



Rosum Corporation Applauds Rapid Approval of ATSC Mobile DTV Standard

Sunnyvale, CA – October 27, 2009 – Rosum Corporation, a provider of positioning and timing solutions for mobile device and telecommunications markets, today congratulated the Advanced Television Systems Committee (ATSC) for its rapid approval of the ATSC Mobile DTV standard.

Rosum CEO Brad Anderson commented, “I salute the ATSC and its member companies on the rapid adoption of the ATSC Mobile DTV standard. Broadcast television delivers compelling content, has near-ubiquitous coverage, and provides a robust platform for data broadcast services. It is also a time-tested lifeline for public safety and emergency services. ‘Going mobile’ will allow consumers to enjoy their favorite programming and content when they want it, where they want it. Rosum looks forward to working with broadcasters and device makers to deliver locally relevant offerings for consumers.”

Mark Richer, ATSC President, commented, “The ATSC Mobile DTV standard was adopted on a rapid timetable to meet the requirements of broadcasters and device makers, and benefited from the participation of new innovative companies like Rosum. Consumers and industry alike will benefit from this collaboration.”

Anne Schelle, Executive Director of the Open Mobile Video Coalition, an association of more than 800 commercial and public stations covering 103 million U.S. households, added, “U.S. broadcasters are poised to roll out an array of mobile digital television services that will be available to consumers on devices ranging from in-vehicle entertainment systems, to portable media players and mobile phones. Location technologies like Rosum’s will play a valuable role in helping broadcasters deliver locally relevant content including advertising, and promotional services to consumers on the go.”

The ATSC Mobile DTV standard is an in-band, back-compatible means of delivering mobile DTV broadcasts within the broadcast industry’s existing spectrum and infrastructure without disenfranchising existing receivers. Broadcasters can provide high-definition, multicast, data and mobile DTV broadcasts all within their existing 6 MHz spectrum, enabling rapid time to market and minimal startup costs. Seventy stations in 28 metropolitan areas with 39% population coverage plan to be in service by the end of 2009. Device makers such as Dell, LG Electronics, Samsung Electronics, and Kenwood have provided prototype devices, and transmission equipment makers such as Harris and Rohde & Schwarz have provided transmission systems.

About Rosum Corporation:

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. Rosum’s founding team includes the



original architects of the GPS constellation. Rosum is backed by leading investors such as Charles River Ventures, Allegis Capital, TruePosition Inc., Steamboat Ventures and KTB Ventures. Additional information is available at www.rosum.com.

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