



Press Release

DiBcom Mobile TV Platform Powers Global Business

Expansion of China's BYD Auto

High performance, low energy consumption and full function mode combines with strong local support highly recognized by customers of China's auto OEM market

DiBcom, the leader in the market for components dedicated to digital fixed and mobile TV reception and radio, today announced that China's automobile brand BYD will adopt DiBcom Octopus programmable mobile TV platform for its in-car mobile TV application. The Octopus platform will enhance the stability and convenience of BYD's in-car TV through its exceptional performance as well as flexible and efficient solutions. Octopus supports most of the mobile TV standards in the world, effectively lower R&D costs and shortens time to market, enables BYD to roll out business strategies in China and global market with greater flexibility.

The Octopus platform will be deployed in the mobile digital TV systems of BYD variety of auto products, providing quality video experience to users. BYD selects DiBcom for its comprehensive features and supporting services. DiBcom will provide solutions for BYD which supports CMMB (China Mobile Multimedia Broadcasting) and CTTB (or DTMB, Digital Terrestrial Multimedia Broadcasting) standards.

The BYD mobile TV project is an important milestone to demonstrate DiBcom achievement in automotive market. The Octopus series supports both CMMB and CTTB and realizes high-speed mobility. Since Octopus can support multiple standards, BYD could introduce the same products across different regional markets, which is of unparalleled cost and time advantages. In addition, the solid experience with Mercedes-Benz, BMW, and Audi and brand reputation are also key factors to drive this success.

With patent diversity technology, DiBcom automotive solution can effectively solve multi-path fading and Doppler Effect in high-speed mobility, which is helpful for receiving high-quality TV signal in severe environment. In diversity-2 mode, it supports 200 km/h high-speed environment. While in diversity-3 or 4, it supports 300-400 km/h high-speed environment.

"China is already the world's largest automobile market since 2010. DiBcom

has long been devoting to provide solutions of supreme cost-effectiveness and performance specifically to China market,” said Yannick Lévy, Head of DiBcom. “We are pleased to see our solutions are adopted by BYD, and very excited with our Octopus series not only adopted by the world’s leading auto company but also Chinese local brand. The cooperation with BYD further reinforces our leading position in in-car digital TV market.”

Octopus platforms are revolutionary solutions that were successively launched by DiBcom in 2009. The platform bases on one programmable broadcast-specific vector signal processor (VSP) and is able to handle any standard by adapting its microcode. The VSP engine is integrated with a multi-mode channel decoder, MAC, memory and a power management unit (PMU), therefore offering optimal power consumption for each standard. Adopting the 65nm technology, this complete solution comes with a multi-band RF tuner, in either single or diversity (dual-antenna) configurations. This universal solution enables end product manufacturers increase volume of production with lower cost, providing products that adapts to different TV standards across the world.

Another key successful factor of DiBcom lies on their comprehensive local technical support. “During the implementation, DiBcom China team played a significant role in providing technical support and communicate with headquarters,” said Ms Xu Xiaye, Country Manager of DiBcom China. “DiBcom China team provided quick response and effective support tailored to BYD’s request. Meanwhile, the team closely and timely communicated with headquarters and solved all the ad-hoc problems.. For most of the enterprises from Europe and the US, one of the most critical problems is to timely response to Client’s request and provides support. The project with BYD fully demonstrates our capability in delivering local support which helps our customers achieve great success.”

About DiBcom

DiBcom, a subsidiary company of Parrot, designs and markets high performance integrated circuits for the reception of television and radio in low power mobile and portable environment, at a speed exceeding 200 km / h.

Its solutions are used for the reception of television and radio in automobiles, set-top boxes, PCs and on mobile phones and all other portable multi-media devices.

DiBcom has extensive experience in solving problems with TV reception and digital radio and has overcome the main technological barriers to providing high quality service in all circumstances. The company has developed and patented innovative architectures and algorithms for fast and accurate channel searching and high Doppler compensation for mobile use.

The newly launched Octopus chipsets are compliant with multiple existing international standards ranging from traditional DVB-T and ISDB-T, to CMMB and CTTB, ATSC/ATSC/MH...

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