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For Immediate Release

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DVB / ATSC joint HDTV demonstration at Montreux

Montreux, 13th June 1997 – At a Management Forum session of the International Television Symposium (ITVS) in Montreux, the world-wide Digital Video Broadcasting Project (DVB) and the US-based Advanced Television Systems Committee (ATSC) will carry out demonstrations of their different terrestrial broadcast High Definition Television systems. This event will boast the first joint demonstration by the ATSC and DVB.

The Management Forum session is billed as "The ATSC and DVB Digital TV Terrestrial Transmission Systems - The Reality". The DVB Project will transmit DVB-T-format HDTV signals from the Serval Mont-Fleuri School overlooking Montreux. In addition, the signals will be received, decoded and shown continuously on the DVB stand at the exhibition.

The demonstration system combines the robust OFDM modulation of DVB-T with the high quality MPEG-2 video and audio encoding of Thomson/ADTT in a terrestrial HDTV service. The DVB demonstration brings together the **Advanced Digital Television Technologies Project (ADTT)**, **Thomson Multimedia** (France), **Harris** (UK), **Independent Television Commission** (UK), **News Digital Systems** (UK) and **Radiotelevisione Italiana** (Italy).

Using an outside broadcast van from RAI, MPEG-2 HDTV encoding equipment from ADTT/Thomson, a DVB-T modulator from NDS, and a transmitter provided by Harris (UK), the demonstration promises to be a spectacular illustration of the **interoperability** of the DVB-T transmission mechanism. Not to mention a taste of the cinema-quality pictures and hi-fi sound promised by HDTV.

Owing to DVB's flexible MPEG-2 "data container" concept, broadcasters are empowered to deliver economically viable digital television services today and higher-quality competitive services tomorrow. The MPEG containers can be filled to suit broadcasters needs: from multi-channel standard definition television (SDTV) to full HDTV.

The demonstrations and the presentation at the ITVS Management Forum will be the ideal opportunity for industry decision-makers to see for themselves DVB's suitability as a platform for the present and the future of broadcasting. **The DVB stand at ITVS is No. A-402.**

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.