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DVB AT BES EXPO 2011

World's Most Advanced DTT System To Be Demonstrated Showing Live HDTV Transmissions

**24 - 26 February, Pragati Maidan, New Delhi
Hall 12A Booth No. 47**

Geneva – 21 February 2011 – At this year's BES Expo, India's Broadcast Engineering Society's exhibition and conference, DVB is focussing on the powerful capabilities and superiority of its second-generation digital terrestrial transmission (DTT) system DVB-T2. Visitors to the DVB booth can see live High Definition broadcasts using DVB-T2 technology. The broadcasts will be received via a DVB-T2 integrated television as well as several commercially available set-top boxes.

DVB-T2 is the world's most advanced DTT system offering higher efficiency, robustness and flexibility. It builds on the basis of DVB-T and adds new modulation, coding and error correction techniques. This results in a 50% efficiency increase over any other DTT system in the world.

High Definition content for the live demonstrations is courtesy of the BBC. The signals will be received using ADB, Humax and Pace DVB-T2 set-top boxes and a Samsung IDTV.

Peter Siebert, DVB's Executive Director commenting on the DVB-T2 demonstration said, "With the strong interest in DVB-T2 coming from India and other countries around the world, BES offers us a great opportunity to showcase its capabilities at India's largest broadcast technology show. Our strong presence in the conference programme will allow us to share our knowledge and provide first-hand information on many aspects of the standard".

DVB representatives and technology experts will also be on hand at the DVB booth to answer queries and provide information on implementation.

The official BES conference programme contains sessions that feature DVB-T2 and DVB-S2 technologies. The keynote speech on the opening morning of February 24 is being given by DVB Chairman, Phil Laven. A special conference session on the morning of February 26 titled 'DVB Second Generation – Success Story' will be chaired by Doordarshan's Engineer-in-Chief Mr A K Bhatnagar. During this session Phil Laven will give a general overview of DVB, while Peter Siebert, DVB's Executive

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Director will make a presentation on DVB second generation standards. Dr Vikram Vij of Samsung, will focus on receivers for DVB-T2 and Gerard Faria of Teamcast will look at the performance and features of DVB-T2. Newtec's Jean-Pierre De Muyt will concentrate on contribution and distribution via DVB-S2.

In the afternoon session David Cutts of S & T will look at platform development for DVB-T2.

About DVB

Digital Video Broadcasting (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 shipped 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, www.dvb-h.org, www.mhp.org and www.dvbworld.org.

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