PRESS RELEASE

For Immediate Release

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TV IN HAND AT NAB

Live Demos On Cell Phones At Several Locations

Las Vegas – 18th April 2005 – For the first time at NAB, visitors to the DVB Pavilion (SU11408) will see a live end-to-end television transmission to a handheld device utilising 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 development marks a new phase for the broadcast industry that analysts are predicting will be a $600 billion a year worldwide market.

In a further endorsement of DVB-H, leading broadcast technology and telecoms companies including Harris Broadcast, Crown Castle, Nokia, Samsung, Texas Instruments and Microsoft are demonstrating and actively promoting the technology over several sites at NAB.

In the United States, Crown Castle Mobile Media has been conducting trials since August 2004 in Pittsburgh, and owns a US nationwide spectrum that provides the opportunity to deploy a cost-to-coast DVB-H network for cell phones and other handheld devices.

Other technical trials and pilot projects are either underway or completed in England, Finland, Germany, Spain, France, Taiwan and Australia 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.

Peter MacAvock, Executive Director of the DVB Project Office, commenting on the impact of the DVB-H standard remarked, “In its short life DVB-H has taken the world by storm. I don’t think I’ve ever witnessed such a rapid take-up of a DVB standard. The commitment has been intense and I’m looking forward to the first commercial launch in the very near future.”

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.

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

What they’re saying about DVB-H

"Open, non-proprietary standards such as DVB-H provide the best opportunity for broadcasters and content providers to play in multiple areas and get the most revenue from the DTV market."
Marc Cetto, General Manager Mobile Connectivity, Texas Instruments

"DVB-H is a groundbreaking technology that will facilitate the widespread adoption of mobile TV around the world. As a provider of mobile TV handsets and server systems Nokia is currently involved in pilots in several countries.“
Richard Sharp, VP Rich Media, Nokia Multimedia

"Microsoft believes the proposed DVB-H standard is an ideal bearer for streamed video and multimedia content using the latest generation of high-efficiency codecs.“
Kevin Unangst, Director Windows Digital Media, Microsoft

"Samsung believes that DVB-H technology will be an excellent complement to 3G mobile telecoms. The technology should open doors to a new family of products and services that end users will truly appreciate and take wireless usage to a new level.“
Muzibul Khan, VP Product Management and Engineering, Samsung Telecommunications

"Philips sees DVB-H as central to making TV-on-Mobile a reality with our recently announced solution providing all the functionality of a complete digital TV receiver in an area the size of a thumbnail."
Rutton Ruttonsha, VP & General Manager, Personal Entertainment Solutions, Philips Semiconductors

"Crown Castle Mobile Media's selection of DVB-H has proven to be a key success factor in our delivery of rich media services to mobile devices. DVB-H as an open standard is fostering innovation and broad industry support."
Michael Schueppert, President, Crown Castle Mobile Media

"Mobile broadcast technologies such as DVB-H will play a key role in making Motorola's Seamless Mobility vision come to life. Motorola has helped in driving several aspects of DVB-H and will continue to support its evolution through the commercialization of converged mobile devices.“
Jim O'Connor, VP Early Stage Accelerator, Motorola

"We believe that DVB-H is a key complement to third-generation mobile telecoms technology. The one-to-many characteristics of DVB-H together with the one-to-one characteristics of cellular technology create a very strong combination.“
Mike Short, VP Research & Development, O2 Group Technology