

## SinoCast Telecommunication Business Beat

### China Unicom to Launch 4mn Low-end CDMA Cell Phones

BEIJING, November 6, SinoCast -- China Unicom, the nation's second largest mobile telephone operator after China Mobile, was confirmed to have purchased a total of 4 million low-end CDMA mobile phones.

Those mobile phones, with allowance, will be launched at a low price soon, in an effort to further reduce prices of CDMA mobile phones in the domestic market.

The average price of those CDMA mobile phones is only about CNY 300, according to Yu Yingtao, general manager of Liantong Huasheng, a unit responsible for procurement of mobile phones at China Unicom.

The mobile phones, covering the brands such as Samsung, LG, Motorola and Huawei, are expected to cost China Unicom more than CNY 1.2 billion.

China Unicom is said to launch another large-scale CDMA mobile phone procurement before the end of 2007, which will contain not only low-end CDMA mobile phones, but also high-end dual-band mobile phones by then.

### One of Five Under-test Handset TV Standards will be National

BEIJING, November 7, SinoCast -- The Chinese government is putting the finishing touch on the selection of the national mobile phone TV standard. The Standardization Administration of China is scheduled to test five mobile phone TV standards drafted by local companies on November 15.

The five standards to be tested are TMMB by Beijing Nufont Software Technology Corporation Limited, DMB-TH of Tsinghua Tongfang Legend Silicon Tech Co., Ltd, CMB made by the China Association for Standardization, and CMMB from the Guangzhou Science Academy.

Two of the five quizzes, Beijing Nufont and the Guangzhou Science Academy, have started the deployment of pilot network based on their standards.

The China Association for Standardization collected related filings from these standard makers on October 29 and founded a testing committee along with the Ministry of Information Industry, the Ministry of

Science, the State Development and Reform Commission, and the Administration of Broadcast, TV, and Film.

And the testing result will not be unveiled until one week after November 15, when one of the five standards will be national.

Officials from Chinese authorities disclose that as the 2008 Beijing Olympics Games is approaching nearer, the national mobile phone TV standard will be put into effect before the end of December 2007.

Among the five standards, CMMB of the Guangzhou Science Academy is mostly highlighted. CMMB is most possible to be the national standard because it has been fully supported by the Administration of Broadcast, TV, and Film.

As a matter of fact, CMMB has been the industry standard with the help of the administration. The CMMB backers once said that they would not join in the contest for the national standard, but finally it took part in it.

Speaking of mobile phone TV, China Mobile, the largest mobile telecoms carrier in China, is going to kick off related businesses and services nationwide.

During the PT/EXPO COMM China 2007, a telecom show held in Beijing this year, China Mobile demonstrated its mobile phone TV services.

The Chinese government is longing for providing mobile phone TV service during the 2008 Beijing Olympics Games, which will be held on August 8, 2008.

Tsinghua Tongfang Legend Silicon Tech. Co. Ltd, a fully holding company of Tsinghua Tongfang Co., Ltd., is a hi-tech company, which is dedicated to developing, manufacturing, selling and offering services for digital video front-end systems, transmission systems, multimedia service applications, management systems and multimedia digital terminal equipment.