

Contact: Harold Bergin Tel: +44 (0)20 7799 3100
 WHD Public Relations E-mail: harold@whdpr.com
 P.O. Box 3035,
 London SW1P 3BH
 United Kingdom

SPOILT FOR CHOICE

Asian Operators & DVB Showcase Live Demonstrations Of Complete Range of Delivery Options For HDTV & Mobile TV At BroadcastAsia

17 – 20 June 2008, Singapore Expo, Stand No. 7/7P3-01

Singapore – 17 June 2008 – At BroadcastAsia 2008, DVB in conjunction with participating Asian operators, is exhibiting a comprehensive range of delivery options for DTV using DVB technologies. The line up includes live demonstrations of HDTV using MPEG-4 technology over DVB-T (terrestrial), DVB-S2 (advanced satellite), and DVB-C (cable), and mobile TV using DVB-H (handheld), DVB-SH (hybrid satellite/terrestrial for handheld) and DVB-T.

MediaCorp, one of the region's most established broadcasters, is providing a live HDTV transmission of its HD5 service using MPEG-4 compression via DVB-T. HD5 is Singapore's first over-the-air HDTV service delivering movies, dramas and local productions since November 2007. HDTV services employing DVB-T are on air in Australia, Estonia, Finland and Norway.

Underlying the growing use of DVB-S2 for HDTV services a live service from VOOOM Networks, a leading producer of HD content, is being delivered by MEASAT Satellite Systems over DVB-S2 using MPEG-4.

StarHub, Singapore's second largest info-communication company is demonstrating its HD digital cable service utilising DVB-C.

A range of live mobile TV services is also on show with Alcatel-Lucent broadcasting the terrestrial component of a DVB-SH service in S-band including a demonstration of the benefits of MPE iFEC (Multiprotocol Encapsulation Incremental Forward Error Correction). Extensive MPE iFEC trials are currently taking place in Europe and North America.

PGK Media's TV2GO mobile TV is hosting a live transmission of its trial DVB-H service and Mediacorp is showing its TVMobile service over DVB-T. TVMobile is the

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world's first DVB-T service on a mobile platform having been launched as early as 2001.

On Tuesday, 17 June, DVB is presenting “DVB World @ BroadcastAsia 2008”, a half-day conference session that is part of the official BroadcastAsia conference programme. The session features presentations on DVB-CPCM, DVB-T and DVB-T2. DVB’s all-inclusive standards for mobile TV are highlighted with presentations dedicated to DVB-H and DVB-SH, along with an introduction to the recently approved DVB-RCS+M specification, which adds mobile capabilities to the popular return channel standard for satellite.

“Digital and mobile TV services are taking hold rapidly throughout the Asia-Pacific region. This can be seen in the wide range of DVB technologies that are being used to deploy a host of digital services – some of which can be seen on the DVB stand here at BroadcastAsia. These extensive demos provide a unique opportunity for all those seeking to implement DTV to see for themselves the range and flexibility of the DVB tool kit.

“DVB would like to express its gratitude to the various companies that are participating on the stand to demonstrate the success and capabilities of the DVB family of standards,” remarked Peter MacAvock, Executive Director, DVB.

DVB representatives and technology experts are on hand to answer queries and provide information on the implementation of the world's most successful set of technical standards for DTV. DVB's open, interoperable standards form the basis of services on every continent with more than 160 million receivers now deployed.

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, www.dvb-h.org, www.mhp.org.

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