



PRESS RELEASE

For Immediate Release

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VIVA MHP

National Association of Broadcasters Convention
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Booth No. L22506

4 March 2002 ? Following the major announcements from CableLabs and Echostar on the take-up of MHP in the United States, DVB is proud to showcase the DVB-MHP specification during this year's NAB. Significant advancements towards bringing full interactive/enhanced television and internet services to consumers will be featured with demos from Canal+ Technologies, Sofia Digital, Sony, Strategy & Technology and Tao Group.

Demos will include MHP applications highlighting various information and entertainment services. Visitors will also get to see an MHP integrated digital television and other technology demonstrations emphasising the power of MHP.

Also featured will be a HiTop DTV portable receiver as well as the new low-cost Pace Digital Terrestrial Adapter that converts the ordinary analogue television into a DTV receiver.

DVB specifications and other documentation will be readily available and DVB experts will be on hand to answer questions concerning MHP and other DVB specifications.

Background

The DVB Project

The Digital Video Broadcasting Project (DVB) is an industry-led consortium of over 300 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, DVB-S and DVB-C including data on the move and high-bandwidth Internet over the air. Further information about DVB can be found at: www.dvb.org.

DVB Multimedia Home Platform (MHP)

MHP defines a generic interface between interactive digital applications and the terminals on which those applications execute. The standard enables digital content providers to address all types of terminals ranging from low to high-end set-top boxes, IDTVs and multimedia PCs. With MHP, DVB extends its successful open standards for broadcast and interactive services in all transmissions networks including satellite, cable terrestrial and wireless systems. Further information on MHP can be found at: www.mhp.org.

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