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## **DVB PAVILION AT IBC 2006**

### **First Opportunity At IBC To View A Live, Interoperable, Unencrypted DVB-H & DVB-IPDC Service.**

**8 – 12 September 2006, Amsterdam RAI, Stand No. 1.481**

**Amsterdam – 8<sup>th</sup> September 2006** – At this year's IBC a DVB-H multiplex is live on air covering the entire exhibition area. Visitors to the DVB Pavilion have the opportunity to view product and service demonstrations showing the interoperability of different DVB-H enabled devices employing the DVB-IPDC specification (see *separate release*).

The DVB Pavilion is also hosting a number of product and technology demonstrations conducted by the following companies: CELLMetric, Coding Technologies, DTS and Thomson.

**CELLMetric**, the new Cambridge Broadcast Infrastructure start up, is demonstrating Modus 3, its novel terrestrial and mobile video network emulator. The portable, cost effective Modus 3 provides a 'real world' RF signal for video software and hardware development engineers. DVB-T and DVB-H signals compliant with EN 300 744 can be generated from live feeds via ASI or SPI interfaces. Additionally, pre-recorded and highly repeatable I/Q and Transport Stream test files can be replayed from internal hard disk, Compact Flash and USB2.0 memory options.

**Coding Technologies**, a leading provider of audio compression technologies for the mobile, digital broadcasting and Internet markets worldwide, is presenting an IPTV set-top box using the DTS aacPlus audio codec in combination with MPEG-2 or MPEG-4 video codecs. This demonstration includes stereo audio and video displays. In addition, Coding Technologies will show a DVB-H receiver also using aacPlus, as specified in DVB-IPDC.

**DTS**, a pioneer in multi-channel audio, is showing its aacPlus / DTS transcoder solution for high efficiency broadcast and reproduction of multi-channel audio in the home.

**Thomson's** demonstration showcases an implementation of DVB-IP Live Media Broadcast based on DVB-IP SD&S, effectively solving the existing challenge of Live Broadcast Media interoperability. This technology ensures consumer device cross-application, including initial network connection, service discovery, service transport

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and service selection. The demo includes Thomson's IP-STB and servers, providing the DVB-IP compliant signalling.

DVB experts are available to provide detailed information on the world's leading family of technical standards for digital broadcasting that are already in use for the deployment of over 130 million receivers globally.

### **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), [www.dvb-h.org](http://www.dvb-h.org) and [www.mhp.org](http://www.mhp.org).

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