PRESS RELEASE

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

Tel: +44 (0)20 7799 3100
Fax: +44 (0)20 7976 0922
E-mail: harold@whdpr.com
E-mail: smith@dvb.org (DVB Project Office)

DVB FOSTERS CONVERGENCE BETWEEN BROADCASTING & MOBILE COMMUNICATIONS NETWORKS & SERVICES

Geneva, 9th July 2001 - At Broadcast Asia 2001 audiences participating in the DVB seminars were excited to hear of the developments in DVB technologies that were presented by a pool of DVB experts. In particular the major excitement surrounded the groundbreaking presentation by Gerard Faria of ITIS on Mobile DVB-T using Dual Diversity Reception. Along with other presentations which included the Multimedia Car Platform project (MCP) the DVB Consortium can boast that as per its new mission statement it is well on track in its work on the merging of the DVB-T broadcast networks and GSM/GPRS/UMTS mobile communications networks that will offer integrated multimedia mobile services. Going beyond what has already been achieved with the Multimedia Home Platform (DVB-MHP) for interactive TV services the latest developments will help meet the strong demand for entertainment, communications and navigation services in the car. This facet of DVB-T has interested car manufacturers and their suppliers who are creating receivers for use in vehicular environments.

Commenting on these developments, Anthony Smith, Head of Marketing & Communications, DVB Project Office, had this to say, “Despite all the positive tests in the mobile environment and even with an excellent track record we have made further developments that enhance the capabilities of mobile DVB-T. Extensive work has taken place in Sweden and Germany using diversity reception techniques. This work has made it possible to use 8K in mobile service and brought about a 9dB improvement in effective system C/N. DVB *CAN* do mobile and is the only mobile system that has officially entered the market. The Japanese system was available and tested by Singapore and was not chosen. Singapore looked at a wider picture and selected DVB because of overall technical and economic reasons”.

Interoperability between broadcasting and mobile communications networks will add a whole new dimension for multimedia in the car. Demand for new mobile multimedia services is coming from the European car industry and their customers’ content and programme providers. At the consumer electronics show, IFA, in Berlin this August there will be an MCP demonstration with a full multimedia terminal based on and compliant with MHP that will demonstrate interactive broadcast services in a car. This will demonstrate that we can now enable selection from a bouquet of applications that could include telephone, e-mail, text messaging, video phone, route planning and guidance, information services such as news, traffic updates, tourism highlights and points of interest, and financial data. On-line commerce opportunities could feature shopping, booking tickets for the cinema, and toll charging and parking fee handling. In-car entertainment from listening to music, watching videos, surfing the net and playing interactive games will all be made possible.

The consumer will be unaware of crossing boundaries across different networks used for the conveyance of the data and services. Seamless integration of these networks will allow the information to reach the final user through the most adequate network depending on the service necessities. The introduction of positioning services into multimedia will encourage the installation of a new service infrastructure complementing today's national and global services.

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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.

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

Technical Notes

Diversity reception: Reception of electromagnetic waves in which a resultant signal is obtained by combining or selecting signals, from two or more independent reception antennas, that have been modulated with identical information-bearing signals, but which may vary in their fading characteristics at any given instant. *Note 1:* Diversity reception is used to minimize the effects of fading

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