

## **DVB AT BROADCAST ASIA 2016**

### **DVB Shares UHD Insights At BroadcastAsia.**

**31 May - 03 June 2016, Singapore, Stand 5L5-03**

**Singapore – 31 May, 2016** – DVB technology, the most deployed digital standards in the world, is once again on display at this year's BroadcastAsia. A demonstration on the DVB stand shows the transmission of UHD content over a DVB-S2 signal that includes DVB-CID (Carrier ID) information, identifying the source of the transmission. DVB-CID is a digital satellite transmission system that describes the modulation, channel coding and signaling protocol intended for the identification of the host carrier. The system has been optimized for satellite applications including DVB-S, DVB-S2, DVB-S2X and DVB-DSNG, but can be applied to any continuous transmission by satellite.

The UHD demo utilizes the DVB-UHDTV Phase 1 specification that allows images with four times the static resolution of the 1080p HDTV format, at frame rates of up to 60 images per second. UHD video content (HEVC, 50 fps, 10 bit color depth, at 30 Mbit/s) provided by Eutelsat is streamed to a WORK Microwave DVB-S2 modulator, which inserts the DVB-CID information and broadcasts the DVB-S2 signal over a small wireless satellite simulator. A TeamCast DVB-CID receiver then extracts the DVB-CID information and displays the Carrier ID details. The DVB-S2 signal is also received by a ROVER Instruments DVB-T2/C2/S2 analyzer and received and displayed on a UHD television with integrated DVB-S2 tuner.

DVB is participating in the Technology Tours hosted by The Satellite Interference Reduction Group (IRG). CommunicAsia organizes daily technology themed tours that bring visitors to key exhibitors featuring relevant products/services for a 10 minute presentation on their technology specific solutions. The tour will include a live DVB-CID specification demonstration on the DVB stand.

Commercial requirements have already been approved for DVB-UHDTV Phase 2 which will add further to the image quality of UHDTV Phase 1 including High Dynamic Range to increase the quality of the image for the new generation of TV sets, High Frame Rate with frame rates of up to 120 frames per second, Wider Color Gamut offering a wider range of colors, Next Generation Audio to enhance the UHD Phase 1 experience. More detailed information regarding this work will be readily available on the stand.

## DVB At Broadcast Asia 2016

Visitors to the stand will have the opportunity to meet DVB representatives and technology experts that will be on hand to answer queries and provide information on DVB's wide ranging family of open, interoperable, market driven standards.

DVB, in collaboration with the ABU, also has a strong presence in the official BCA 2016 Conference Program. A full day of sessions in the Broadcast Engineering and Technology section titled 'Track T2: Broadcast Standards & Video Encoding Technologies' will take place on Wednesday, June 1. Conference attendees will hear from DVB Executive Director, Peter Siebert providing the latest news from DVB. Thierry Fautier of Harmonic and President of the Ultra HD Forum will expound on the challenges of UHD formats and standardization. Femin John of Ateame will inform on the latest updates in video coding. Robert Vermeer of Sony Semiconductor will give a presentation on mobile television with DVB-T2. 'Virtual Reality: The Next Big Thing in Broadcast' will be discussed by Ralf Schäfer from the Fraunhofer Heinrich Hertz Institute. Peter Siebert, on behalf of Adi Kouadio, EBU, will provide an update on UHDTV standards. Kevin Murray of Cisco and Chair of DVB's Technical Module will give a presentation on the Transport Stream - what it was designed to do; what has changed since its design; and what are the current implications in today's environment. Frank Herrmann of Panasonic R&D Center and Chair of DVB-T2 Technical Module will provide insights into the future of terrestrial broadcasting. Ericsson's Khush Kundi will give a presentation on UHD displays, the fundamentals surrounding High Dynamic Range and the role of standardization in bringing about the next stage of UHDTV. Satoshi Oode, NHK, will discuss audio technologies for the immersive audio experience.

The first DVB Asia conference and exhibition will take place in Bangkok from November 29 to December 1. Details on the conference and information for booking exhibition space as well as sponsorship opportunities will be available on the stand and on the event website: [www.dvbasia.org](http://www.dvbasia.org).

Further information and a list of the DVB Members exhibiting at BroadcastAsia and CommunicAsia can be found on the DVB website.

### **About DVB**

Digital Video Broadcasting (DVB) is an industry-led consortium of over 200 broadcasters, manufacturers, network operators, software developers, regulators and others from around the world committed to designing open interoperable technical standards for the global delivery of digital media and broadcast services.

DVB standards cover all aspects of digital television from transmission through interfacing, conditional access and interactivity for digital video, audio and data.

DVB dominates the digital broadcasting environment with thousands of broadcast services around the world using DVB's standards. There are hundreds of manufacturers offering DVB compliant equipment. To date there are over a billion DVB receivers shipped worldwide.

Further information about DVB can be found at: [www.dvb.org](http://www.dvb.org), [www.dvbseervices.com](http://www.dvbseervices.com) and [www.dvbworld.org](http://www.dvbworld.org).

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