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DVB-MHP Logo unveiled in Geneva – Vital Step in Certification Process Completed

DVB-MHP is well on track.

Geneva, 30th March 2000: The DVB Promotions and Communications Module completed a vital step in the DVB-MHP jigsaw puzzle with the unveiling of the DVB-MHP logo.



The logo or DVB- MHP “badge” will be a final step in the certification process. Once a company or organisation has completed the necessary conformance and certification process the DVB will grant a licence for the DVB-MHP mark for use on the associated MHP equipment or services. This means that equipment or services “badged” with the DVB-MHP logo will be recognised as **fully** DVB-MHP compliant and interoperable.

DVB Promotions & Communications Chairman –Helmut Stein said, “This work paves the way for the promotion and communication aspect of the MHP process. We can now clearly identify DVB’s Multimedia Home Platform, allowing the marketing of the specification in the typical “in-early” style of DVB promotions.”

Around 18 different graphics artists from around the world offered more than 30 different designs. The PCM committee who took the final decision deliberated with a view to the Interactive, Enhanced and Internet services this logo will represent, as well as its overall instant recognition and simplicity for printing on set top boxes and other equipment.

Background

What is the “DVB MHP” concept?

DVB-MHP is a work item, which the DVB started in 1997. Its aim is to standardise elements of the home platform that would be key to the success of interactive multimedia applications in the future. At the time, it is a natural progression from the pure broadcast work of DVB into the interactive TV applications that are beginning to dominate the transition from analogue to digital TV. The work was to cover not only the Application Programming Interface (API), but also issue such as the In-home Digital Network and the local cluster.

The DVB Project

The Digital Video Broadcasting Project (DVB) is an industry-led consortium of over 263 broadcasters, manufacturers, network operators, software developers, regulatory bodies and others in over 59 countries committed to designing global standards for the delivery of digital television and data services. The 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 march towards global standardisation, interoperability and future proofing.

To date, there are numerous broadcast services using DVB standards. There are hundreds of manufacturers offering DVB compliant equipment, which is already in use in Europe, North and South America, Africa, Asia, and Australia. A host of other services are also on-air with DVB-T, including data on the move, high-bandwidth Internet over the air and the possibility to introduce terrestrial Pay-TV services.

Owing to its use of the multi-carrier Coded Orthogonal Frequency Division Multiplexing (COFDM) modulation technique, DVB-T is capable of delivering a crystal clear picture to televisions connected to portable, set-top antennas in hostile reception environments such as city apartments, or even to receivers on the move. DVB-T has been rigorously tested in slow-moving city trams and at speeds in excess of 170 mph.