



## **PRESS RELEASE**

For Immediate Release

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### **MHP & NEXT GENERATION DVB COMES TO BRAZIL**

#### **DVB Interactive Digital Television Demonstrations in Brasilia, 6 June 2002 and São Paulo, 10 June 2002**

**4 June 2002** – DVB will demonstrate exciting new interactive digital television applications based on MHP (Multimedia Home Platform) technologies at a series of events in Brazil. Everything from MHP applications to next generation set-top boxes capable of running MHP, and a preview of the future for interactive television will be on show. There will be key demonstrations from prominent DVB members IRT, Nokia, Philips and Rohde & Schwarz.

Philips will show MHP set-top boxes and interactive applications, Nokia will display its next generation set-top boxes and there will be a presentation and demonstration by one of the leading visionaries in European interactive television, the Emmy award winner, Mr Gerhard Stoll from the Institut für Rundfunktechnik (IRT) in Germany. Mr Stoll will also introduce innovators and their work from the European Commission supported research & development Information Society Technologies (IST) programme, which is addressing media convergence and MHP.

Peter MacAvock, Executive Director of the DVB Project Office said: "DVB is delighted to bring such important demonstrations to Brazil, particularly at a time when Brazilian minds are concentrated on the World Cup in Korea and Japan. Interactive digital television, already available to millions of viewers in the many countries around the world that have adopted DVB standards, provides innovative and stimulating ways of enjoying major events such as the World Cup, and establishes new sources of revenue for the broadcasting community. DVB is the leading digital television standards organisation, and MHP is rapidly becoming the worldwide standard for interactive television. MHP, which is only available with DVB, is an open platform for all broadcasters, operators and software developers".

Paulo Lopes, responsible for co-operation with Brazil and Latin America for Information Society issues in the European Commission, said: "The European Union is aware that digital terrestrial television gives an unique opportunity to Brazil and Latin American

countries to provide widespread access to the Information Society. This new technology has the potential to provide Brazilian citizens with open access to public interest services, such as administration, education and health, thus contributing to the social and economic development of Brazil. We are also aware that there are great opportunities for co-operation between Brazil and the EU in this field. That is why the European Commission is supporting these DVB demonstrations, aimed at showing the potential of interactive digital television to a wide audience in Brazil.

DVB gratefully acknowledges the support of the European Commission, IRT, Nokia, Philips, Rohde & Schwarz in the preparation of these presentations and demonstration that will take place in Brasilia on 6<sup>th</sup> June 2002 and São Paulo on 10<sup>th</sup> June 2002.

## **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. Hundreds of manufacturers offer 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](http://www.dvb.org).

### **DVB Multimedia Home Platform (MHP)**

MHP defines a generic interface between interactive digital applications and the terminals on which those applications are executed. 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 transmission networks including satellite, cable terrestrial and wireless systems. Further information on MHP can be found at: [www.mhp.org](http://www.mhp.org).

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