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## **Factum Electronics maintains its leading position in South Korea**

Factum Electronics AB, a subsidiary of Effnet Holding AB and the leading supplier of DAB/DMB systems, has now strengthened its established position as preferred supplier in South Korea by delivering equipment for the regional services. As earlier announced Factum has previously delivered DMB equipment to all six operators broadcasting mobile TV via DMB in the Seoul area.

As the world's leading mobile TV solution, DMB already offers the consumer over 150 different receivers under 40 different brands. A new report, *Opportunities in the mobile broadcast TV market, 2006 – 2012*, by independent market analyst Datamonitor, predicts the number of mobile broadcast TV subscribers to grow from a mere 4.4 million today to an estimated 150 million by the end of 2012.

Kenneth Lundgren, Managing Director, Factum Electronics AB, comments: " Given our significant experience in DAB and DMB we are uniquely positioned to support the Korean market with our systems. The contracts for the regional roll-out is yet a step in the success story of the co-operation between Factum and Korean broadcasters in general, and mobile TV via DMB, in particular."

"The regional roll-out in South Korea is closely studied by many countries considering introducing DMB services and it offers new opportunities for hand set manufacturers. DMB is the most cost efficient technology to broadcast digital radio, mobile TV and other data services and the Factum DMB system is the world's most successful digital platform for radio and mobile TV broadcasting," concludes Hans Runesten, Chairman of Factum Electronics AB and CEO of Effnet Holding AB.

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### ***About Factum Electronics AB and Effnet Holding AB (publ)***

*Factum Electronics AB, a wholly owned subsidiary of Effnet Holding AB (publ), is a world leader in the areas of DMB, Digital Multimedia Broadcasting, and NICAM, digital stereo sound for television broadcasting. Factum Electronics develops and sells system solutions for signal encoding, decoding and processing and serves professional broadcasting customers in more than 40 countries. Additionally Factum Electronics develops and sells middleware for receiver chip manufacturers and test & monitoring equipment. For more information about Factum, please visit [www.factum.se](http://www.factum.se) and more information about DMB is available at [www.worlddab.org](http://www.worlddab.org).*

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