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For Immediate Release

Contact: **Martin Jacklin**  
DVB Project Office  
Ancienne Route 17A  
1218 Grand Saconnex  
Geneva, Switzerland

Tel: +41 22 717 2719  
Fax: +41 22 717 2727

## ***DVB Project shows winning hand in Vegas***

LAS VEGAS, 7<sup>TH</sup> April 1997. With several Digital Television broadcasting firsts being demonstrated at its booth at NAB 97, the Digital Video Broadcasting project (DVB) shows it has made some remarkable technical achievements.

During the 12 months since DVB last showed its stuff at NAB, enormous progress has been made by DVB Members, in digital terrestrial transmission, conditional access technologies, interactive television, and other areas.

This year, DVB Project staff, together with technical specialists from member organisations, will be here to share information with anyone who wants to know more. Every day at 11 am and 3 pm, there will be full demonstrations of particular technical achievements.

In addition to **interoperability**, the long-established reason for the 'open' DVB standards, ground-breaking demonstrations will be available of the **DVB-T terrestrial broadcasting system**, which viewers will be able to receive and view using their existing antenna, television set and a small additional set top box. The DVB-T system is remarkable for its immunity to the digital equivalent of "ghosting".

In the immediate Pay-TV future, it will be important for competing conditional access systems to be able to easily co-exist, so that subscribers to multiple pay-TV services will not need a wall of set-top boxes.

A remarkable new conditional access assisting technique, called **SimulCrypt**, will also be demonstrated, in a display of how proprietary CA systems can work together. DVB will be showing set top boxes with built-in decoders, from **News Digital Systems** and **Canal+**, which will decode the same video stream using two different CA systems.

### **Background**

The Digital Video Broadcasting Project (DVB) is a consortium of over 200 broadcasters, manufacturers, network operators and regulatory bodies in more than 30 countries worldwide, committed to designing a global standard for the delivery of digital television. Numerous broadcast services using DVB standards are now operational, in Europe, North and South America, Africa, Asia, and Australasia.