

COMING
SOON

IS YOUR TV RINGING?

Real, live television is coming to your cellphone. We took an early look at how two competing technologies stack up

MOST MOBILE TELEVISION isn't real TV—just blurry streaming video or sharper, brief clips that take forever to download. But two rival technologies can beam full-length shows and breaking news to your phone. DVB-H, an adaptation of the European broadcast system, is in trials in New York. Qualcomm's MediaFLO, developed especially

for handhelds, recently launched in select markets on Verizon and by year's end will be offered on AT&T. Instead of using inefficient data networks that bog down as people log on, both broadcast crisp digital TV signals to new cellphones (or other mobile devices, like laptops) equipped with special tuners.—MARK SPONDAUER

TECH: DVB-H

PROVIDER: Modeo

AVAILABILITY:

Unknown
(in trials now)

TV CHANNELS: 6,

plus 8 audio

PRICE: \$15/mo. (est.)

TESTED ON: Modeo
Mobile TV Smartphone

BATTERY LIFE: About
three hours of TV

THE VERDICT:

Launching the player took about 13 seconds, and channel changes averaged a sluggish seven seconds. But our screening of *Fox & Friends* and *E! News Daily* looked very clear—we could even

read the tiny news ticker. Playback was generally smooth, with occasional stuttering and blockiness. Modeo hasn't yet signed up a cellphone carrier, but it is testing service on a prototype phone made by HTC.

CHANNELS: CNBC, Discovery Channel, E!, Fox News, Fox Sports, MSNBC, plus eight audio channels



TECH: MEDIAFLO

PROVIDER: Verizon Wireless

V CAST TV

AVAILABILITY: Now

TV CHANNELS: 8

PRICE: \$15/mo. LG

TESTED ON: LG VX9400

BATTERY LIFE: About three
hours of TV

THE VERDICT: An episode of *The Daily Show* looked stellar, with crisp, fluid video. And audio was in sync, unlike with current video offerings such as Sprint TV. Playback started in about five seconds, and channel changes took a brisk three seconds or less. Verizon offers live news and sports on special mobile versions of major networks, and it will play popular prime-time programs in the daytime. So, for example, *The Daily Show* might air during your lunch break. You can view schedules in advance on a cable-TV-like program guide, but sadly, you can't record content.

CHANNELS: CBS, Comedy Central, ESPN, Fox, MTV, NBC Entertainment, NBC News, Nickelodeon

WHAT'S
NEXT

WARP-SPEED WIRELESS

Today's "high-speed" wireless Internet technologies, EV-DO (from Sprint and Verizon) and HSDPA (from AT&T), provide piddling download rates of 0.4 to 0.7 megabit per second. But the new Mobile WiMax technology will hit 2 to 4 Mbps—enough to carry data and smooth Web video at once. Sprint will start testing Mobile WiMax later this year (charging \$55 per month) and will offer the service to some 100 million customers next year.

DOWNLOADS PER MINUTE

