

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

DELIVERING THE ULTIMATE IN DTT FLEXIBILITY & RELIABILITY

DVB Showcases Delivery Options For HDTV & Mobile TV At NAB 2009

20 – 23 April 2009, LVCC, Booth C2239

Las Vegas – 20 April 2009 – At this year's NAB, DVB highlights the flexibility and robustness of DVB-T as the standard of choice for the delivery of digital terrestrial television services. With DVB-T now adopted by more than 120 countries worldwide, for those countries still contemplating the choice of digital terrestrial technology this demonstration underlines its proven capabilities.

Using DVB-T technology, HDTV and mobile TV will be broadcast in a single UHF channel. The HD service uses the latest MPEG-4 video compression techniques while the mobile TV service uses MPEG-2. The encoding for the demonstration was done by Grass Valley and content is supplied by the BBC.

In addition to the DVB-T demonstrations, visitors to the booth are also invited to view presentations covering DVB's full range of terrestrial standards including DVB-H, DVB-SH and the latest addition to the DVB family of open standards, DVB-T2 – a second generation transmission system for digital terrestrial television and the world's most advanced such system.

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 220 million receivers now deployed.

Delivering The Ultimate In DTT Flexibility & Reliability

Background

The DVB Project

The Digital Video Broadcasting Project (DVB) is an industry-led consortium of over 270 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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