

By [Susan T. Giza](#), Communications News Editor

[Verizon Wireless Unveils V CAST Mobile TV](#)

Launch expected in the first quarter of 2007

Verizon Wireless announced that it will launch the V CAST Mobile TV service in the first quarter of 2007. V CAST Mobile TV will feature live [content](#) from many of the best-known entertainment brands, including CBS, Comedy Central, Fox, MTV, NBC News, NBC Entertainment and Nickelodeon. "V CAST Mobile TV isn't just a place-holder for broadcast programming on the mobile [phone](#) - it is the best of television programmed specifically for the mobile customer with great programs, the way they were meant to be seen, on your mobile phone," said John Stratton, executive vice president and chief marketing officer of Verizon. "Television has revolutionized our culture, and [wireless](#) phones have become an integral part of our everyday lives. V CAST Mobile TV represents the convergence of these two realities." The new service will be accessible on new V CAST Mobile TV handsets via a dedicated V CAST Mobile TV key. The programming will be presented in "time block"/scheduled availability, consistent with familiar cable and satellite TV models, in both Eastern and Pacific Time zones. The initial line-up will include programming from [TV](#)'s best channels and shows, including CBS, Comedy Central, FOX, NBC News, NBC Entertainment, MTV and Nickelodeon; with additional channels to be added after the launch. The program guide includes date, time and program information, and also allows customers to view programming details up to 48 hours ahead of the scheduled broadcast. A dedicated V CAST Mobile TV Web site will feature a customized program listing grid, a search feature to discover programs by keywords, [content](#) information and previews, and editorial and community features, as well as service information and support. The service also includes optional parental control features, consistent with existing multimedia standards, which will be accessible from the Options Menu to allow parents to set ratings for TV and movies. V CAST Mobile TV will be initially available on two handsets: the Samsung SCH-u620 and the LG VX9400. Pricing options will be announced when V CAST Mobile TV is launched.