

ISDB-T International

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Lima, Peru

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Chairperson of DiBEG(note)

ISDB-T International Group

(note) Digital Broadcasting Expert Group

Topics

•ISDB-T International;

Brazil and Japan reached to agreement to promote **ISDB-T International** together. So, have a presentation together in this seminar.

⇒ **Fuseda san, Ana san present details**

•Rapid growth of receiver market in Japan

TDT in Japan has started December, 2003. more than 20 Million receivers has been sold. For “One-Seg” receiver for portable service has started April, 2006, even though has been sold more than 5 Million by end of February, 2007. Now digital broadcasting become quite popular service.

•Flexibility of TV service

Any kinds of TV service are possible, such as, HDTV, multi-channel SDTV, HDTV&SDTV, One Seg service for portable reception ,mobile HDTV reception. Give possibilities for another aspect

⇒ **Roppongi san, Maruyama san will present details**

Topics

•Interactivity and data service

From start time, interactivity and data service are possible

⇒ Roppongi san, Maruyama san will present details

•Flexibility and high performance for Transmission system

- Segmented OFDM with Time Interleave; unique and smart transmission technology

- Realize robustness, HD/Portable in same one channel, mobile reception

-Save cost; indoor antenna reception, one transmitter for HD/SD/Portable

⇒ Ana san will present details

•STB price will be rapidly fall down

- You can see in ISDB-T demonstration in next room

Presenters of ISDB International group

Hideo FUSEDA; MIC in Government of Japan, present for General theme, such as Features of ISDB-T, ISDB International, support for digitalization in South America, etc

Eiji Roppongi; Consultant of ARIB-DiBEG in South America, present the possibility for public service and for the merit of sociality.

Ana Eliza; member of SBTVD-T in Brazil, present for Brazilian experience for digitalization process, Technical features of ISDB-T, plan of Brazil, etc

Yoshiki Maruyama; Executive engineer, TV Asahi, one of key station in Tokyo, present mainly from service aspect

Each presentation will be useful for you!

Thank you!

Digital Broadcasting Expert Group

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