



PRESS RELEASE

DVB AT IFA '95

Berlin, 26 August - 3 September 1995 - For the first time DVB will be present at the Berlin International Fair (IFA '95). The Pan-European Digital Video Broadcasting Project is presenting its achievements in the area of standardisation of tomorrow's television systems. The DVB Stand will complement the numerous other displays of DVB Systems and DVB compliant products.

DVB will be located in the Technical Scientific Forum (TWF) in Hall 15/2. The stand will give those attending the IFA an insight into the range of technical standards approved by DVB and their potential impact on the consumer.

The DVB System paves the way for the introduction of digital television broadcasting and the wide variety of new types of service it promises. A number of DVB IRDs (Integrated Receiver Decoders) from different manufacturers will show DVB Satellite and Cable transmissions focusing on the different service options available to the provider and the viewer.

The DVB Project is a market-led initiative of over 180 organisations with the common goal of establishing a framework for the introduction of digital television services in a variety of transmission media. DVB Services provide a world-wide digital alternative to existing PAL, SECAM, MAC and NTSC television services.

The DVB Project has already agreed standards for digital satellite and cable services. The terrestrial broadcast standard is expected to be completed this year. Test programs via satellite and cable are already underway. The DVB Systems will allow consumers much more choice combined with high technical quality.

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