customers will require a new Digital Video Broadcasting (DVB) handset to watch the service, although LIME is planning to introduce an adaptor for older handsets in the near future. LIME Mobile TV operates using DVB technology because it is an ideal platform for mass market, flat rate TV services. The technology delivers high quality digital broadcast at minimum bit rates, with no stress on LIME's 3G or EDGE networks.

LIME customers in the Greater Kingston area, and St. Catherine, including Portmore, will be the first to be able to access the service in what will be a phased rollout across the country.

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