



EXPWAY Electronic Service Guide Technology Further Enhances Capabilities of LG Electronics-Harris MPH Mobile DTV System

IP-Based ESG Enables Interactive Services, New Revenue Opportunities for Mobile DTV Broadcasters

LAS VEGAS, April 13, 2008 — Bringing new capabilities and flexibility to terrestrial broadcasters launching mobile digital television (DTV) services, the co-developers of MPH™ (Mobile-Pedestrian-Handheld) in-band mobile digital television (DTV), have implemented the industry-leading Electronic Service Guide (ESG) platform from EXPWAY into the MPH system.

Harris Corporation (NYSE:HRS), LG Electronics and Zenith will demonstrate the capabilities of the EXPWAY ESG platform in an over-the-air MPH mobile DTV broadcast by KVCW-DT, the Sinclair Broadcasting-owned CW Network station serving the Las Vegas market. The demonstration also will include a closed circuit broadcast originating from Harris Booth N2502 in the North Hall of the Las Vegas Convention Center at the 2008 National Association of Broadcasters (NAB) convention, April 14-17.

The MPH system's new IP-based ESG technology supports a variety of innovative applications that can be offered to enhance the MPH mobile/handheld DTV user experience, such as electronic program guides, rapid channel changing, video on demand, datacasting, preference voting, podcasting and electronic commerce using MPH-compliant mobile phones and other devices. Future MPH applications of the EXPWAY ESG platform include advanced usage monitoring that would enable mobile operators and sponsors to target advertising and promotions based upon information about a viewer's programming preferences.

"The EXPWAY ESG platform can support the download of GPS maps and a feature called dynamic points of interest, which lets users search for the nearest restaurant, store, or other business, as well as obtain the directions to get there," said Xavier Wartelle, director of U.S. sales and business development for EXPWAY, based in Mountain View, Calif. "The advertising revenue from sponsorships of these innovative, interactive mobile DTV services represents a new revenue stream for broadcasters. As the market grows, the profit potential could be significant."

The EXPWAY ESG is based upon OMA BCAST, one of the world's most widely accepted mobile DTV standards. Modified for compatibility with the ATSC-compatible MPH system, the EXPWAY ESG middleware is now a key element of the Harris(r) MPH broadcast equipment package. MPH(tm) is able to support the IP-based EXPWAY platform because an IP transport layer has been added to the MPH system's legacy MPEG-2 transport, and to prototype MPH receivers from LG, Kenwood and others.

"Broadcasters are extremely interested in offering compelling mobile DTV services because this new technology creates the potential for lucrative new revenue streams," said Tim Thorsteinson, president of Harris Broadcast Communications. "The EXPWAY ESG platform enables MPH™ to deliver innovative IP-based program guides, advertising and interactive services with reliable, robust mobile reception."

Dr. Woo Paik, president and chief technology officer of LG Electronics, said, "From electronic program guides and data broadcasting to E-commerce and targeted advertising, the MPH system's ESG solution means new revenue opportunities for local stations. Like the core MPH broadcast system, this technology is deployment-ready as broadcasters prepare to launch their mobile DTV services in 2009."

About EXPWAY

EXPWAY is a leading provider of end-to-end content and service management solutions over mobile broadcast, mobile



telecom and broadband IP networks. EXPWAY standards-based software solutions include FastESG™, the ESG solution dedicated to Mobile TV and based on DVB IPDC specifications for DVB-H; FastEPG™, EPG solution dedicated to IPTV and based on DVB-IPTV and TV-Anytime specifications; and interactive services such as betting, voting, and advertising. Founded in 2000, the privately held company is headquartered in Paris, France, with an office in Mountain View, Calif. For more information, go to: www.expway.com.

About LG Electronics

LG Electronics, Inc. (KSE: 066570.KS) is a global leader and technology innovator in mobile communications, consumer electronics and home appliances, employing more than 82,000 people working in over 110 operations, including 81 subsidiaries around the world. LG Electronics USA, based in Englewood Cliffs, N.J., is LG's North American subsidiary. In the United States, LG Electronics sells a wide range of consumer electronics (digital display and digital media) products, mobile phones and digital appliances under LG's "Life's Good" marketing theme. LG's U.S. R&D subsidiary, Zenith, based in Lincolnshire, Ill., is a long-time leader in consumer electronics technologies and a pioneer in digital HDTV. Zenith merged with LG Electronics in 1999. For additional information, please visit www.LGusa.com.

About Harris Corporation

Harris is an international communications and information technology company serving government and commercial markets in more than 150 countries. Headquartered in Melbourne, Florida, the company has annual revenue of almost \$5 billion and 16,000 employees — including nearly 7,000 engineers and scientists. Harris is dedicated to developing best-in-class *assured communications*® products, systems, and services. Additional information about Harris Corporation is available at www.harris.com.

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