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## **DVB BRINGS TEN YEARS OF SUCCESS TO NAB**

**National Association of Broadcasters Convention  
Las Vegas, Nevada 7 – 10 April 2003  
Booth No. SU6207**

**Las Vegas – 7<sup>th</sup> April 2003** – At this year's NAB, DVB is proud to showcase the latest technologies and services based on DVB standards. DVB specifications and other documentation are readily available and DVB experts are on hand to answer questions concerning MHP (Multimedia Home Platform), GEM (Globally Executable MHP) and other DVB specifications. The DVB Pavilion is also hosting a number of demonstrations provided by the following members of the DVB Project and a list of DVB members also exhibiting at NAB follows at the end of this release:

**Advanced Digital Broadcast Ltd.** is showcasing MHP interoperability utilising the commercially available i-CAN set top box. The i-CAN units demonstrate product performance as they execute various MHP applications utilising a live video feed. The live video feed is being supplied by IMK and the demonstrations include an interactive quiz, news and information services as well as several other applications.

**Alticast Corp.** is showing 15 MHP applications from Korean satellite broadcaster SkyLife using the Samsung MHP 1.0.2 set-top box (model: DSR-100DN), which bears the MHP logo. These are not just demonstration applications as thousands of viewers will use these applications in their own living rooms later this year. In addition to the SkyLife services, Alticast is showcasing a T-government MHP application, which also runs on the Samsung MHP 1.0.2 set-top box.

**Fraunhofer Institut für Medienkommunikation** has been developing MHP services and research prototypes since the very beginning of MHP. A prototype application is being shown that allows broadcasters to create visual links at arbitrary positions on the screen synchronised to the A/V feed that leads the viewer to further information. Also, being presented is ZDFdigitext, a high end page based information service developed for German public broadcaster ZDF which is already available as a regular free-to-air MHP broadcast via Astra. All applications are being demonstrated using DVB-T.

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**Sony Business Europe** is showing the Sony Open DataCast Platform for the production and delivery of MHP based interactive television services. The exhibit is comprised of: MHP Authoring System (MediaGateway), Service Management System (MediaManager), Object Carousel Server (MediaCaster), a local DVB-T network, and MHP capable iDTV (with DVB-T tuner).

**Strategy & Technology Ltd.** (S & T) is displaying tools for the development and delivery of MHP applications, the well established TSDeveloper and new TSBroadcaster system, along with the MHP Security File Generator. Applications and set-top boxes from S&T partner companies will also be on show.

### **The Digital Video Broadcasting Project (DVB)**

DVB is an industry-led consortium of over 270 broadcasters, manufacturers, network operators, software developers, regulatory bodies and others in over 35 countries worldwide, 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 thousands of broadcast DVB services using DVB equipment manufactured by hundreds of manufacturers. 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](http://www.dvb.org).

### **DVB Multimedia Home Platform (MHP)**

MHP defines a generic interface between interactive digital applications and the terminals on which those applications are executed. 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 transmission networks including satellite, cable terrestrial and wireless systems. Further information on MHP can be found at: [www.mhp.org](http://www.mhp.org).

### **Globally Executable MHP (GEM)**

The DVB-MHP GEM specification, standardised by ETSI (TS 102 819), is set to become the first ever common world-wide standard for interactive television. The GEM specification defines the APIs, protocols and content formats that can be relied upon in all interactive television standards and specifications that support globally interoperable MHP applications.

GEM provides a means of ensuring that MHP applications can be carried over networks other than DVB. Where DVB has not been adopted, and therefore where the full MHP standard cannot be implemented, application interoperability can be assured by combining MHP based GEM with the appropriate specifications from another body to produce a GEM receiver.

DVB and MHP are registered trademarks of the DVB Project.

## DVB MEMBERS EXHIBITING AT NAB

AnaCom, Inc.	N1664
ATI Technologies, Inc.	SU7313
BARCO Projection Systems	SL623
BBC Technology	SU5047
Broadcast Technology Ltd	C2912
BT Broadcast Services	MM312, N1038
Comtech Telecommunications Corp	N1442
Digital Vision AB	C3269
Dolby Laboratories	SU4555
EMS Technologies	N1168
ETRI-Electronics and Telecommunications Research	SL2864
European Commission	SL2306
Eutelsat	N1046
Force Inc.	C4039
Harmonic	SU5449
Harris Corporation	C404
Hispasat	N1052
Intel Corporation	SL2305
Intelsat	N1546
International Datacasting	N1320
JVA BROADCAST, CORP	N1856
JVC Professional Products Company	C2050
Kathrein Inc., Scala Division	C3438
Kathrein-Werke KG	C3438A
Kenwood Communications	N2232
LSI Logic	SL3668
Microsoft Corporation	MR146, SL136
Motorola, Broadband Communications Sectr	MR6766, SU4737
Nagra Audio Kudelski Group	C3146A
Nagravision S.A.	C3146
NDS	SU7107B
NEC Solutions	SL3815
Newtec America, Inc.	N1316
Nielsen Media Research	RT415
Norsat	MM315, N1220
Panasonic Broadcast	C904
Pioneer Electronics	C3830
Pixelmetrix Corporation Pte Ltd	C2233
Radyne ComStream	SU5736
Rohde & Schwarz	C335
Scientific-Atlanta Inc	SU4543
Scopus Network Technologies	SU6411
SeaChange International	MR6673, MR6773, SU5459
SES Americom	N1426
SkyStream Networks	SL2831
Snell & Wilcox	C2860
Sony Electronics Inc.	C4162d, SU4015
Sun Microsystems	SL1401
Tandberg Television	C3711
Tektronix Inc.	C2450
Teracom Components	C754
Texas Instruments	MR3164, MR3264, SL2215
Thales- Angenieux	C2425
Thales Broadcast & Multimedia	C2000
Thales Components	C2725, N1219
Thomson Broadcast and Media Solutions	SU7059, MR7050