



Rosum Corporation Announces Successful DVB-H Positioning Trial in Collaboration with UK's National Grid Wireless
– Demonstrates Viability of Using Mobile TV Broadcasts for Positioning-based Services

Mountain View, CA – June 25, 2008 - Rosum Corporation announced today that it has successfully completed a DVB-H positioning trial in collaboration with National Grid Wireless, the U.K.'s leading provider of large-scale transmission infrastructure. The companies conducted the trial at National Grid Wireless' DVB-H trial network in Warwick, UK, and utilized DVB-H mobile TV broadcasts to locate precisely prototype receivers in a variety of environments, including multi-storey car parks where GPS-based solutions are unavailable. The companies successfully demonstrated that the same signals used to deliver mobile TV content can be used to provide position-based services.

Skip Speaks, Rosum CEO, commented, "We are pleased to announce the successful completion of our DVB-H positioning trial in collaboration with National Grid Wireless. Use of DVB-H broadcast networks for position-based services could provide an additional revenue stream for network operators, in addition to enhancing the subscriber experience."

Jim Colby, director network operations and engineering added, "Our business is focused on the design, deployment and operation of large-scale transmission networks, consequently it made sense for us to support the trial. This is especially true because of the technology's fit with broadcast networks and in particular DVB-H based networks. Rosum's technology could provide an important value-add service, as well as an additional revenue stream, to the network rollout business model.

Rosum has developed, patented and fielded location and timing solutions harnessing the broadcast TV infrastructure that are effective where GPS is most challenged - indoors and in urban canyons. The TV infrastructure is robust, distributed, and highly correlated with population centers, cellular service and broadband penetration. Analysts project as many as 446 million mobile TV handsets will be shipped globally by 2011¹. DVB-H networks in particular, with their dense topologies, are well-suited for delivery of position-based services to mobile devices.

In March 2008, the European Commission endorsed the DVB-H, or Digital Video Broadcasting for Handhelds, standard for broadcasts to mobile receivers such as mobile phones. The DVB-H standard is supported by handset makers such as Nokia, Samsung, LG, Sony Ericsson and Sagem.

About Rosum Corporation

¹ <http://www.imsresearch.com/members/pr.asp?X=281>



Rosum is the first and only company to use unmodified broadcast TV signals to power location and timing solutions. Rosum is also the first to combine TV and GPS signals for truly robust hybrid positioning in all environments. Partners include Intel Corporation (Nasdaq: INTC), 2Wire Inc., Trimble (Nasdaq: TRMB), and the Boeing Company (NYSE: BA). Rosum's founding team includes the original architects of the GPS constellation. More information is available at www.rosum.com.

About National Grid Wireless

National Grid Wireless is the leading independent provider of infrastructure to the mobile telecommunications operators in the UK.

National Grid Wireless is also one of two UK providers of terrestrial infrastructure for the transmission of analogue and digital television and radio broadcasts in the UK and as such achieves a 98% population coverage. In addition to the traditional analogue services, National Grid Wireless has a strong position in the growing digital television market, owning two of the six digital terrestrial television licences and providing infrastructure services to all the Freeview channels and the BBC and BSkyB.

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