

## 3 chooses Rubberduck Media Lab

Rubberduck Media Lab has signed an agreement with the Scandinavian mobile operator 3 for delivery of both the technical solution and operations and hosting of 3's Mobile TV initiative in Sweden and Denmark. The service named 3Show is tested at the moment and will from 1 February be a part of 3's broadband services within the concept X-Series.

*– That 3 chooses us shows that Rubberduck has the best solution in the market for Mobile TV. The service we deliver gives the user a better TV experience based on higher picture quality and simplicity in navigation between channels, says Espen Erikstad, CTO of Rubberduck Media Lab.*

Rubberduck Media Lab delivers a streaming solution for mobile TV that enable 3's customers to watch Mobile TV by downloading a software client. The solution is built on a video standard with high quality at lower bandwidths. The service is unique as there is no other complete TV service with the same picture quality for mobile phones in Scandinavia. It is a complete TV solution that offers easy access to a number of channels and a program guide. Already sent programs can be seen on-demand. Rubberduck Media Lab is responsible for operations and hosting of the service.

*– We will make a big effort on Mobile TV and will lead the development within this area. Through the 3Show service our customers will be able to choose between 20 different channels to watch live. In addition they can choose to watch already sent programs whenever they like, says Brian Laffan, Product Responsible at 3.*

*– This is a milestone for Rubberduck. We deliver a total solution for Mobile TV to one of the world market's most demanding customers together with subcontractors Beeweb from Italy and American Vidiator. This agreement confirms our leading position within mobile multimedia, says Ola Svartberg, manager of Rubberduck Media Lab.*

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### About Rubberduck Media Lab

Rubberduck Media Lab is a technology company specializing in developing and integrating state of the art solutions for clients who wish to enable content and services to be delivered over mobile networks. The company has relationships with major broadcasting networks in Scandinavia, the UK and the USA, network operators in Europe and the USA, and leading content providers worldwide. Rubberduck Media Lab currently has relationships with BBC and BBC World, MTV Nordic, FOX Movies, NRK, TV4, Kanal 5, Telenor, NetCom (TeliaSonera), Musicbrigade, VG, Aller og Aftenposten amongst others. Rubberduck Media Lab is owned by Aspiro. Please visit [www.rubberduckmedialab.com](http://www.rubberduckmedialab.com) for more information.

### About Asprio

Aspiro is the Nordic market leader in the distribution of mobile content services. Aspiro's services enable consumers to watch TV on their mobiles, listen to music, socialize in communities, play games, etc. Sales are through partnerships with mobile operators and media corporations, through proprietary web and wap pages and advertising, mainly in print media, through brands like Inpoc, Cellus, Mobilehits and Boomi. Aspiro was incorporated in 1998, and is a small-cap company listed on the Nordiska Börsen marketplace in Stockholm. In 2005, Aspiro generated revenues of SEK 408 m, and currently has an employee headcount of some 130. Aspiro is headquartered in Sweden, with market office presences in Norway, Sweden, Finland, Denmark, Estonia, Latvia, Lithuania and Luxembourg. Aspiro also has proprietary agency representation in the US.