



## What is Cell Broadcast?

**Cell Broadcast (CB)** is a mobile technology that allows messages (currently of up to 15 pages of up to 93 characters) to be broadcast to all mobile handsets and similar devices within a designated geographical area. The broadcast range can be varied, from a single cell to the entire network.

This technology is used in deploying location-based subscriber services, such as regional auctions, local weather, traffic conditions and 'nearest' services (like requesting the nearest service station or restaurant).

**Cell Broadcast** is designed for simultaneous delivery of messages to multiple users in a specified area. Whereas the Short Message Service (SMS) is a one-to-one and one-to-a-few service, Cell Broadcast is one-to-many geographically focused service.

It enables messages to be communicated to multiple mobile phone customers who are located within a given part of its network coverage area at the time the message is broadcast. Cell Broadcast is more akin to other mass distribution media such as videotext or Radio Data System (RDS).

## What is the Cell Broadcast Forum?

**The Cell Broadcast Forum (CBF)** is a non-profit Industry Association that supports the world standard for cell broadcast wireless information and telephony services on digital mobile phones and other wireless terminals.

The primary goal of the Cell Broadcast Forum is to bring together companies from all segments of the wireless industry value chain to ensure product interoperability and growth of wireless market.

Cell Broadcast Forum members represent the global handset market, carriers that together serve more than 100 million customers, leading infrastructure providers, software developers and other organisations providing solutions to the wireless industry.

The members of the Forum, by means of their voluntary participation in and contributions to working groups, as well as their mandatory annual fee payments, form the basis for the Forum's activities.

Go to the Forum's website to become a member: [www.cellbroadcastforum.org](http://www.cellbroadcastforum.org)

*"Reaching Millions  
in a Matter of Seconds"*