

DiBcom to launch new mobile TV solution in Latin America

The new DIB10096 circuit which supports ISDB-T is driving DiBcom into the booming South American market

Paris, 2 February 2010 – DiBcom, a leader in the market for components dedicated to mobile TV reception, is announcing the launch of the DIB10096, a new circuit based on the programmable, multi-standard Octopus platform. The DIB10096 supports Japanese ISDB-T in Full-Seg and One-Seg as well as European DVB-T, the two most widely used standards in the world today, and even more so since the recent launch of ISDB-T in Brazil, Argentina and Chile. The boom in DTT in South America offers huge potential for this new circuit.

The DIB10096 - a high-performing, flexible solution !

With the DIB10096 circuit, DiBcom is able to offer its customers a high-performing, flexible solution which responds to the problems associated with the increase in the number of TV standards being introduced throughout the world. The new special features of the DIB10096 include Full-Seg reception (allowing high definition up to 1080p) and integrated Multi-2 descrambling which is used for protecting high definition broadcasts in Japan. By integrating DiBcom technology, manufacturers of TV receivers are now able to deliver digital mobile TV to South America, in high or low definition, in ISDB-T (Brazil, Argentina, Chile) or DVB-T (Columbia, Uruguay).

DiBcom - providing solutions in mobile TV reception throughout the world

The new circuit is particularly relevant to the digital mobile multimedia player, GPS, mobile phone and datacard (3G keys + TV) markets. In Europe, just like in Asia and Latin America, these sectors are becoming increasingly important because digital TV is gaining a foothold by offering more programmes with better image quality. What's more, manufacturers are continually developing new products which offer consumers greater functionality. In South America, multimedia devices which include mobile TV functionality



are especially popular as they enable the consumer to watch TV without the need to buy a specific TV receiver, which is more expensive. Since the arrival of the iPhone, smartphones with large HD screens have created enormous demand for high definition mobile TV on such devices, particularly in South America just before the football World Cup.

"With this new solution, we are strengthening our positioning and presence in the world of mobile TV and high definition. We are benefiting from the rapid growth of mobile TV in South America and the imminent digital switchover in Japan, two very demanding markets when it comes to quality TV" says Yannick Levy, CEO of DiBcom.

The new DIB10096 chip is already available.

For more information, please contact the press department or the DiBcom team directly.

About DiBcom

DiBcom is at the heart of Mobile TV. As a fabless semiconductor company that designs high-performance chipsets, DiBcom enables low-power mobile TV everywhere and at speeds exceeding 200 km/h, as well as portable and fixed digital TV reception. The company's solutions are used in automotive, PC/peripheral, consumer electronics, Set Top Boxes, mobile phones and other handheld devices. DiBcom has extensive experience solving real-world mobile digital terrestrial television (DTT) reception problems and has overcome the main technological barriers to high-quality service. The company has developed a number of patented algorithms and architectures for fast and accurate channel estimation and high Doppler compensation. Its chipsets are compliant with the current worldwide Digital Video Broadcast standards DVB-T, DVB-H, DVB-SH, CMMB, DAB, T-DMB and ISDB-T.

For more information, please visit www.dibcom.com