

ISDB-T Applications

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Lima, Peru

DiBEG JAPAN

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(TBS)

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**ISDB-T
is filled with
leading-edge technologies
to make your dreams
come true !**

Contents

- ❑ *ISDB-T Features*
- ❑ *Data broadcasting*
- ❑ *One-Seg Service for Mobile Devices*
- ❑ *Interactive Shopping Service*
for STB
- ❑ *Interactive Shopping Service*
for Mobile
- ❑ *One-Seg Promotion Video*

Powerful applications

HDTV



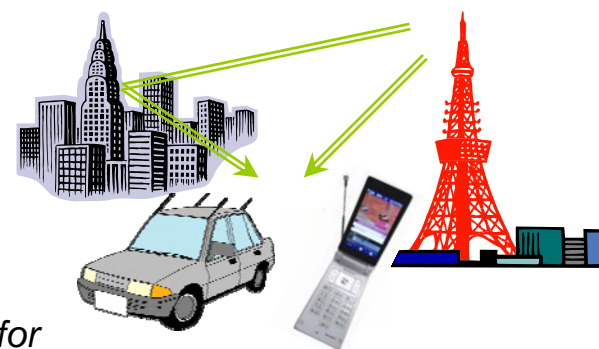
- High quality image on wide screen and CD quality sound.

Data broadcasting



- Local news and weather forecast for viewers at any time.

Mobile accesses



- Transmission service to Mobile accesses

Multi-channel program



- Standard quality multi-channel service

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Interactive TV



- Offers Interactive service

HDTV (1)

□ High Definition Television Program

- ✓ *1920*1080 high resolution is very impressible feature in ISDB-T.HDTV is a killer application.*
- ✓ *You can touch the beautiful and high quality image at the demonstration corner.*



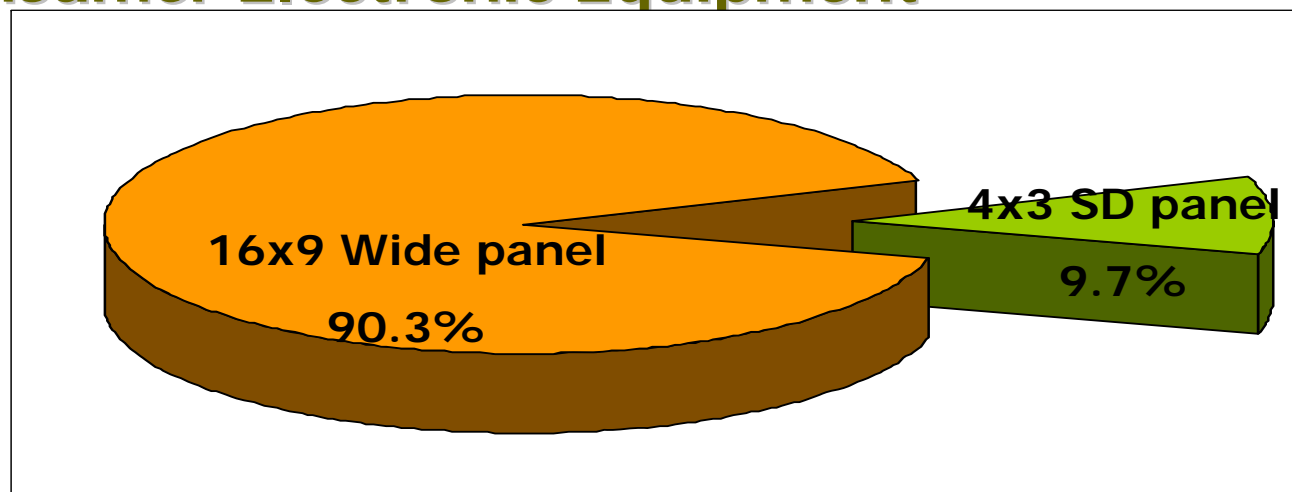
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HDTV (2)

□ *More than 90% of TV sets on the market have a 16x9 wide panel.*

■ JEITA 2006 Domestic Shipments of Major Consumer Electronic Equipment



□ *Wide panel TV sets have been the mainstream.*

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HDTV (3)

□ *On a wide panel TV set, standard definition programs are displayed either with side panels or trims.*



Side panels



Trims

Multi channel program

□ ISDB-T can transmit multiple SD programs simultaneously on a single digital spectrum.



SD-1



SD-2



SD-3

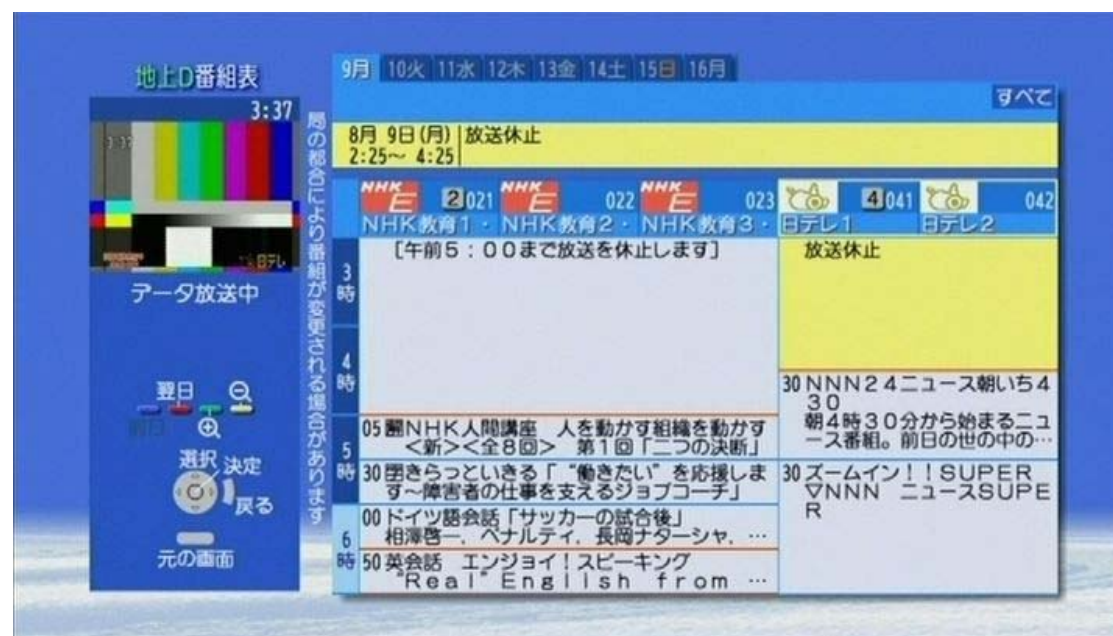
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EPG(1)

□ EPG (Electronic Program Guide)

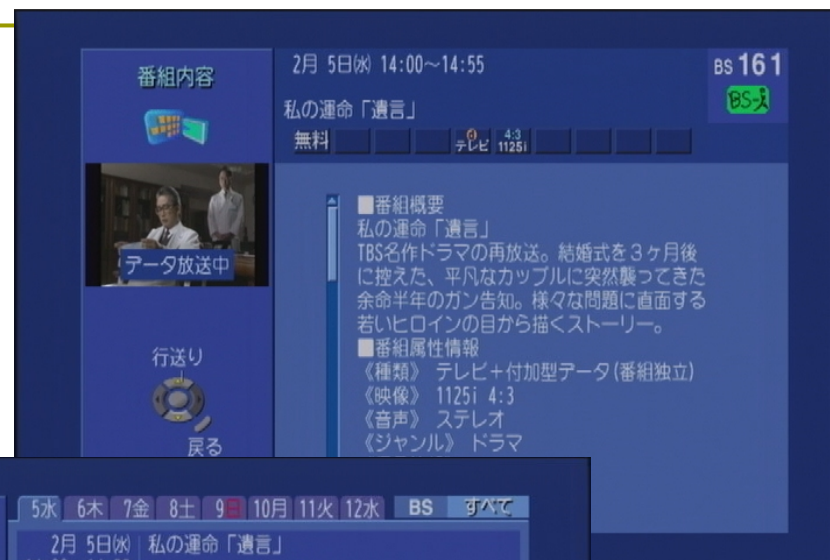
■ An Electronic Program Guide (EPG) is an interactive schedule of current and upcoming programs that a viewer can display on-screen simply by pressing a button on his remote control unit.



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EPG(2)

- EPG provides a lot of program information, and you can book recording programs with remote easily.



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Data broadcasting



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Data broadcasting (1)

□ *Data broadcasting is a useful additional service.*

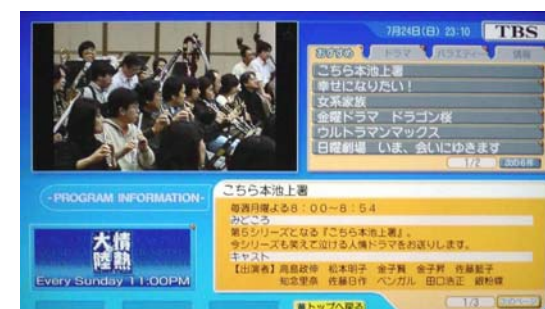
■ *By clicking on d-button of a remote control unit, you can access your requested information such as local weather forecast, 24H news and information linked to on-air programs.*



Local weather forecast



Local news



Information linked to on-air program

Data broadcasting (2)

□ 2 types of data services:

■ Non-linked contents

- Information service not linked to on-air programs*
- Accessible any time*

■ Program-linked contents

- Information service linked to on-air programs*
- Accessible during on-air*

Data broadcasting (3)

Basic page format



Present time and date

Local weather information

News banner

TV station ad banner

Buttons to select the following contents

*Traffic information

*earthquake information

*event information

*shopping information

*help

*Internet contents

*Movie Information

*Recommendations

*Weather forecast

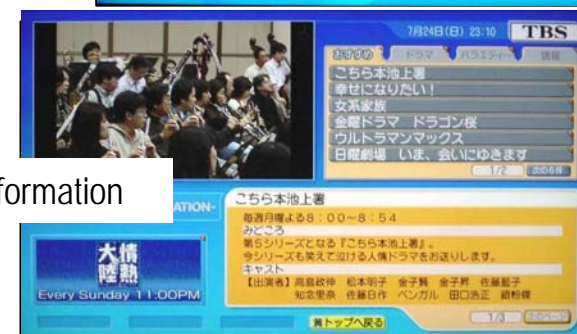
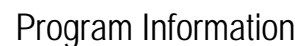
*News

*Sports

etc...

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❑ *Non-linked contents*



Weather forecast

Data broadcasting (5)

□ Program-linked data contents

On-air program



Click on
d-button



Basic page format



Linked data page format



Click on
a program title



Contents
Menu

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Data broadcasting (6)

□ Program-linked interactive contents

On-air program: Interactive Quiz Program



Linked data page

remote



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Answering Button

Click a correct answer with these colored button!!

One-Seg service for Mobile Devices



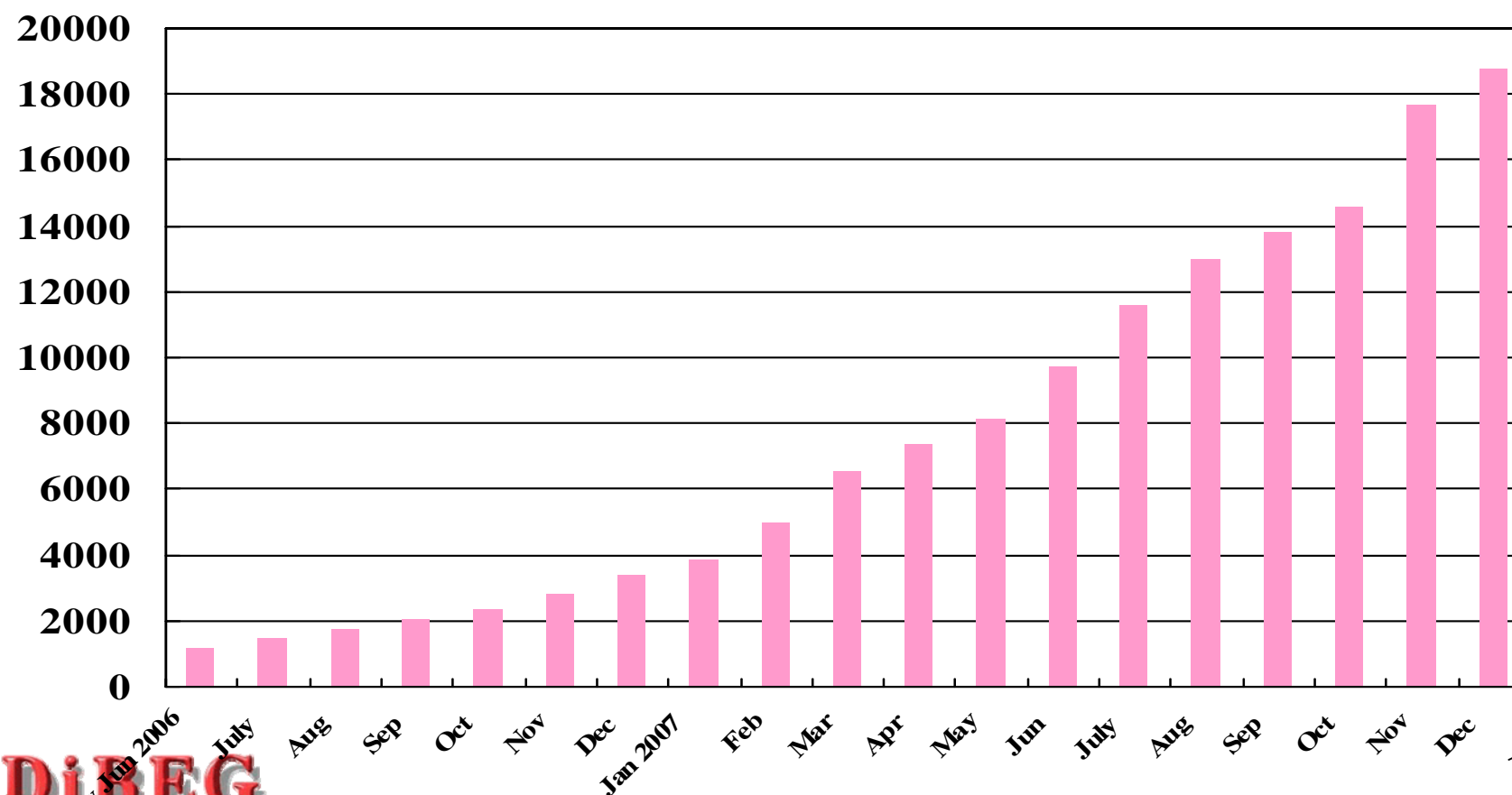
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One-Seg service (1)

18.8million One-Seg Mobile receivers were Shipped (by the end of Nov. 2007).

(Unit: thousand)



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One-Seg service (2)

- ❑ ***The One-Seg service is transmitting moving images to cell phones, car TVs, personal computers etc. so that you can enjoy digital terrestrial television programs anytime anywhere.***
- ❑ ***Merits***
 - ✓ ***Stable reception in a mobile environment.***
 - ✓ ***High quality video & audio in a mobile environment.***
 - ✓ ***Robustness against noise and multi-pass.***

One-Seg service (3)



- Video (H.264)
approx. 180-256kbps
320×240 or 180
15 fps
- Audio (AAC-SBR)
approx. 32-64kbps
- Data-cast (BML)
approx. 20-80kbps

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One-Seg service (4)



On-air program

Example parameters

Modulation	QPSK
Code Ratio	2/3
Guard Interval	1/8
Bit Rate	416 Kb/s

Display Image



Data service

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One-Seg service (5)

No-linked
data
broadcasting
content



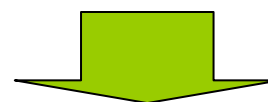
Weather
Forecasts



One-Seg service (6)



*No subscription fee
and
Powerful television
contents*



*Unique & Unparalleled
Feature in the world*

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One-Seg service (7)

Example of business model

□ Additional information service

The service can show additional information linked to on-air programs such as information on athletes and celebrities, recipes, questionnaire and quiz.

□ TV shopping

The service enables viewers to purchase commercial goods shown on shopping program.

□ Local service

The service can provide local information such as emergency alerts, local events, notice from local government or hospital.

One-Seg service (8)

One-seg receiver



Cell phone



Car TV



E-Dictionary



USB Tuner



Audio player



PC

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Interactive internet contents for STB



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Interactive internet contents(1)

□ Interactive Shopping Contents

On-air program

data broadcasting
content

The entrance to
the interactive
shopping
service



Interactive internet contents(2)

□ Interactive Shopping Contents

On-air program

Internet Contents

ishop powered by TBS

おすすめ ドラマ バラエティ アニメ その他

BooBo／クリップマーカ
○○○○○○○○○●○○○
¥1,260 (税込)

BooBo／ゴルフカバー
○○○○○○○○○●○○○
¥1,100 (税込)

アスリートBooBo／タオル
○○○○○○○○○●○○○
¥1,900 (税込)

BooBo／メガホンＴシャツ
○○○○○○○○○●○○○
¥1,900 (税込)

1 / 5 次のページ

おすすめ! BooBo ハンドパペット ¥1,470 (税込)
大人気TBSキャラクター「BooBo」の新オリジナルグッズ新登場! 大きな鼻にくるっとした目で愛嬌をふりまく楽しい人形です!

★ カートの中身
★ 番組グッズトップ
★ 利用規約
★ 黄：終了

Interactive internet contents(3)

□ You can buy goods directly!!

On-air program

Input personal data

ishop powered by TBS

基本情報入力 1/3

姓* あいうえおかきくけこ

名* *

性別* ☐ 男性 ☐ 女性

生年月日* 年 月 日

*印は必須項目です。

上下左右ボタンで
入力する文字を選
んで決定ボタンを
押してください。

入力後は確定ボタ
ンを押してください。

確定

クリア 英小字 クリア

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Software Keyboard

Interactive internet contents for Mobile



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Mobile data broadcasting & interactive shopping



Example of data broadcasting & interactive shopping



OA image

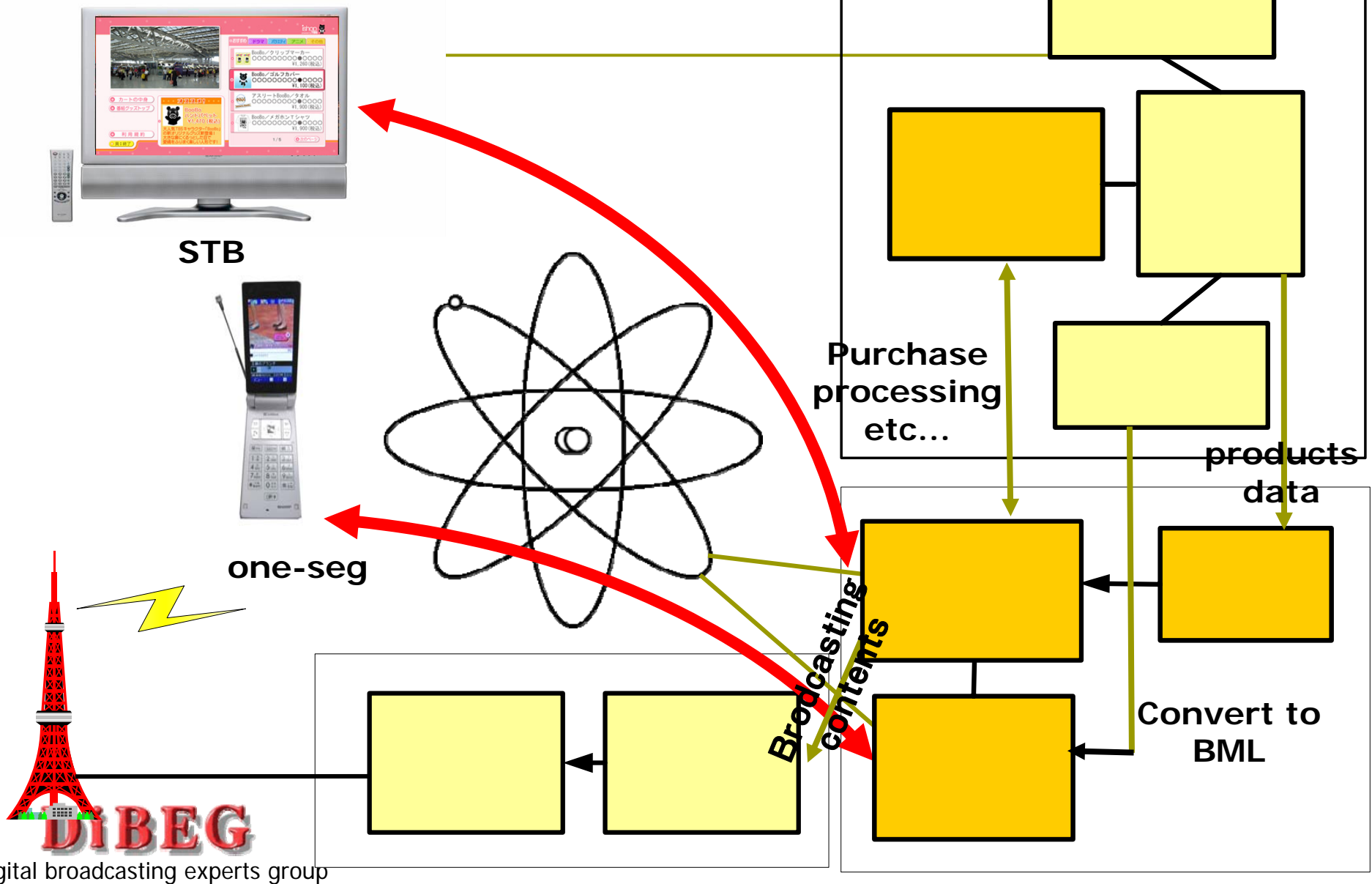
You can see the products
and you can buy it directly.

cart image

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ISDB-T data broadcasting & shopping service system diagram



One-Seg service promotion video

Enjoy the promotion video of One-Seg!!

ISDB-T seminar in Lima



*Thank you
for your attention !*

END

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