



MEDIA ADVISORY

For Immediate Release

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NAB 2005 PREVIEW

Handheld, HDTV & Interactive - DVB Shows The Way

18 – 21 April 2005, Las Vegas, LVCC Booth No. SU11408

Geneva – 31 January 2005 – The major focus in the DVB Pavilion at this year's NAB will be the implementation and benefits of three of DVB's most recently developed standards: DVB-H that employs DVB-T and IP datacasting technology for broadcast mobile services; DVB-S2, the most advanced satellite distribution standard that offers bandwidth efficiency for providing more channels and HDTV; and the family of interactive standards for interactive broadcast services that includes MHP (Multimedia Home Platform), GEM (Globally Executable MHP), OCAP (OpenCable Application Platform) and ACAP (Advanced Common Application Platform). DVB representatives and technology experts will be on hand to answer queries and disseminate information on the world's leading family of technical standards for digital broadcasting that are already in use for the deployment of over 110 million receivers globally.

The DVB Pavilion will also host a number of product and technology demonstrations conducted by DVB members. The current line-up includes Fraunhofer IMK, ProTelevision Technologies, SIDSA, Strategy & Technology/Sysmedia and TeamCast.

Fraunhofer IMK is introducing to the US market, JAME Author, a comprehensive authoring system for creating professional iTV services. Based on the concepts and technologies of its high end JAME iTV Production System, JAME Author combines efficiency, reliability and flexibility with the advantages of an easy-to-use graphical authoring tool. The simplified development process allows the user to concentrate on the best viewing experience, by means of creating sophisticated, well-designed and high-performance iTV services. JAME Author addresses the needs of iTV designers, editors and other media professionals without experienced programming skills and enables them to develop MHP and OCAP applications while helping them to stay focussed on the design instead of concentrating on the necessary coding. This makes JAME Author a valuable tool for drafting first ideas and for creating complete services.

ProTelevision Technologies will be exhibiting its PT 5780 DVB-T/DVB-H Modulator. The performance and flexibility of the PT 5780 allows it to excel in any application related to DVB-T modulation. The company will demonstrate its use in DVB-H transmissions and SFN capabilities. The PT 5780 utilises a time division

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multiplexing scheme so that DVB-H receivers obtain data in IP packets enabling the handset receiver to shutdown in between bursts thereby minimising power consumption and preserving battery life.

Teamcast will be presenting its professional electronic modules allowing the implementation of DVB-H transmissions. These include the company's DVB-H/ DVB-T modulator and DVB-H/DVB-T receiver.

SIDSA will be demonstrating its DVB-H reception IC (integrated circuit) design currently used in interoperability field trials in the SWING-TV Project in Spain. The DVB-H demonstrator board has a RF input interface and a 10/100 Ethernet output. It selects the DVB-T/DVB-H transmitter and demodulates the RF signal. The MPEG DVB-T/DVB-H Transport stream is decoded and the DVB-H IP information located in the MPE sections is extracted. The DVB-H IP packets are forwarded through the Ethernet Interface. The user interface allows channel/programme selection and Ethernet/IP configuration. The MPE-FEC correction is configurable to determine performance improvements and the FEC correction rate and the time slice signalling is also monitored.

Strategy & Technology/Sysmedia will be demonstrating information services for OCAP, ACAP and MHP. The demo will show content provision and delivery using Sysmedia's Magenta Authoring System together with S&T's TSBroadcaster and Fraunhofer's JAME application.

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 and MHP are registered trademarks of the DVB Project.