

DVB Focus For IBC

A separate demonstration showcases the latest work carried out by DVB in the area of 3DTV. The Phase 2a system, also known as Service Compatible Mode (SC) is designed to meet the needs of those who need to provide normal HDTV receivers with a 2D version of the 3D programme from the same broadcast channel, and at the same time improve the quality of the 3DTV images. Phase 2a provides a 2D version plus an MPEG MVC top-up signal. Although they are tailored to their different environments, both 3D Blu-ray and Phase 2a use MVC, which will enable receivers to include both capabilities.

The IBC demo shows an early implementation of a Service Compatible DVB-3DTV signal that is received simultaneously by a regular iDTV, which displays the 2D image, and by a Service Compatible set-top box, which displays the 3D image.

DVB would like to thank the following DVB Members for their participation in the 3DTV demo: Pace for its DVB-S2 prototype Service Compatible set-top box, Thomson Video Networks for the 3D encoding, Hispasat, NDS/Cisco, Sony for the DVB-T2/C2/S2 iDTVs and Newtec for its DVB-S2 modulator. Finally, DVB also wishes to thank the other JEDI (Just Explore Dimensions) Project members D4D for the content and the University of Nantes for the software encoding.

Visitors to the DVB stand will also find information on the other second generation DVB standards – DVB-S2 and DVB-C2. 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 well over a half a billion receivers shipped.

The official IBC 2012 Conference Programme includes many DVB related topics and special focus sessions: 8 September, 11:00 - 13:00 - DVB Project - Technologies in Action and their Impact, featuring DVB Chairman, Phil Laven, DVB Project Office Executive Director, Peter Siebert and other DVB leaders on topics including DVB-S2, DVB-3DTV and DVB-NGH; 11 September, 10:00 - 12:00 – FoBTV: Toward a Global Broadcast TV Standard, featuring FoBTV and ATSC Chairman, Mark Richer, a contribution by DVB Chairman and FoBTV Vice- Chairman, Phil Laven and others. The entrance to this special session is free.

About DVB

Digital Video Broadcasting (DVB) is an industry-led consortium of over 230 broadcasters, manufacturers, network operators, software developers, regulatory bodies and others committed to designing global standards for the delivery of digital television and data services. 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 move towards global standardization, interoperability and future proofing.

DVB dominates the digital broadcasting environment with thousands of broadcast services around the world using DVB's open standards. There are hundreds of manufacturers offering DVB compliant equipment. To date there are over half a billion DVB receivers shipped worldwide. DVB standards are also widely used for other non-broadcasting applications such as data on the move and high-bandwidth internet over the air. Further information about DVB can be found at: www.dvb.org, www.mhp.org, www.dvbservices.com and www.dvbworld.org.

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