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DVB HIGHLIGHTS MOBILE & IPTV TECHNOLOGIES AT BROADCAST ASIA

20 – 23 June 2006, Singapore Expo, Stand No. 7M4-06

Singapore – 20th June 2006 – At this year's BroadcastAsia DVB is focussing on its work with both DVB-H and IPTV technologies. Visitors to BCA and CommunicAsia can witness DVB-H demonstrations from a number of exhibiting companies including Nokia, ProTelevision Technologies, TeamCast, UDcast and Innoxius Technologies to name a few. After extensive trials and pilot services across five continents confirming and endorsing the technical capabilities and economic advantages of DVB-H over competing proprietary systems, services are now being launched – many in time for the FIFA World Cup. (See *DVB-H Press Backgrounder*)

DVB is also emphasising its work to facilitate the delivery of transport stream based DVB services over IP networks. The worldwide IPTV market is predicted to grow to over 27 million households by the end of the decade, primarily driven by Europe and Asia, with particular contributions from Western Europe and China, according to findings from IMS Research. China alone is expected to become the world's largest national IPTV market, with 3.58m IPTV households by 2010, comprising 13.2 percent of the total worldwide market. DVB has anticipated the need for the standardisation of IPTV and is working with several esteemed bodies to carry out this necessary work. (See *White Paper: 'Broadcast to Broadband – DVB-IPTV Solutions'*)

“The Asia-Pacific region has always embraced the hottest new technologies leading the way with DVB Mobile TV services, and now we see the swift take-up of IPTV. Our focus on DVB-H and IPTV standardisation at BroadcastAsia 2006 is evidence of our continued commitment to the vibrant market in this region” remarked Peter MacAvock, Executive Director of the DVB Project.

The DVB Pavilion at BCA offers visitors an opportunity to meet with DVB experts and obtain information on the world's leading family of technical standards for digital broadcasting that are already in use for the deployment of over 120 million receivers globally.

The Pavilion is also hosting a number of demonstrations and product showcases from the following companies: ADB, IKONVERGENZ, and UDcast.

ADB provides a diverse range of high quality products and services to the digital television market worldwide. Since releasing its first unit in 1997 the company has deployed over six million set-top boxes across high-volume markets incorporating a wide range of middleware, conditional access and hardware technologies. The company is showcasing its set-top boxes for High Definition services utilising H.264/AVC for DVB-C and for IP. It is also

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showing its premium home entertainment set-top box for PVR, VoD, Push VoD and home networking capabilities.

IKONVERGENZ offers production-ready digital and analogue LCD TV solutions to manufacturers for immediate mass production. IKONVERGENZ is highlighting its DVB-T IDTV solutions that include hardware and software solutions for complete production-ready IDTVs with DVB-T reception. The LCD TVs, with integrated digital tuner and full TV functionality to receive DVB-T broadcasts, offer a seven day EPG, off-air download, MHEG-5, Common Interface and uniform GUI for both analogue and digital TV.

UDcast is a provider of IP solutions over broadcast media. Its solutions are designed to enable service providers to fully leverage their infrastructure and meet customer needs in the area of IP Networks over satellite and IPTV on mobile receivers. Building upon the successful deployment of several of its DVB-H standard compliant IP Encapsulators in trials throughout Europe UDcast is demonstrating its DVB-H IP Encapsulator (IPE-10) and its associated administration system (IPE Manager), essential elements in the delivery of mobile digital television over DVB-H.

As part of the official Broadcast Asia conference programme, DVB is hosting 'Broadcasting to Handhelds – An International Review & Update' to provide an update on the technology, a look at the global trials, spectrum resources and the launch of commercial services. Peter MacAvock, Executive Director of the DVB Project is chairing the session and making the opening remarks. The session includes presentations by: Clive Morton of Broadcast Australia – 'The Future of Handheld Services'; Hyan Oh of Kobeta – 'Update from Korea – DMB'; Omar Javaid of Qualcomm – 'MediaFlo'; Hidefumi Yasuda of TBS – 'Update from Japan – ISDB – OneSEG'; Juha Lipiainen of Nokia – 'DVB-H Trials & Commercial Services'; Gerard Faria of Teamcast – 'Overview of the Standardised Technologies Pros & Cons'; and Regis Le Roux of Enensys – 'Where do the Broadcasters & Telcos fit in & how?'. The session concludes with a panel discussion. The event is scheduled for Monday 19 June from 9:30 a.m. to 1:30 p.m.

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 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, DVB-S2 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.

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.

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