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## **DVB PAVILION AT IBC 2005**

### **DVB-H, HDTV, IPTV & MHP - DVB Showing The Way**

**9 – 13 September 2005, Amsterdam RAI    Stand No. 1.481**

**Amsterdam – 9<sup>th</sup> September 2005** – Once again the DVB Pavilion is the focus for the hottest technologies in today's broadcasting industry. Visitors can take advantage of the one-stop opportunity to meet with DVB experts and obtain 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 major specifications being highlighted in the Pavilion this year are the implementation and benefits of four 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; MHP for interactive broadcast services; and the latest developments in DVB-IP for IPTV.

"The DVB Pavilion again showcases the most exciting new technologies that are leading the way in digital broadcasting. This year we are offering visitors the opportunity to explore the latest in IPTV, MHP and Mobile TV, all examples of the ground-breaking work that DVB has done in recent years," remarked DVB Project Executive Director Peter MacAvock.

The DVB Pavilion is hosting a number of product and technology demonstrations conducted by the following DVB members: Fraunhofer IMK, Osmosys, ProTelevision Technologies, SIDSA, TeamCast and Thomson.

**Fraunhofer IMK** is presenting its latest solutions for mobile multimedia broadcasting based on DVB-H. At IBC 2005 Fraunhofer IMK unveils IPmux, a DVB-H playout solution for IP encapsulation and transport stream multiplexing. For developers of DVB-H terminals and for creators of mobile content and applications IPmux gives an opportunity to have a low cost, standard compliant test environment.

**Osmosys** is showing the world's first DVB-MHP PVR solution, which allows the end-user to intuitively install, operate and manage an MHP compliant DVR equipped receiver. Also being demonstrated is its latest range of tools including SDK 2.1, Navigator and Tattoo which provide a complete solution for MHP digital receiver requirements.

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**ProTelevision Technologies** is demonstrating the latest additions to its range of DVB-T and DVB-H products. The demonstration includes live transmission of a DVB-H signal from ProTelevision's pod in the DVB Pavilion to the main ProTelevision stand (4.240). The company is exhibiting its market leading range of DVB-H and DVB-T equipment including its popular modulators, regenerative and non-regenerative repeaters, MIP Inserters, and a completely updated remote interface system.

**SIDSA** is demonstrating its demodulator reference design platform used by partners to prototype and verify DVB-H receiver chips. There is a live DVB-H broadcast of video streams from SIDSA's DVB-H IP Encapsulator which supports variable delta-T bursts and parallel services in the same Time Slice.

**TeamCast** is displaying the unequalled flexibility of the DVB-H standard with its mature family of ModulCast technical products. A live DVB-H broadcast utilising the format predicted for the US market demonstrates its suitability for pan-European DVB-H deployment.

**Thomson** is showcasing IPTV solutions with a live broadcast featuring content on demand and a broadband content guide. Advanced features of the DVB-IP specification such as retrieving information on programme schedules are also being demonstrated.

### **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](http://www.dvb.org).

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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.**