



## **DVB Shifts To Top Gear For 3DTV**

The DVB commercial experts are also discussing a Phase 2 system which may be needed to meet other requirements. There may be the need for existing receivers to have available a 2D version of the same programme as part of the 3DTV channel, or the need for viewers to be able to adjust the picture depth for maximum 'eye comfort' (older people seem to prefer less depth in the picture than younger people, etc).

The specialist groups are led by David Wood (EBU) and David Daniels (BSkyB). Graham Mills (BT), Chair of the Commercial Module said, "DVB has been very successful in the past because its technical specifications are based upon, and are checked against, genuine commercial needs rather than engineers' wish lists. We are following this pattern here with 3DTV". Ulrich Reimers (Technische Universität Braunschweig), Chair of the Technical Module added, "This is fascinating new territory for broadcasting and our work is bringing worldwide interest".

## **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 committed to designing global standards for the delivery of digital television and data services. 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 move towards global standardisation, interoperability and future proofing.

DVB dominates the digital broadcasting environment with thousands of broadcast services around the world using DVB's open standards. There are hundreds of manufacturers offering DVB compliant equipment. To date there are over half a billion DVB receivers deployed worldwide. DVB standards are also widely used for other non-broadcasting applications such as 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), [www.dvb-h.org](http://www.dvb-h.org), [www.mhp.org](http://www.mhp.org) and [www.dvbworld.org](http://www.dvbworld.org).

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