



PRESS RELEASE

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DVB PLAYS HOST TO TECHNOLOGY PAVILION AT BROADCAST ASIA

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Geneva, 1 June 2001 -- At the forthcoming Broadcast Asia, DVB is to play host to the DVB Technology Pavilion for members of the DVB consortium. Influential companies such as Philips, Panasonic and Alticast will showcase their DVB technologies in the Technology Pavilion.

DVB will also play a major role in the Broadcast Asia International Conference. DVB Project Office executives, technical experts and commercial representatives from the consortium will take part in business and technology focused sessions and tutorials. Topics being covered by DVB experts include: the history and future of the DVB, the DVB Intellectual Property Rights policy, DVB Return Channel Technology, Mobile DVB-T, Mobile Broadband Access, Data Broadcasting.

The Interactive TV aspect of the conference will benefit from the raft of DVB experts that will give an introduction to the Multimedia Home Platform (MHP), its implementation in Europe to date, as well as how MHP complements the DVB Family of Standards in the push to converge broadcasting with the Internet. Leading companies involved in the implementation of MHP will bring conference attendees up to date on their MHP operational solutions and revenue generating applications.

"Broadcast Asia is an important date on the broadcasting exhibition and conference calendar for the DVB. It is an ideal venue for members of the consortium to demonstrate their DVB products and technologies, while the conference brings together some of the industries leading authorities on DVB" commented Anthony Smith, Head of Marketing and Communications for the DVB Project Office.

Background

The DVB Project

The Digital Video Broadcasting Project (DVB) is an industry-led consortium of over 300 broadcasters, manufacturers, network operators, software developers, regulatory bodies and others in over 35 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.

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To date, there are numerous broadcast services using DVB standards. There are hundreds of manufacturers offering DVB compliant equipment, which is already in use around the world. DVB dominates the digital broadcasting world. A host of other services is also on-air with DVB-T, DVB-S and DVB-C including data on the move and high-bandwidth Internet over the air. Further information about DVB can be found at: www.dvb.org.

DVB Multimedia Home Platform (MHP)

DVB-MHP was ratified last year by the DVB Steering Board and was formally adopted by the European Telecommunications Standards Institute (ETSI) (ETSI TS 101 812 (MHP)). This action paved the way for the deployment of the open standard API (Application Program Interface), which now facilitates seamless services across broadcast, telecommunications and computer platforms. MHP defines a generic interface between interactive digital applications and the terminals on which those applications execute. The standard enables digital content providers to address all types of terminals ranging from low to high-end set-top boxes, IDTVs and multimedia PCs. With MHP, DVB extends its successful open standards for broadcast and interactive services in all transmissions networks including satellite, cable terrestrial and wireless systems. Further information on MHP can be found at: www.mhp.org.

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