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## **DVB AT IBC 2010**

### **World's Most Advanced Digital Television Systems Demonstrate Their Technical Superiority With 3DTV Transmissions**

**10 - 14 September 2010, Amsterdam RAI, IBC Stand No. 1.D81**

**Amsterdam – 10 September 2010** – At this year's IBC, DVB is demonstrating the powerful capabilities and superiority of its second-generation broadcast transmission systems. Visitors to the DVB stand can see, for the first time ever, live High Definition 3DTV broadcasts of all three standards – DVB-T2, DVB-S2 and DVB-C2.

DVB-T2 is the world's most advanced digital terrestrial transmission system offering higher efficiency, robustness and flexibility. It builds on the basis of DVB-T and adds new modulation, coding and error correction techniques that are also used in DVB-S2 and DVB-C2. This results in a 50% efficiency increase over any other DTT system in the world.

For the DVB-T2 demonstration, live transmissions from the Amsterdam TV tower come courtesy of Arqiva. The signals are received by ADB, and Humax DVB-T2 set-top boxes.

DVB-S2 offers a wider choice of modulation modes, coding techniques and a very powerful Forward Error Correction scheme. This gives DVB-S2 an increased performance of at least 30%, approaching the theoretical limit.

The live DVB-S2 transmission is via a WORK Microwave DVB-S2 modulator and is received with a Kathrein DVB-S2 set-top box.

DVB-C2 uses similar state-of-the-art coding and modulation techniques employed by DVB-T2, which offer more than 30% higher spectrum efficiency. After analogue switch-off, the gains in downstream capacity will be greater than 60% for optimised HFC networks. The chosen COFDM modulation scheme also offers increased performance. The first end-user DVB-C2 products are expected by 2011.

The DVB-C2 demo is enabled by utilising DekTec DVB-C2 modulator and demodulator boards.

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Content used in the demonstrations is courtesy of The Walt Disney Company and Deutsche Fussball Liga. 3D LCD TVs for the demonstrations are supply by LG. Transport stream editing is by Tara Systems.

Peter Siebert, DVB's Executive Director commenting on DVB's technology demonstrations said, "IBC is a fantastic opportunity for DVB to showcase its technologies and this year we have put together three excellent demos which highlight the superior performance that DVB's second-generation broadcast transmission systems bring to the marketplace".

DVB representatives and technology experts are on hand to answer queries and provide information on the implementation of the world's most successful set of technical standards for DTV. DVB's open, interoperable standards form the basis of services on every continent with an excess of half a billion receivers shipped.

The official IBC conference programme contains sessions that feature DVB technologies and open standards. Consult the IBC conference programme for details and times.

### **About DVB**

Digital Video Broadcasting (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 shipped 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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