

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

Tel: +44 (0)20 7799 3100
Fax: +44 (0)20 7976 0922
E-mail: harold@whdpr.com
E-mail: smith@dvb.org (DVB Project Office)

DVB-MHP WEBSITE COMES TO LIFE TO PROVIDE THE DEFINITIVE GUIDE

www.mhp.org

Geneva, 6 February 2001 ? In recognition of the importance of the development of interactive television products and services, DVB takes pleasure in announcing that its new dedicated Multimedia Home Platform (MHP) website is now up and running. The creation of the website stems from DVB support of an open marketplace that is accessible to development companies – both large and small.

The website has been designed to centralise the work of the DVB Consortium into a compact and informative site (independent but related to the DVB Project Office website: www.dvb.org). It guides the user through all aspects and needs for the creation of MHP services from the technical specifications, commercial requirements and on to the development of content and applications.

Visitors will immediately discover a site architecture that is easy to navigate. Starting with 'What is MHP?' the user will find presentations, papers and useful Q & A documents to assist in the understanding of DVB-MHP.

'News & Events' is a particularly valuable area for journalists and all those interested in keeping abreast of DVB-MHP related activities. The section contains press releases, a calendar of associated events and seminars, as well as providing industry and DVB-MHP news.

'Technical Essentials' is where to go for all you need to know about the DVB-MHP specification itself. It also hosts information on the different applications and their providers including specific hardware and software details of the various MHP implementations.

Enhanced, Interactive and Internet TV will very much depend on the ability of multimedia, graphics and programme designers to apply their magic to the raw video or programmes that they are given or produce. A 'Content Creation' area highlights and showcases MHP tools and offers direct links to the manufacturers of these packages to gain rapid entry into this new and fascinating future of television.

Under 'MHP Working Groups' can be found the many hundreds of people working on the DVB-MHP both inside and outside of the consortium. Contact details and

DVB-MHP Website Comes To Life To Provide The Definitive Guide

information on DVB working groups, the MHP Implementation Group, the German TV Platform, as well as education and training details.

“The DVB-MHP specification has been a monumental achievement by the DVB Project. The website is an essential modern business tool that will assist all those who want to get involved with creating MHP products and services for the implementation of interactive television that is set to impact so much on all of our lives.” commented Anthony Smith, Head of Marketing Communications for the DVB Project Office.

“The DVB-MHP website will provide a wealth of information amassed from the leaders of the MHP initiative including such groups as the German TV Platform, which has been proactive in moving forward the implementation of DVB-MHP,” he concluded.

Background

The DVB Project

The Digital Video Broadcasting Project (DVB) is an industry-led consortium of over 290 broadcasters, manufacturers, network operators, software developers, regulatory bodies and others in over 35 countries committed to designing global standards for the delivery of digital television and data services. The 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 march towards global standardisation, interoperability and future proofing.

To date, there are numerous broadcast services using DVB standards. There are hundreds of manufacturers offering DVB compliant equipment, which is already in use around the world. DVB dominates the digital broadcasting world. A host of other services is also on-air with DVB-T, including data on the move and high-bandwidth Internet over the air. DVB-T also makes possible the introduction of terrestrial pay-TV services.

DVB-MHP

In 1998, DVB embarked on an ambitious project to standardise the home platform for the converging multimedia services of now and the future. This involved capturing the requirements and generating technical specifications for such things as APIs applications lifecycles based on Sun's Java technology.

The DVB-MHP specification proved to be a Herculean task involving experts from a wide range of DVB Consortium members, which resulted in a specification document. The DVB-MHP was ratified last year by the DVB Steering Board and was formally adopted by the European Telecommunications Standards Institute (ETSI) (ETSI TS 101 812 (MHP)). This action paved the way for the deployment of the open standard API (Application Program Interface), which now facilitates seamless services across broadcast, telecommunications and computer platforms.

If you or a colleague would like to receive DVB press releases via e-mail please send your request to: news@whdpr.com.