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# **FIRST EVER US DVB-T2 DEMO AT NAB 2010**

## **DVB-T2 Gathers Momentum Following Successful Deployment Of Commercial Services**

**12 – 15 April 2010, LVCC, Booth SU5323**

**Las Vegas – 12 April 2010** – Following on from the successful commercial deployment of DVB-T2 in the United Kingdom, DVB is pleased to demonstrate the first live transmission in the United States of its second generation terrestrial transmission system. This first ever showing will include commercially available DVB-T2 set-top boxes. Visitors can see HD broadcasts of H.264 encoded content delivered over an end-to-end DTT system using DVB-T2 technology.

Building on the foundations of the successful DVB-T system, the second-generation DVB-T2 can deliver more than 50% increase in capacity compared with equivalent reception conditions with DVB-T. Broadcasters deploying DVB-T2 are able to roll out new multiplexes to offer multichannel HDTV services and create innovative new datacasting opportunities.

The NAB demonstration is supported with HD content from the BBC, DVB-T2 modulation and demodulation equipment from TeamCast, as well as set-top boxes from Humax and Pace. Other commercially available DVB-T2 equipment is also on display.

According to Freeview, the United Kingdom's DTT free-to-air platform, it is on track to offer DVB-T2 services to 50 percent of the country's homes in time for the 2010 FIFA World Cup in June. DVB-T2 coverage is anticipated to reach 60 percent by the end of this year and 90 percent in time for London's 2012 Olympics. There is already a variety of consumer DVB-T2 set-top boxes and IDTVs available in the market from Sony, Panasonic, Humax, Bush and Pace. More are imminently expected from Philips, LG and Samsung to name a few.

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In Finland, tests are currently being carried out by the Finnish operator DNA Oy, which has announced that it will launch two DTT HDTV multiplexes in VHF band III using the DVB-T2 standard and MPEG-4, H.264 AVC coding. A number of other countries are evaluating DVB-T2. Some, believed to be calculating the potential long-term dividends in spectrum utilisation, are considering stepping straight to DVB-T2 in their migration from analogue to digital.

Peter Siebert, Executive Director, DVB Project remarked, "We are delighted that DVB-T2 is proving itself to be a success. With the range of professional equipment and consumer devices that are already available in the market, it is evident that enjoying DVB-T2 services will rapidly become as affordable as DVB-T is today".

DVB-T2 uses OFDM (orthogonal frequency division multiplex) modulation to deliver a robust signal and offers a range of different modes making it highly flexible (e.g., allowing channel bandwidths from 1.7 MHz to 10 MHz). It employs the same LDPC (Low Density Parity Check) error correcting codes used in DVB-S2 and DVB-C2 for excellent performance in the presence of high noise levels and interference. A significant number of highly innovative features such as Physical Layer Pipes, support of Multiple-Input-Single-Output (MISO) and Rotated Constellations are also included. DVB-T2 has been defined so that the standard can be enhanced in the future in a backwards compatible manner through the use of Future Extension Frames.

The DVB-T2 specification has been formally adopted as an ETSI standard (EN 302 755 V1.1) and is available for downloading from the ETSI ([www.etsi.org](http://www.etsi.org)) website and through a link on the DVB (<http://www.dvb.org/technology/standards/index.xml>) website.

## **Background**

### **The DVB Project**

The Digital Video Broadcasting Project (DVB) is an industry-led consortium of over 250 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 move 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. To date there are over half a billion DVB receivers deployed worldwide. 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](http://www.dvb.org), [www.dvb-h.org](http://www.dvb-h.org), [www.mhp.org](http://www.mhp.org) and [www.dvbworld.org](http://www.dvbworld.org).

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