Press Release

For Immediate Release

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DVB AT IBC '09

Live DVB-T2 HD Transmission & Interoperability Demos

11 - 15 September 2009, Amsterdam RAI, IBC Stand No. 1.D81

Amsterdam - 11 September 2009 – DVB-T2, the second generation Digital Terrestrial Television (DTT) transmission system, takes pride of place on this year's DVB stand. Visitors can see four live HD services of H.264 encoded content delivered over an end-to-end DTT system using DVB-T2 technology (*see separate release*).

The DVB stand is host to a number of other milestone technology demonstrations including an interoperability demonstration of a wide range of DVB-T2 ready equipment and technologies that includes signal generators, transmitters, modulators/demodulators, measurement equipment, and set-top boxes from a growing number of companies.

Also on show is a local transmission utilising the DVB-SH (Satellite services to Handhelds) standard. DVB-SH delivers video, audio and data services to small handheld devices such as mobile telephones, PDAs and other small screen portable receivers. The key feature of DVB-SH is that it is a hybrid satellite/terrestrial system that allows the use of a satellite to achieve coverage of large regions or even a whole country. The DVB-SH demo is supported by Alcatel-Lucent and Sagem Wireless.

Other DVB technologies highlighted include DVB-C2, the second generation cable transmission system, designed to provide the maximum benefit of statistical multiplexing for HDTV and for enhancing the quality of high speed Internet access services. By using state of the art coding and modulation techniques, it offers greater than 30% higher spectrum efficiency under the same conditions as today's DVB-C deployments.

DVB representatives and technology experts are on hand to answer queries and provide information on the implementation of the world's most successful set of technical standards for DTV. DVB's open, interoperable standards form the basis of services on every continent with an excess of half a billion receivers now deployed.
The official IBC conference programme contains sessions that feature DVB technologies and open standards. Consult the IBC conference programme for details and times.

Background

The DVB Project

The Digital Video Broadcasting Project (DVB) is an industry-led consortium of over 280 broadcasters, manufacturers, network operators, software developers, regulatory bodies and others committed to designing global standards for the delivery of digital television and data services. 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.

DVB dominates the digital broadcasting environment with thousands of broadcast services around the world using DVB's open standards. There are hundreds of manufacturers offering DVB compliant equipment. DVB standards are also widely used for other non-broadcasting applications such as data on the move and high-bandwidth Internet over the air. Further information about DVB can be found at: www.dvb.org, www.dvb-h.org, www.mhp.org and www.dvbworld.org.