



**NAB Show 2010**

Las Vegas, 12-15 April 2010

TeamCast Stand SU6023

## **ATSC-M/H, another opportunity for DiBcom**

As the number of standards for digital television grows, developing terminals becomes increasingly difficult for manufacturers. Programmable circuits based on DiBcom's Octopus platform provide the solution, especially in the USA, where a new standard is introduced.

**Las Vegas, 9 April, 2010 – DiBcom, the market leader in dedicated components for mobile TV reception, will be demonstrating its Octopus programmable platform at the NAB Show, which runs from 12 to 15 April in Las Vegas.**

As the United States launches into a new mobile television venture with the ATSC M/H standard, a "mobile" derivative of the DTT standard currently used in North America (ATSC), operators face the question of the business model, just as they have with DVB-H in Europe. DiBcom has used its experience to develop a flexible platform, called Octopus, which enables manufacturers to enter the field at reduced risk.

The main problem encountered by mobile television around the world is the requirement to invest in a network specifically for mobile transmission. In the United States, the broadcasters think the investment is worthwhile, as they just agreed to add supplementary transmission equipment to the network, enabling their channels to be broadcast free to mobiles. The ATSC-M/H standard makes it possible to upgrade traditional DTT transmitters for "hybrid" fixed/mobile transmission.

The various standards around the world make the task of developing terminals very complicated for manufacturers, as current solutions require a different terminal to be developed for each standard. Leading terminals such as the very latest "state-of-the-art" smartphones rarely have an integrated TV tuner because of the fragmentation of standards across the World.

The revolutionary Octopus circuit offers manufacturers a flexible solution enabling them develop a single hardware design to meet the challenge of the proliferation of fixed and mobile TV standards. "Octopus" is a versatile solution based on a programmable architecture targeting current and emerging mobile TV standards, at the best price-performance ratio.

*“By adding new standards to our Octopus platform, we can offer our customers the prospect of reaching ever broader markets, meeting their growth and globalisation needs,”* comments Yannick Lévy, CEO of DiBcom.

At this year’s NAB Show in Las Vegas, DiBcom will be presenting the Octopus programmable platform on the TeamCast stand (SU6023).

**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. The company’s solutions are used in automotive, PC/peripheral, Set Top Boxes, and mobile phones. Its chipsets are compliant with the current worldwide Digital Video Broadcast standards DVB-T, DVB-SH, CMMB, DAB, T-DMB and ISDB-T.

For more information, please visit [www.dibcom.com](http://www.dibcom.com)

**Open2Europe**  
**[www.open2europe.fr](http://www.open2europe.fr)**

**Elodie SENG**  
Tel : 01 55 02 15 03  
Mail : [e.seng@open2europe.com](mailto:e.seng@open2europe.com)