



PRESS RELEASE

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DVB-SH MAKES NAB DEBUT

Demo Highlights Hybrid Satellite/Terrestrial Transmission Technology For Mobile TV.

Las Vegas – 14 April 2008 – In a first for NAB, DVB is hosting a demonstration of the new DVB-SH (Satellite services to Handhelds) standard. DVB-SH delivers video, audio and data services to small handheld devices such as mobile telephones, PDAs and other small screen portable, monitor/receivers using S-band frequencies. Prototype DVB-SH receivers, specially designed for use during ICO Global Communications' alpha trials of DVB-SH mobile TV services during 2008 are on display.

To coincide with NAB 2008, ICO is conducting mobile demonstrations of its ICO Mobile Interactive Media service in a specially equipped car driving around Las Vegas. The service, using DVB-SH technology, demonstrates live and stored mobile TV, interactive navigation, and emergency roadside assistance. Visitors can sign up for the demonstration at the DVB booth (C2239).

The DVB-SH specification became an ETSI (European Telecommunications Standards Institute) standard in April 2008, and has quickly attracted commercial interest from companies in the United States, Europe and Asia. ICO Global Communications has announced plans to launch a 500 million USD satellite on 14 April that will provide wireless voice, data, and/or Internet services throughout the United States on mobile and portable devices utilizing DVB-SH technology. The company will conduct alpha trials of the service in Las Vegas and Raleigh-Durham starting in mid-2008 using a hybrid satellite/terrestrial network at 2.2GHz. The mobile telecoms operator SFR and Alcatel-Lucent conducted high-profile tests in France in late 2007. Meanwhile in Italy, the mobile telephone operator 3 Italia and the public broadcaster RAI with support from Alcatel-Lucent have recently conducted a technical field test and business trial.

“The speed with which the DVB-SH implementers have gathered to implement this technology to bring it to a commercial stage is testament to DVB’s market led approach to developing open standards. The development of DVB-SH is a fine example of the continuing evolution of the DVB family of open technical standards,” said Peter MacAvock, Executive Director, DVB

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Background

The DVB Project

The Digital Video Broadcasting Project (DVB) is an industry-led consortium of over 260 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-SH

DVB-SH is defined as a system which is able to deliver IP based media content and data to handheld terminals like mobile phones and PDAs via satellite. Whenever a line of sight between terminal and satellite does not exist terrestrial gap fillers are employed to provide the missing coverage. The DVB-SH system has been designed for frequencies below 3 GHz, typically in the S-band. The S-Band is adjacent to the UMTS band, thus allowing for the reuse of existing cellular sites, towers and antennas for DVB-SH transmissions. DVB-SH complements the existing DVB-H physical layer standard and like its sister uses the DVB IP Datacast (IPDC) set of content delivery, electronic service guide and service purchase and protection standards.

DVB-SH includes features such as turbo coding for forward error correction and a highly flexible interleaver in an advanced system designed to cope with the hybrid satellite/terrestrial network topology. Satellite transmission ensures wide area coverage, with a terrestrial component assuring coverage where the satellite signal cannot be received, as may be the case in built-up areas. DVB-SH in fact specifies two operational modes. SH-A specifies the use of COFDM on both satellite and terrestrial links with the possibility of running both links in SFN mode. SH-B uses a Time Division Multiplex (TDM) on satellite with COFDM on the terrestrial link. A comprehensive set of guidelines for the implementation of the standard will follow.

DVB is registered trademark of the DVB Project.