



Press Release

For Immediate Release

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DVB SHOWCASES LIVE 4K UHDTV AT IFA

Demonstrations Of 4k UHDTV, HEVC Encoded Content Via DVB-S2 Together With World's First Ever Demo Of 4k Via DVB-C2 Are Highlights Of IFA's TecWatch

6 - 11 September 2013, Berlin, Booth 11.1/17

Berlin – 6 September, 2013 – At this year's IFA, DVB is partnering with Eutelsat and Kabel Deutschland to bring three different groundbreaking demonstrations of 4k UHDTV being delivered via DVB-S2 and DVB-C2. The demos are taking place on the joint DVB/ANGA booth in the prestigious TecWatch new technology zone of the IFA Exhibition.

In the first of three demonstrations, a 4K HEVC encoded signal is being transmitted from Eutelsat's uplink station in Paris using DVB-S2. The signal is then demodulated and fed directly into Village Island's HEVC contribution decoder. The frame rate of the source material is 50 frames per second providing good video quality even for fast action movement such as sports.

In a world's first ever showing of DVB-C2 delivering 4k video. A C2 transmission system consisting out of a C2 modulator and a C2 demodulator will carry the 4k content. In addition to the 4k content being delivered via the Eutelsat 10A satellite link, there is also a local play-out with content provided by Sky Deutschland. After decoding with a Broadcom receiver the content is presented on a LG 4k display.

In the third demonstration 4k content encoded with H.264 and transmitted via DVB-S2 by Eutelsat from Paris is fed directly into a display with integrated S2 receiver.

The DVB/ANGA booth is tended by DVB representatives and technology experts available to answer queries on the technology demonstration and provide information on DVB's wide ranging family of open, interoperable, market driven standards.

"We are proud that all of DVB's second-generation transmission standards, DVB-S2, T2 and C2 are at the heart of delivering the new 4k UHDTV experience. DVB will continue to work with its Members and partners to ensure that the goal of bringing the striking clarity of UHDTV to the home is realized," commented Peter Siebert, Executive Director, DVB.

About DVB

Digital Video Broadcasting (DVB) is an industry-led consortium of over 200 broadcasters, manufacturers, network operators, software developers, regulators and others from around the world committed to designing open interoperable technical standards for the global delivery of digital media and broadcast services.

DVB standards cover all aspects of digital television from transmission through interfacing, conditional access and interactivity for digital video, audio and data.

DVB dominates the digital broadcasting environment with thousands of broadcast services around the world using DVB's standards. There are hundreds of manufacturers offering DVB compliant equipment. To date there are nearly a billion DVB receivers shipped worldwide.

Further information about DVB can be found at: www.dvb.org, www.dvbservices.com and www.dvbworld.org.

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