



November 8th 2005

KooKu at MTV EUROPE MUSIC AWARDS 2005

Churcham, Gloucestershire:

KooKu is pleased to announce the successful delivery of its temporary mobile service at the recent MTV Europe Music Awards 2005 in Lisbon

Scores of photographic journalists were accredited to cover the MTV Europe Music Awards, and they had to capture as much of the event as possible on digital film. They had to transmit these images as quickly as possible to news outlets around the world and in order to capture as many images as possible, and not run the risk of "missing a shot", photographic journalists needed to send shots from the exact point at which they take the picture.

In order to meet this objective, KooKu provided the use of two of its SATIST™ Satellite terminals, which provided internet access, its speed and format tailored to the requirements of the photographic journalists. Unlike most internet users, photographic journalists use more "upload" bandwidth than download (the reverse of ADSL). For example several Gigabytes of data were uploaded at the MTV Europe Music Awards, whereas only a couple of Megabytes were downloaded, by the photographic journalists. In order to allow the journalists to upload their images KooKu provided WiFi Hotspots to allow only approved photographic journalists to utilise the service and transmit their images wirelessly from their laptops, or in some cases directly from their cameras.

"This is the third consecutive year we have provided the service to MTV, and proves once again our knowledge of the service required at such events is unparalleled in the marketplace.", said Jeff Martin, Commercial Director of KooKu.

"The MTV Europe Music Awards is renowned for stunning live performances by top calibre artists and event photography is key to the success of the Awards' international PR campaign. By working with KooKu, we enabled photographers to service shots, at high speed, throughout the night, hitting deadlines across multiple timezones, " added Polly Stevens, MTV Europe Music Awards PR Director.

About KooKu Ltd

Formed in 2003, KooKu Ltd offers bespoke Hotspot services to Hospitality, Academic and Institutions marketplaces, throughout the UK, Canada and South Africa. KooKu has also been deployed for temporary events such as the Brits, BAFTA's and MTV. All KooKu™ installations whilst based around the same proven, quality controlled system are bespoke to the requirements of individual customers.

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