



Contact: Harold Bergin
WHD Public Relations
P.O. Box 3035, London SW1P 3BH
United Kingdom

PRESS RELEASE

3 September 1999

For Immediate Release

Tel: +44 171 799 3100
Fax: +44 171 976 0922
E-mail: harold@whdpr.com

DVB INVITES YOU TO A RIDE ON THE MOBILE DIGITAL TV EXPRESS AT IBC

This year, why not see crystal clear digital television pictures on your way to the IBC exhibition. For the first time, visitors to IBC in Amsterdam will have the opportunity to watch digital television as they journey to and from the exhibition. DVB, the world's largest digital television standards organisation and ACTS MOTIVATE are hosting a mobile digital television service on seven of the No. 4 trams that travel between the RAI Conference Centre and Amsterdam's Central Station for the convenience of exhibition visitors. Access to the trams is free of charge to all delegates wearing an IBC registration badge.

DVB mobile digital television transmission opens the door to the future with opportunities to take programming and information to people on the move. Customer service information, scheduling information, emergency announcements, news, travel, weather, and entertainment are only a few of the ideas already being implemented and field tested in countries around the globe that have chosen DVB as their standard.

The Amsterdam tram mobile digital television service will be implemented with standard DVB-T equipment, configured for mobile transmissions; receiving digital transmissions live from EuroNews. The digital satellite feed will be via HotBird and converted to the DVB-T terrestrial digital signal for reception on the trams, and also on some of the exhibitors stands in the IBC Exhibition halls. Additionally, IBC TV News will be broadcast during the morning services carrying many of the delegates to the RAI Centre.

Once at the RAI Centre, DVB members are out in full force offering demos of the latest solutions for DVB implementation. Just look for the DVB sign. A flyer is available at Stand 1.158 and various other locations indicating all the stand locations a DVB demo can be found. There are also DVB tutorials, workshops and panel discussions throughout the IBC conference programme.

With terrestrial broadcasters around the world considering mobile television to be a key application, these transmissions underline the advantages and technical excellence of DVB standards. Germany, Hong Kong and Japan have or will soon have mobile services on trial. Singapore is currently running a trial mobile television service on the city's buses.

Mobile reception is the most challenging environment for television broadcast due to constant and rapid changes of reception conditions that render single carrier systems (e.g. analogue TV) unsuitable. Only OFDM multi-carrier modulation systems used in DVB-T prove capable of performance. The choice of employing this robust system is typical of DVB's dedication to providing the broadcaster with the optimum tools in the rapidly changing television industry.

DVB and ACTS MOTIVATES acknowledge the support of NDS Ltd, Nozema NV(Transmission service providers in the Netherlands), GVB - gemeentevervoerbedrijf Amsterdam (Amsterdam Municipal Transport Company), IBC TV News, KPN Telecom Broadcasting, Nokia, Philips, Screen Subtitling UK, Robert Bosch GmbH, and Subtitling International for this demonstration of mobile digital television.

N.B As government legislation does not permit sound on public transport in Holland the demo will run with subtitles.

Background

ACTS MOTIVATE

ACTS (Advanced Communications Technologies Services) MOTIVATE (MOBILE Television & INNOVATIVE REEIVERS) investigates the mobile reception of digital terrestrial TV in single-frequency and multi-frequency networks. MOTIVATE has worked extensively to verify that the DVB-T standard has all the facilities and all the flexibility needed for mobile reception.

The DVB Project

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