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For Immediate Release

Contact: **Martin Jacklin**
DVB Project Office
Ancienne Route 17A
1218 Grand Saconnex
Geneva, Switzerland

Tel: +41 22 717 2719
Fax: +41 22 717 2727

DVB takes the 'R' out of 'Revolution'

LAS VEGAS, April 6 1997. There has been a lot of talk about high definition this year. At some moments NAB 97 resembles a kind of digital television 'Muscle Beach'. The Digital Video Broadcasting Project has assured convention-goers that DVB is flexible enough to deliver any picture quality, including HDTV.

In his morning paper on Sunday, David Wood, head of the European Broadcasting Union Technical Department, summed it all up: "In the near future, HDTV broadcasters will sell their television services on **content**, not technology."

To make the prices of sets meet consumers' needs, the DVB's 200-plus-member organisations have created a flexible broadcasting standard which is designed to be attractive to the global market, the largest possible number of broadcasters, regulators and manufacturers.

The collaborative process of the open DVB standard has the goal of giving the world's broadcasting infrastructure the necessary economies of scale to make the next step in picture quality affordable to the viewer. Its a simple aim: **an upgrade to better images need not be a 'revolutionary' battle where the real losers are the viewer, the broadcaster and the manufacturer.**

The Digital Video Broadcasting project will show how its transmission standard can transmit today's resolution and tomorrow's too. Equipment from the far corners of the world developed by several DVB members will be used to prove that the DVB transmission standards are flexible and interoperable.

See this philosophy in action in the HDTV demo at Booth 30 in the LVCC Special Exhibit Area. Demonstrations will be held every day at 11 am and 3 pm.

Background

The Digital Video Broadcasting Project (DVB) is a consortium of over 200 broadcasters, manufacturers, network operators and regulatory bodies in more than 30 countries worldwide, committed to designing a global standard for the delivery of digital television. Numerous broadcast services using DVB standards are now operational, in Europe, North and South America, Africa, Asia, and Australasia.