

Las Vegas, Sunday April 6, 1997

For Immediate Release

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## ***DVB interoperability more than just pie in the sky***

LAS VEGAS, April 6 1997. Different broadcasters making use of different transmission-reception systems and the very diversity of the transmission media themselves, make it costly for cable operators to receive, decode and re-transmit services to their customers. The DVB project will be demonstrating just how open standards bring the benefits of the digital revolution all the way down the broadcast chain to the consumer.

Interoperability is one of the key aims of the open DVB standard. In a demonstration which will be held by DVB project staff and specialists from member organisations, DVB interoperability will be shown in its full diversity and ruggedness.

A Philips two-channel encoding system will be shown interfacing with an off-air digital video stream produced by Scientific Atlanta equipment, the resulting signals then being re-multiplexed and re-modulated and distributed around the stand, where they will be decoded by a wide range of DVB-compliant satellite IRDs (integrated receiver/decoders) from many different manufacturers. The same signals will also be transmodulated to the DVB-C cable system, and will be decoded by a several different cable IRDs from different manufacturers.

Participants in the DVB interoperability demonstration include Philips, Scientific Atlanta, Rohde & Schwarz, Sagem, Thomson, Hirschmann and Tadiran-Scopus.

DVB interoperability works. Visit the DVB booth (booth 30 in the Special Exhibition Area of the LVCC) to see what this remarkable collaborative project between competitors is doing to bring operating costs down for broadcasters, service providers and ultimately, the consumer.

### ***Background***

The Digital Video Broadcasting Project (DVB) is a consortium of over 200 broadcasters, manufacturers, network operators and regulatory bodies in more than 30 countries worldwide, committed to designing a global standard for the delivery of digital television. Numerous broadcast services using DVB standards are now operational, in Europe, North and South America, Africa, Asia, and Australasia.