



MAINDATA introduces DVB-H IP Encapsulator enabling new mobile TV broadcast

MAINDATA introduces DVB-H IPE crucial head-end equipment for introduction of TV broadcast services in mobile networks.

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DVB-H opens doors for mobile operators to provide attractive mobile TV broadcast e.g. sports, music. Mobile TV services have high selling potential mainly to the young audience. DVB-H brings mobile TV experience to mobile phone users and is candidate of important next wave revenue streams - similar to SMS - for mobile operators by moderate investment into their networks. There are no changes of existing GSM networks necessary.

2G and 3G mobile networks are based on point-to-point protocols. Because of this "point-to-point" unicast nature of transmission TV programming delivered just to a single user almost completely "eats" capacity of the cell. Single cell transmitter capacity is around 380 kbps, while MPEG-4 compression video requires 200-400 kbps. As a consequence point-to-point architecture prohibits providing of Mobile TV services at affordable price and acceptable quality to an end-user.

MAINDATA DVB-H IPE allows transmission of over 10 TV programming within a single DVB-H broadcast stream (e.g. 12 TV channels each of 300 kbps within 4 Mbps transport stream).

DVB-H is built at a point-to-multipoint "Broadcast type" of protocol. This allows effective re-use of network resources and hence transmitting TV programming to unlimited number of users via a same bandwidth required to one user. In a DVB-H Broadcast type of transmission there is no difference in bandwidth consumption between one user and 1000 users. Furthermore TV Programming is broadcast via DVB network and not a GSM network - leaving capacity of mobile 2G, 3G networks unaffected.

Integration of DVB-H with mobile networks does take place within mobile

phone. Such a handset supports both networks. Four major mobile phones manufacturers are introducing DVB-H enabled mobile phones. This is backed by development of DVB-H chips.

From the investment point of view DVB-H network can use the same frequencies and transmitters as terrestrial digital television network (DVB-T) which is already operational in several countries.

DVB-H standard has evolved from DVB-T by adding 3 crucial new features targeted at improved mobile broadcast capabilities and longer handsets battery life. Majority of the "mobility enabling" features are hosted in IP Encapsulator, performing "time slicing" and MPE FEC (forward error correction) accompanied with extended PSI/SI tables (Service and program information tables).



Unlike the DVB-S and DVB-T standards, DVB-H network is fully IP based where not only IP packets but also video and audio streams are encapsulated into IP packets.

For additional information on the news contact Mr. Dusan Statelov CEO or visit

<http://www.maindata.info/doc/MAINDATA-DVB-H.pps>
<http://www.maindata.info/doc/IPE-DVB-H.pdf>

for DVB-H network overview and
for MD DVB-H IPE Data Sheet

MD DVB-H Encapsulator is available from June 2005. MAINDATA also offers setting up complete DVB-H platforms in cooperation with their partners.

About MAINDATA:

MAINDATA has been leading provider of Internet Data casting solutions via DVB networks with a worldwide customer base since 1996.

MAINDATA is leading provide of Internet Data casting solution via DVB networks with a worldwide customer base since 1996. MAINDATA product portfolio ranges from an IP Encapsulator, Hybrid-Net (Satellite Internet with dial-up return channel), TCP/IP accelerator, File Multicast system, PUSH e-mail, up to multicast Distance Education platform SMART EDU.