# Press Release

**For Immediate Release**

Contact: Harold Bergin
WHD Public Relations
P.O. Box 3035,
London SW1P 3BH
United Kingdom

Tel: +44 20 7799 3100
E-mail: harold@whdpr.com

# 3D MOVES FORWARD

## DVB Steering Board Approves Phase 2a Of 3DTV Specification.

**Geneva - 11 July 2012–** DVB is pleased to announce that at the 71st Meeting of the Steering Board, Phase 2a of the DVB-3DTV specification was approved. The specification will be submitted immediately to the European Telecommunications Standards Institute (ETSI) for formal standardisation. An amended DVB-3DTV BlueBook is to be published to reflect the addition to the specification.

The Phase 2a system, also known as "Service Compatible Mode" is designed to meet the needs of those who need to provide normal HDTV receivers with a 2D version of the 3D programme from the same broadcast channel, and at the same time improve the quality of the 3DTV images. Phase 2a provides a 2D version plus an MPEG MVC top-up signal. Although they are tailored to their different environments, both 3D Blu-ray and Phase 2a use MVC, which will enable receivers to include both capabilities.

The 3DTV Phase 1 specification was published in 2011 for "Frame Compatible" delivery, where the essential requirement was that existing HDTV set-top boxes would allow viewers to watch 3D (if they had a 3D display). This is the most used 3DTV broadcast form in the world today.

**About DVB**

Digital Video Broadcasting (DVB) is an industry-led consortium of over 230 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 standardization, 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.mhp.org, www.dvbservices.com and www.dvbworld.org.

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