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## **DVB AT BROADCASTASIA**

### **Asia's First-Ever Live DVB-T2 Broadcast Available Throughout The BroadcastAsia Exhibition.**

**15 – 18 June 2010, Singapore Expo, Stand No. 7L3-05**

**Singapore – 15 June 2010** – At BroadcastAsia 2010, DVB is demonstrating two important technologies, the first of which is a live transmission of a DVB-T2 signal throughout Halls 7 and 8 of the Singapore Expo. The other demo highlights the DVB Emergency Warning System (EWS), vital to the Asian region.

The DVB-T2 demonstration, the first of its kind in Asia, shows a single multiplex of four programmes being received in parallel on four commercially available set-top boxes. This is particularly significant in that DVB-T2 was introduced commercially with a soft launch only six months ago and that there already is a wide variety of interoperable products available in the marketplace. HD content is supplied by the BBC and RAI and is transmitted using equipment from Rohde & Schwarz and Kathrein. The set-top boxes for receiving the DVB-T2 signals are from ADB, Humax, Pace and Vestel.

Taking advantage of recent innovation in channel coding technology, DVB-T2 is a far more efficient transmission system than first generation DTT systems such as DVB-T and ISDB-T. It offers a significantly higher data rate for the same reception environment, or alternatively a much more robust environment for the same rate. Using 256 QAM as additional modulation scheme, the maximum data rate in an 8 MHz channel is increased from 31.7 Mbit/s (DVB-T) to 50.3 Mbit/s.

Visitors to the stand can also find useful information on using any DVB transmission system to implement an Emergency Warning System. DVB presents an interactive DVB-T and DVB-SI demonstration that showcases how the DVB EWS can be deployed in the Asia-Pacific region to warn of natural disasters, such as tsunamis triggered by earthquakes. For the broadcasters of the ASEAN nations, the importance of a reliable disaster warning system is paramount. The in-built capabilities of all first and second-generation DVB transmission schemes through the Service Information specification, DVB-SI, provides the essential support to establish

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an EWS. This EWS requirement was foreseen many years ago and is thus an inherent part of the DVB system.

For the demo, a regular DVB-T transmission is employed to trip a DVB-SI signal to tune a set-top box to the emergency channel. For the purpose of this demo the HD content is supplied by IRT with modulation and head-end equipment from Enensys Technologies and EventIS, and a set-top box from Albis Technologies.

“BroadcastAsia is an important date in the DVB calendar and certainly one of the best opportunities for DVB to demonstrate technologies that are relevant for the ASEAN region. At a time when many of region’s nations are either implementing or preparing for digital migration, BroadcastAsia allows exhibition visitors to discover the full potential of DVB’s family of open standards,” commented Peter Siebert, Executive Director DVB Project.

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 more than a half billion receivers now deployed.

The DVB Project Office acknowledges the support of the following DVB Members for their contribution to the technology demonstrations: ADB, Albis Technologies, BBC, Enensys Technologies, Humax, IRT, Kathrein, Pace, RAI, Rohde & Schwarz and Vestel.

## **Background**

### **The DVB Project**

#### **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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