

**Qualcomm, Inc.**  
**MediaFLO USA**  
**San Diego, California**

Project: Multi-Channel Broadcast Operations Center  
 Contract Value: \$ 8,200,000  
 Contact: Tom Mikkelsen,  
 (858) 845-2119



**MediaFLO™ USA**

**Special Points of Interest**

- DS performed high-level workflow consulting prior to entering into design phase.
- Project was on a fast-track schedule; from system conceptual design to rollout in less than 8-months.
- Qualcomm's equipment decisions were strengthened and enhanced by Diversified's strong vendor relationships.

The state-of-the-art Network and Broadcast Operations Center provides the seamless aggregation, optimization, and distribution of multimedia services to mobile devices for MediaFLO USA, Inc., a Qualcomm Company. It provides the infrastructure redundancy to ensure the highest level of reliability, and provides

numerous functions including: Customer Care, Network Operations and Performance Monitoring, Operations Management, and Content Quality Optimization.

Diversified Systems contributed to the rollout of Qualcomm's MediaFLO Broadcast Operations Center from the early conceptual stage to fully

integrating the facility. DS provided workflow consulting, systems conceptu- als, and "build-to" documentation. Diversified Systems was contracted to procure all of the equipment, and provide all of the engineering design, documentation and integration required to build the Broadcast Operations Center on a fast track schedule.

