



## PRESS RELEASE

For Immediate Release

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# DVB-H

## The Only Open Standard Offering A Complete Solution For Mobile DTV

**LVCC Booth No. C836**

**Non-proprietary open standard • Channel switching time of 1–2 seconds**

**Parental control • Electronic Service Guide • Worldwide adoption**

**Over 100 companies developing & supplying products & services**

**Low power consumption • 30+ channels per multiplex**

**Public access to real world performance records**

**Las Vegas – 24th April 2006** – DVB-H is fast becoming the recognised leading technology standard for digital Mobile TV. The unparalleled support of network operators, broadcasters, content owners, and silicon and equipment manufacturers for the non-proprietary, open standard has hastened the commercial launch of DVB-H Mobile TV services around the world. Extensive trials and pilot services across five continents have already confirmed and continue to endorse the technical capabilities and economic advantages of DVB-H over competing proprietary systems.

With all the elements now in position, the U.S. roll-out of commercial DVB-H services is set to take place this year with Modeo's planned launch in New York City and a nationwide deployment of its network to the top 30 U.S. markets targeted throughout 2007. Also in the U.S., a group of the industry's leading wireless and entertainment companies formed a new organisation to promote the growth and evolution of DVB-H in North America. The Mobile DTV Alliance's founding sponsor members includes Intel, Microsoft, Modeo, Motorola, Nokia, and Texas Instruments. Earlier this month the Alliance more than doubled its backing with the addition of ATI Technologies, Axcera, Broadcom, DiBcom, Newport Media, PacketVideo, Penthera Technologies, RfStream, Roundbox, RRD and Terayon Communication Systems joining its roster.

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Meanwhile in Europe, Italy's 3 Italia is planning to launch services in time for the World Cup in June, and Telecom Italia Mobile and Mediaset have jointly announced their intention to launch services later this year in September. Finland has awarded a license to Digita to build and operate a DVB-H Mobile TV network and the roll-out of services is expected this year. Many other countries have expressed plans to launch full Mobile TV services over the next couple of years.

At this year's NAB, DVB-H is live on-air throughout the Las Vegas Convention Center with several exhibitors demonstrating services. Modeo is delivering a live demonstration of its new Mobile TV service which can be viewed on a range of different devices at the Microsoft, Texas Instruments and Philips Semiconductors booths. Visitors can also expect to find multi-vendor support for DVB-H with over 35 companies exhibiting products and services.

### **Some of the advantages of DVB-H over other Mobile TV technologies are:**

- DVB-H is a non-proprietary, open standard, with public access to independent evidence regarding real world performance records
- Offers a lower network investment opportunity
- DVB-H offers 4 times more capacity with 30+ channels per multiplex
- Offers the lowest power consumption with the highest data throughput
- Channel switching time of 1 – 2 seconds
- DVB-H is uniquely specified for an Electronic Service Guide, for service purchase to generate revenues, and a protection system allowing suitable controls over content viewing for ensuring viable parental control when needed
- Receiver chips available from multi-vendors (ATI Technologies, DiBcom, Freescale, MicroTune, PacketVideo, Philips, Samsung, Siano, ST, Texas Instruments, etc.) leading to lower costs
- Headend equipment commercially available from over 50 vendors
- Handsets available from LG Electronics, Motorola, Nokia, Sagem, Samsung, Siemens/BenQ, Sony Ericsson offering consumer choice
- DVB-H spectral efficiency is scalable with 16QAM and 64QAM options
- DVB-H can share spectrum (and investment) with DVB-T with hierarchical modulation or multiplexing. It can be implemented without switching off any existing services
- DVB-H has been an ETSI standard since November 2004

All of this is a clear indication that DVB-H is well on the way to becoming the world's choice for Mobile TV.

## **Background**

### **The DVB Project**

The Digital Video Broadcasting Project (DVB) is an industry-led consortium of over 250 broadcasters, manufacturers, network operators, software developers, regulatory bodies and others in over 35 countries committed to designing global standards for the delivery of digital television and data services. The DVB standards cover all aspects of digital television from transmission through interfacing, conditional access and interactivity for digital video, audio and data. The consortium came together in 1993 to

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create unity in the march towards global standardisation, interoperability and future proofing.

To date, there are numerous broadcast services using DVB standards. There are hundreds of manufacturers offering DVB compliant equipment, which is already in use around the world. DVB dominates the digital broadcasting world. A host of other services is also on-air with DVB-T, DVB-S and DVB-C including data on the move and high-bandwidth Internet over the air. Further information about DVB can be found at: [www.dvb.org](http://www.dvb.org).

### **DVB-H (Handheld)**

DVB-H is defined as a system where the information is transmitted as IP datagrams. Time-slicing technology is employed to reduce power consumption for small handheld terminals. IP datagrams are transmitted as data bursts in small time slots. The front end of the receiver switches on only for the time interval when the data burst of a selected service is on air. Within this short period of time a high data rate is received which can be stored in a buffer. This buffer can either store the downloaded applications or playout live streams. The achievable power saving depends on the relation of the on/off-time. If there are approximately ten or more bursted services in a DVB-H stream the rate of the power saving for the front end could be around 90%. Information on DVB-H can be found at: [www.dvb-h.org](http://www.dvb-h.org).

**DVB is registered trademark of the DVB Project.**

**This press release is available in Brazilian Portuguese, Latin American Spanish, and Chinese languages by request or can be downloaded from the DVB website.**