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DVB-T2 TO SHINE AT ABU DIGITAL BROADCASTING SYMPOSIUM 2011

**DVB-T2 Technology Showcase & Field Trial Set to Take Place At
Upcoming ABU Digital Broadcasting Symposium.
Exhibition & Conference, 8 – 11 March 2011, Kuala Lumpur**

Geneva – 23 February 2011 – As part of this year's Asia-Pacific Broadcasting Union's Digital Broadcasting Symposium in Kuala Lumpur in a pre-conference event, the DVB will be co-hosting an important 4-day DVB-T2 field trial to showcase the technology and its superior capabilities. Also scheduled to coincide with the field trial is a DVB-T2 transmission workshop that will present implementation and operational aspects of the second-generation digital terrestrial transmission system. The field measurements and results of the field trial will be presented later in the week at the Symposium Conference.

Visitors to the DVB booth (No. 22) at the exhibition can see live DVB-T2 transmissions of HD content that is received using 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 more than a 50% transmission efficiency increase over any other DTT system in the world. This increase can be realised by either more payload, less spectrum or better service coverage. It has benefits for the consumer, the broadcaster & indeed governments. DVB-T2 is the only second-generation digital terrestrial television standard to receive an ITU Recommendation (ITU-R BT.1877).

DVB technologies figure prominently in the official conference programme and include the following presentations:

- DVB-T2 with Next Generation Handheld (NGH) – Gerard Faria, Teamcast
- Approaching 3DTV: Studio Facilities and Delivery over DVB-T, Richard Redmond, Harris
- DVB-T2 Implementation: Sharing Experience based on Field Measurements, Richard Redmond, Harris
- Implementation Aspects of DVB-T2: Field Trials in Malaysia, John Bigeni, DVB

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DVB representatives and technology experts will be 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 half a billion receivers now deployed.

The DVB acknowledges the support of the following DVB Members for their contribution to the technology demonstrations: ADB, BBC, Rohde & Schwarz, Samsung and S & T.

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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