PRESS RELEASE

For Immediate Release

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TUNING IN THE FUTURE

DVB Pavilion Focuses On The Implementation & Benefits Of DVB Specifications For Interactive, Handheld and Second Generation HDTV Services

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Las Vegas – 18th April 2005 –The DVB Pavilion at this year's NAB features a number of product and technology demonstrations related to the implementation of 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.

Among the highlights will be:

- **DVB-H** (DVB-T and IP datacasting technology for mobile services) (*See separate release)*
- **DVB-S2** (the most advanced satellite distribution standard that offers bandwidth efficiency for providing more channels and HDTV) (*See separate release)*
- **MHP** (Multimedia Home Platform), **GEM** (Globally Executable MHP), **OCAP** (OpenCable Application Platform) and **ACAP** (Advanced Common Application Platform) – the family of interactive standards for interactive broadcast services.

DVB specifications and other documentation are readily available and DVB experts are on hand to answer questions concerning all DVB specifications. The DVB Pavilion is hosting demonstrations provided by the following members of the DVB Project: DiBcom, Fraunhofer IMK, ProTelevision Technologies, SIDSA, Strategy & Technology (with SysMedia) and TeamCast.

DiBcom are demonstrating clear digital video on handheld devices equipped with a DVB-H front-end SD card that is being transmitted by a TeamCast modulator located on the Pavilion. The DiBcom DIB7000-H digital TV chip implemented on a SD card together with a baseband silicon tuner can be connected easily to handheld devices (PDA, cell phone, etc.). The DIB7000-H digital TV chip features robust mobile DVB-H reception capability with ultra low-power consumption, providing an optimal

integrated solution. The DIB7000-H, introduced in January 2005, is the world's first chip capable of demodulating the DVB-H signal.

Fraunhofer IMK presents JAME Author, the latest member of IMK's successful JAME product family for iTV services, in an all new OCAP version. JAME Author is an advanced MHP/OCAP authoring system for the straightforward creation of sophisticated, well designed iTV services. By combining the efficiency, reliability and flexibility of JAME with the advantages of an easy-to-use graphical authoring tool JAME Author addresses the needs of iTV designers, editors and many other media professionals. An assortment of well known features from popular graphics tools and special TV/MHP related functions, such as a built-in emulator, ease and accelerate this process. This makes JAME Author a valuable tool for drafting first ideas and creating complete services. The customised OCAP version of JAME Author introduces the successful JAME iTV authoring and production system to the US market.

ProTelevision Technologies is 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 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 is presenting its ModulCast product range, providing the ready-to-integrate technical bricks to build up DVB-T / DVB-H transmissions.

SIDSA is 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 time slice signalling is also monitored.

Also new from SIDSA is the DVB-H IP Encapsulator (Gateway) for generating a DVB-H transport stream ready for modulation and transmission. All possible time-slicing and FEC operational modes are supported as well as mode combination with different time-slice periods and detailed reporting of burst allocation and timing. Optional features are DVB-T signal re-multiplexing, as well as MPEG-2 to MPEG-4 recoding.

Strategy & Technology (with SysMedia) are demonstrating interactive TV information services for OCAP, ACAP and MHP. The demo will show content provision and delivery using SysMedia's Plasma Magenta Content Management and Production System together with S&T's TSBroadcaster Object Carousel and Fraunhofer's JAME MHP/OCAP application framework.

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.

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