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DVB AT BROADCAST ASIA

Singapore Covered By DVB-H Signal For Massive Mobile TV Technology Demonstration

14 – 17 June 2005, Singapore Expo, Booth No. 2E2-07

Singapore – 14 June 2005 – This year's Broadcast Asia once again sees DVB showcase some of its groundbreaking broadcast technologies. DVB is proud to host live mobile TV demonstrations that highlight the robust capabilities of the DVB-H standard to deliver new broadcast services to handheld devices.

In a 'first' for Singapore and Broadcast Asia, DVB member Nokia is demonstrating the reception of live television on a Nokia 7710 mobile telephone with content supplied by MediaCorp Singapore (Channel News Asia, and TV Mobile). To illustrate the flexibility of the technology the DVB-H signal is simultaneously displayed on fixed TV screens on the DVB Pavilion. Nokia representatives are on hand to provide in-depth information on the technical demonstration and talk about their participation in numerous DVB-H trials around the world. In addition, the live DVB-H signal is being transmitted to provide nationwide coverage in Singapore during the week of 13 – 17 June.

Commenting on the landmark occasion, Peter MacAvock, Executive Director DVB Project, stated "Singapore has always been at the forefront of deploying DVB services. The country was the first in the world to implement mobile TV on public transport utilising DVB-T. It gives us great pleasure to host this demonstration of live DVB-H transmissions for a new generation of mobile TV services that can be received on handheld devices".

Also participating on the DVB Pavilion is Advanced Digital Broadcast (ADB) promoting 'on-demand' solutions for providing digital television operators with set-top box and software products that enable the delivery of premium content. On show is the i-CAN 7100TX digital video recorder designed to support digital recording and playback with an integrated 160GB hard disk drive. It combines an advanced Multimedia Home Platform (MHP) based Electronic Programme Guide with unique triple conditional access integration to support multiple pay TV services. The unit also supports a number of additional interactive platforms including t-Government services, home shopping and gaming.

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ADB is also showing its current hybrid solution for IPTV. The i-CAN3100TW is equipped with Advanced Video Coding (H.264/MPEG4 and VC-1) to maximise revenue streams whilst occupying the same or reduced level of bandwidth.

DVB representatives and technology experts will be available to answer queries and provide 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. Among these technologies is the recently ETSI (European Telecommunications Standards Institute) ratified DVB-S2, the most advanced satellite distribution standard that when coupled with the latest generation of coding technologies offers bandwidth efficiency for providing more channels and second generation HDTV.

On Wednesday 15 June, DVB presents 'Broadcasting to Handhelds – An International Review' as part of the official Broadcast Asia conference programme. Peter MacAvock is chairing the session and providing the opening remarks. The session includes presentations by Nokia's Richard Sharp, TeamCast's Gerard Faria, Nagisa Oyoshi of TBS in Japan, and Kyuheon Kim from Korea's Electronics & Telecommunications Research Institute. Andrew Wajs of Irdeto Access is joining the other speakers for a round table discussion to wrap-up the event.

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-H (Handheld)

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%. Industry analysts are predicting that broadcast-to-mobile handset services will be a \$600 billion a year worldwide market.

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