



Mr Martin Orrell

The Technology Partnership plc

Martin Orrell is General Manger responsible for the Mobile TV and Multimedia business at TTP. He has responsibility for developing this new business in the rapidly growing global handset market for TTP, Europe's leading independent technology and product development company. Martin travels frequently to the USA, Europe and Asia to meet with key business leaders in major corporations and has presented at many conferences including the World DAB and Royal Television Society, on broadcasting to mobile platforms.

Martin is able to provide an in-depth view of the desires of customers for content in the emerging mobile applications market based upon his management of the launch of the branded entertainment systems by BT Movio/Virgin Mobile service. He can also speak authoritatively on the main advantages/disadvantages of the various technical standards which are being developed across the world for applications delivery enabling exciting new content. In addition, Martin can comment on identifying new business opportunities in this growing multimedia area, such as Synchronous Music Download.

