

Contact: Harold Bergin Tel: +44 (0)20 7799 3100
 WHD Public Relations E-mail: harold@whdpr.com
 P.O. Box 3035
 London SW1P 3BH
 United Kingdom

VISITORS TO WITNESS LIVE DVB HANDHELD TRANSMISSIONS AT IBC

Amsterdam – 10th September 2004 – Visitors to the DVB Pavilion (1.449) will witness for the first time at IBC live end-to-end television transmissions to a handheld device. Using the DVB-H specification that employs DVB-T and IP datacasting technology, the demonstration will show how this exciting new technology can be used to deliver new broadcast services by network operators wishing to extend their reach to the mobile handset market. The DVB-H demonstration involves Nozema, the Dutch network operator, transmitting four live TV channels over the entire IBC exhibition area, which are then received by a Nokia 7700 media device equipped with a Nokia Streamer.

Additional DVB-H demos are being held at the DigiTAG (10.411), Elti (5.320) and ProTelevision (4.240) stands. Also on the DVB Pavilion is the reception on a PC of a live DVB-H transmission from the ProTelevision stand. The transmission is utilising ProTelevision's DVB-T/H modulator.

Nokia is hosting a separate live DVB-H end-to-end mobile phone television demonstration during IBC at a hotel near the RAI Center.

Numerous other DVB members are exhibiting DVB-H products and services throughout the IBC Exhibition, including TeamCast on the DVB Pavilion.

During this year technical trials and pilot projects have been conducted in Finland, Germany, Spain and the United States to determine the feasibility of network equipment and terminals as well as to gauge how end users will adopt the new services. Applications currently under consideration would provide information and infotainment, entertainment and games, business-to-business services, machine-to-machine/telematics for in-car usage, and other TV-like subscription services for mobile phones.

Commenting on the development of the DVB-H specification Peter MacAvock, Executive Director of the DVB Project Office remarked, "DVB-H has made a very rapid transition from DVB approved specification to shipped product. Vendors are actively delivering equipment and we are witnessing here today the transmission of DVB-H services. We expect to see service launches during 2005. This can only mean that DVB-H is a very exciting development for the market."

Visitors To Witness Live DVB Handheld Transmissions At IBC

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%.

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 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 is a registered trademark of the DVB Project.