

Presentation 6

"ISDB-T Receiver"

9th - 10th.December.2008

Manila, Philippines

DiBEG JAPAN

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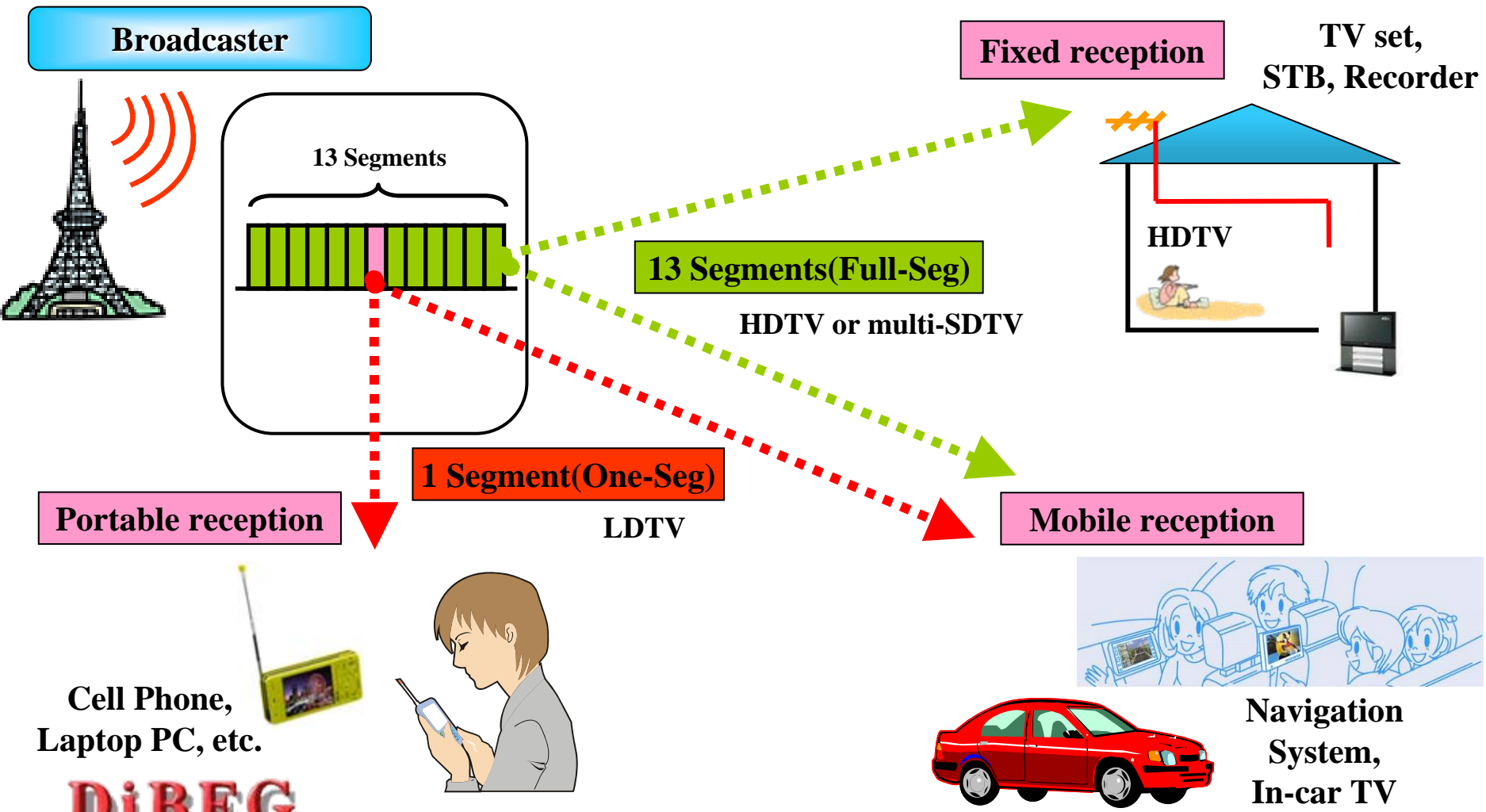
(Panasonic Corporation)

■ Contents

- Reception types of ISDB-T
- Introduction of some Japanese ISDB-T receivers
 - Fixed receivers
 - In-car receivers
 - Portable receivers
- Shipments and diffusion prediction of ISDB-T receivers
- Merits of One-Seg
- Configuration of a basic receiver
- Improvement of reception performance
 - Introduction of diversity system
 - Experiments of One-Seg diversity reception
- Trends in Price of Japanese ISDB-T receivers

Reception Types of ISDB-T in Japan

One channel of ISDB-T is divided into 13 segments.
One segment of them is used for mobile and handheld TVs.



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■ Fixed Receivers

PDP TV



**VIERA TH-42PZ800
Panasonic**



**Wooo P42-HR02
HITACHI**



**KRP-500A
Pioneer**

LCD TV



**REGZA 42H7000
TOSHIBA**



**AQUOS LC-42XJ1-B
SHARP**



**VIERA TH-20LX80
Panasonic**



**BRAVIA KDL-40X1
SONY**



**LCD-32FX300(K)
SANYO**



**AQUOS LC-16E1
SHARP**

SDTV



**VIERA TH-15LD70
Panasonic**



**AQUOS LC-13SX7
SHARP**

■ Fixed Receivers(Cont.)

HDD/DVD Recorder



**RDZ-D800
SONY**



**DIGA DMR-XW120
Panasonic**



**VARDIA RD-X8
TOSHIBA**



**DVR-DW200
MITSUBISHI**

Blu-ray



**BDZ-X100
SONY**



**DIGA DMR-BW930
Panasonic**

STB



**TU-MHD600
Panasonic**



**DT400
MASPRO**



Cable STB



**TZ-DCH1820
Panasonic**

Fixed Receivers(Cont.)

Desktop PC



22 inch
(1680x1050)

VALUESTAR W VW790/RG

NEC



22 inch
(1680x1050)

FMV-DESKPOWER LX70W/D

FUJITSU



20.1 inch
(1680x1050)

Prius One type W AW37W5U

HITACHI

Notebook PC (medium-large size)



15.4 inch
(1280x800)

LaVie L LL970/HG

NEC



17 inch
(1440x900)

FMV-BIBLO NX95W/D

FUJITSU



17 inch
(1920x1200)

Qosmio G40/95C

TOSHIBA

In-car Receivers

Navigation System Full-Seg/One-Seg



Strada CN-HDS965TD
Panasonic



AVIC-VH099G
Pioneer

All-in-one model



HS706D-A
NISSAN/SANYO

One-Seg Only

※Full-Seg is Optional



GORILLA NV-HD830DT
SANYO

Portable Navigation Device

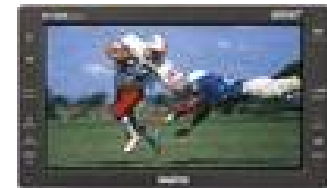
One-Seg Only



Mini GORILLA
NV-SD10DT
SANYO

In-Car TV

One-Seg Only



CAV-TD85D1
SANYO

Portable Receivers

Cell Phone One-Seg Only



W63SA



W64T

au

23 models are available
at the end of Sept, 2008



P906i

GSM



SO906i

GSM

NTT DoCoMo

31 models are available
at the end of Sept, 2008



923SH

GSM



824T

Softbank

12 models are available
at the end of Sept, 2008

■ Portable Receivers(Cont.)

One-Seg Only

DVD Player



DVD-LX87
Panasonic



DVD-HP700ND
SANYO

Laptop



VAIO type T
SONY

Adapters(USB, etc.)



Many products are on sale.
BUFFALO, I-O DATA, etc.

Audio Player



gigabeat V30E
TOSHIBA

Dictionary



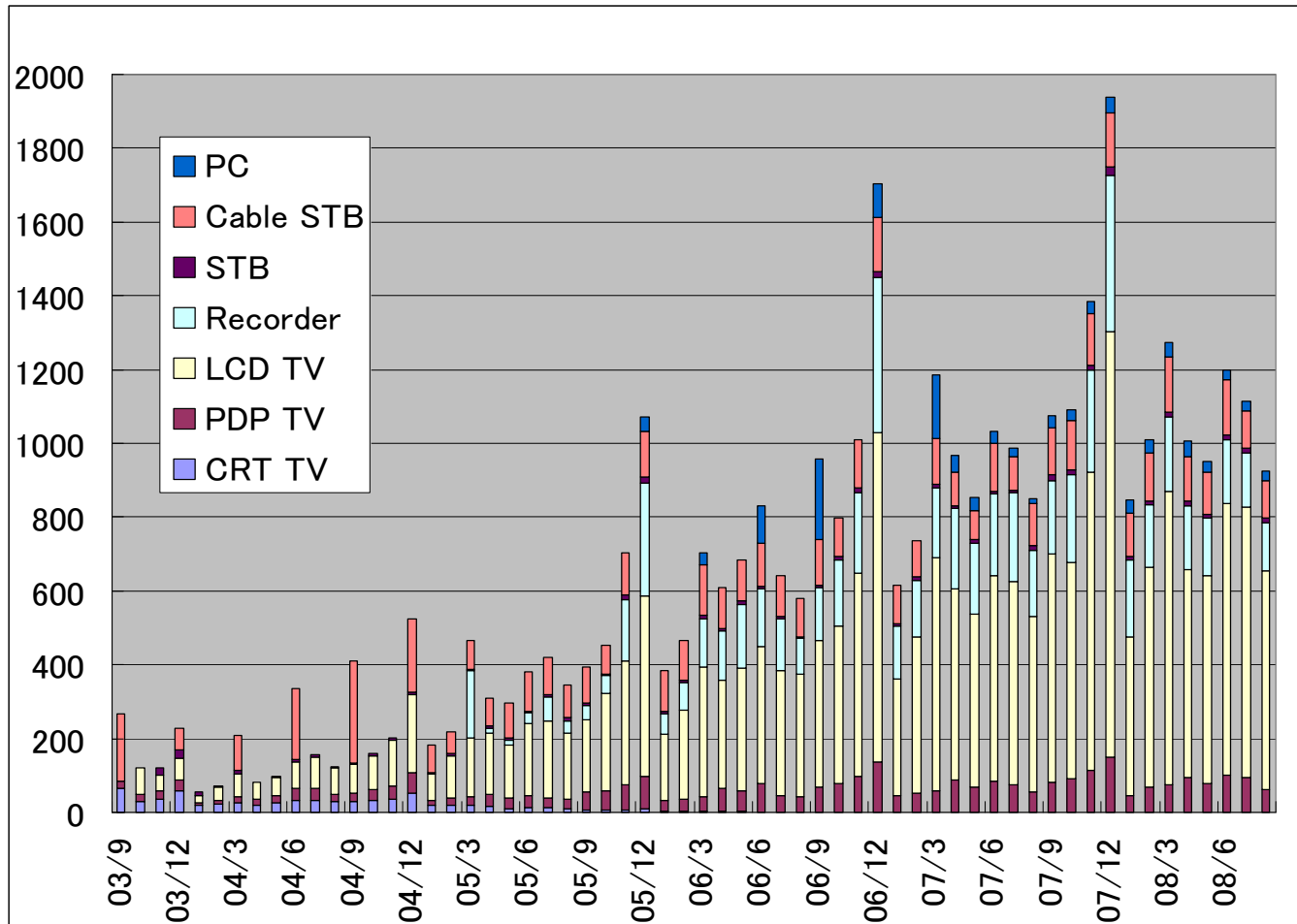
Papyrus PW-TC900
SHARP

Portable TV



XDV-100
SONY

Shipment Volume of ISDB-T Receivers



Total until August, 2008	
38,808	
(thousand units)	
PC	1,196
Cable STB	5,872
STB	520
Recorder	6,851
LCD TV	20,453
PDP TV	3,194
CRT TV	722

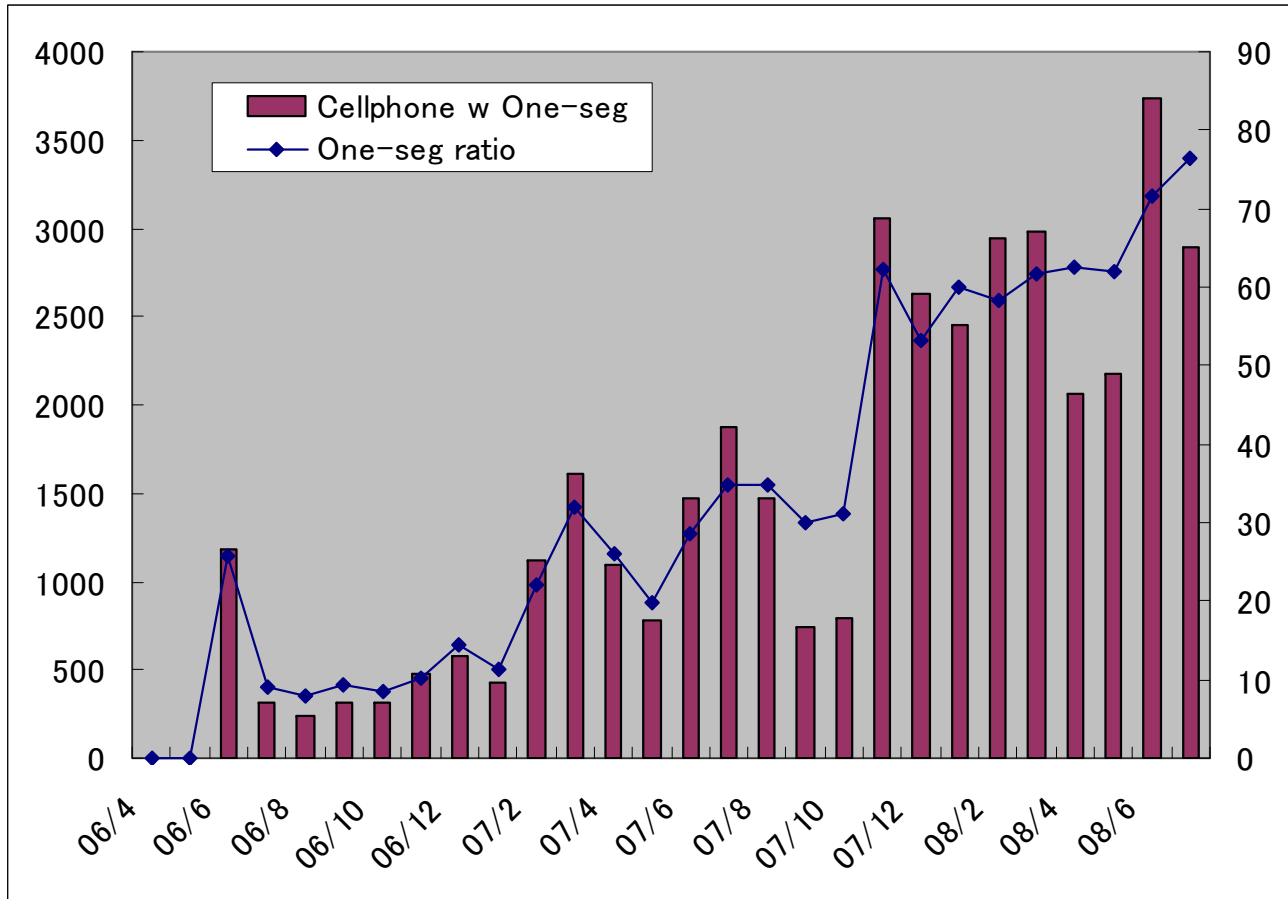
※Receivers only for One-Seg and in-car receivers are not included.

Source: Japan Electronics and Information Technology Association (JEITA)

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Digital broadcasting experts group

■ Shipment Volume of Cell-phone w. One-seg Rcv.

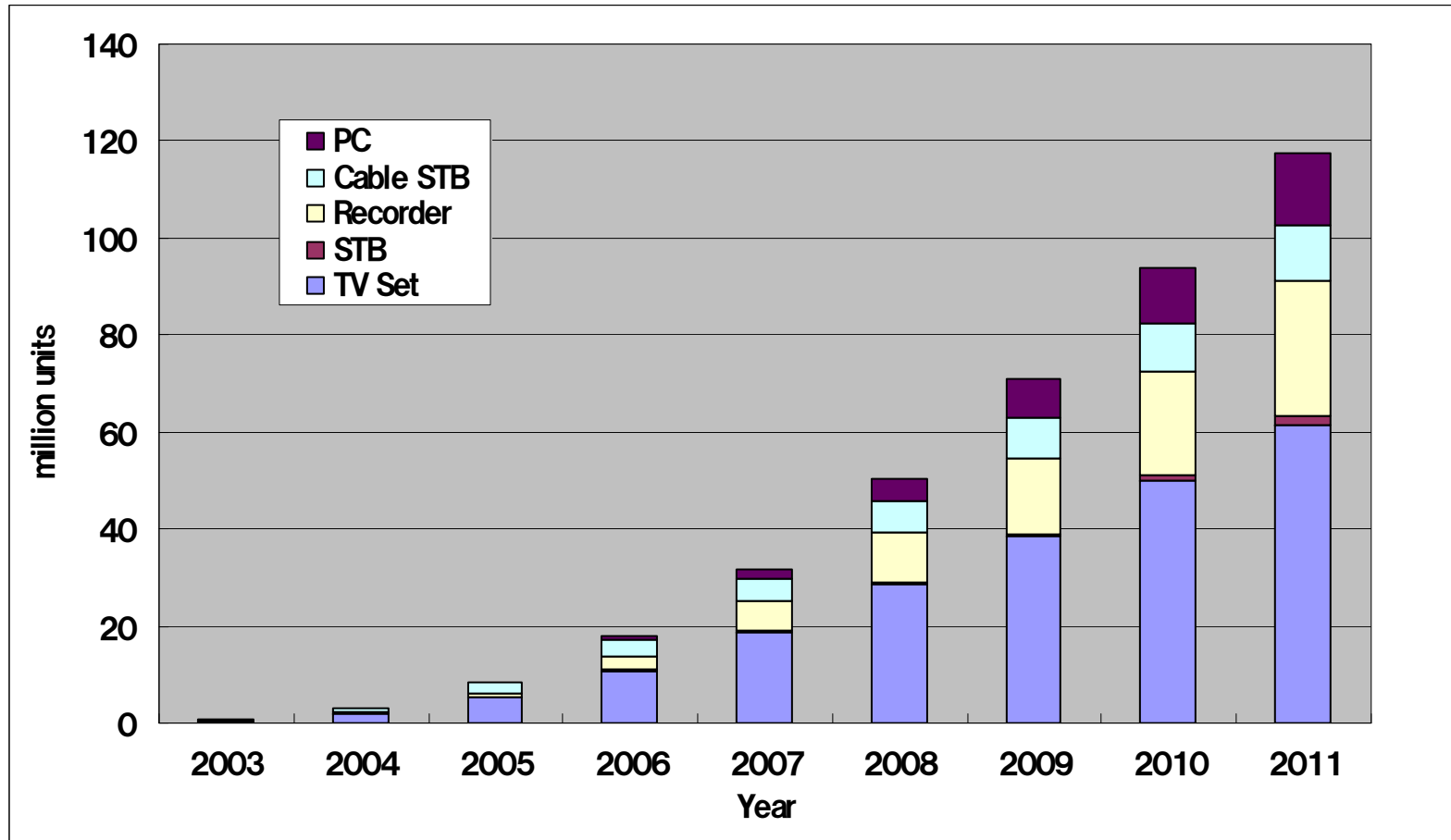


Total until July, 2008
39,712
(thousand units)

Source: Japan Electronics and Information Technology Association (JEITA)

Diffusion Prediction of ISDB-T Receivers

The cumulative total of sales until 2011 will be 117 million units.



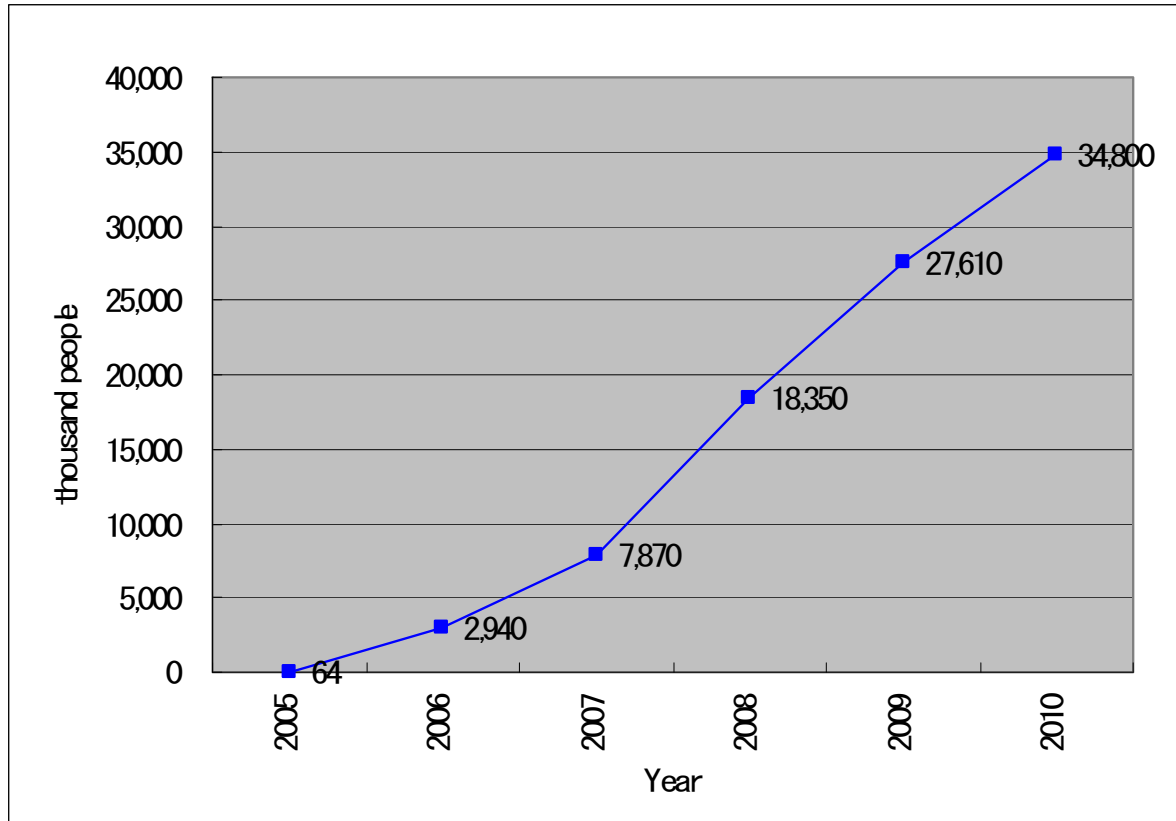
※Receivers only for One-Seg and in-car receivers are not included.

Source: Japan Electronics and Information Technology Association (JEITA)

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■ Diffusion Prediction of One-Seg Cell Phones

A certain research institute has reported diffusion prediction of One-Seg cell phones. About 30% of cell phone users will have One-Seg cell phones in 2010.



Source: Yano Research Institute Ltd., Japan

■ Merits of One-Seg

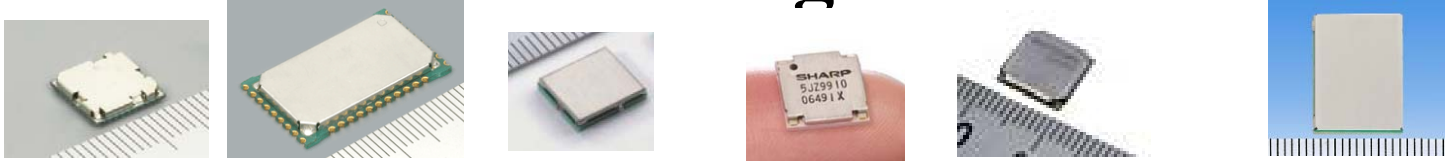
- High quality video & audio in a mobile environment
- Robustness to noise and multipath

Stable reception in a mobile environment

- Easy to put the function on portable terminals
- One-seg receivers need lower cost, smaller devices, lower power consumption, and lower CPU power than Full-seg receivers.

Various portable terminals get possible to have TV function.

■ Tuner Modules for One-Seg



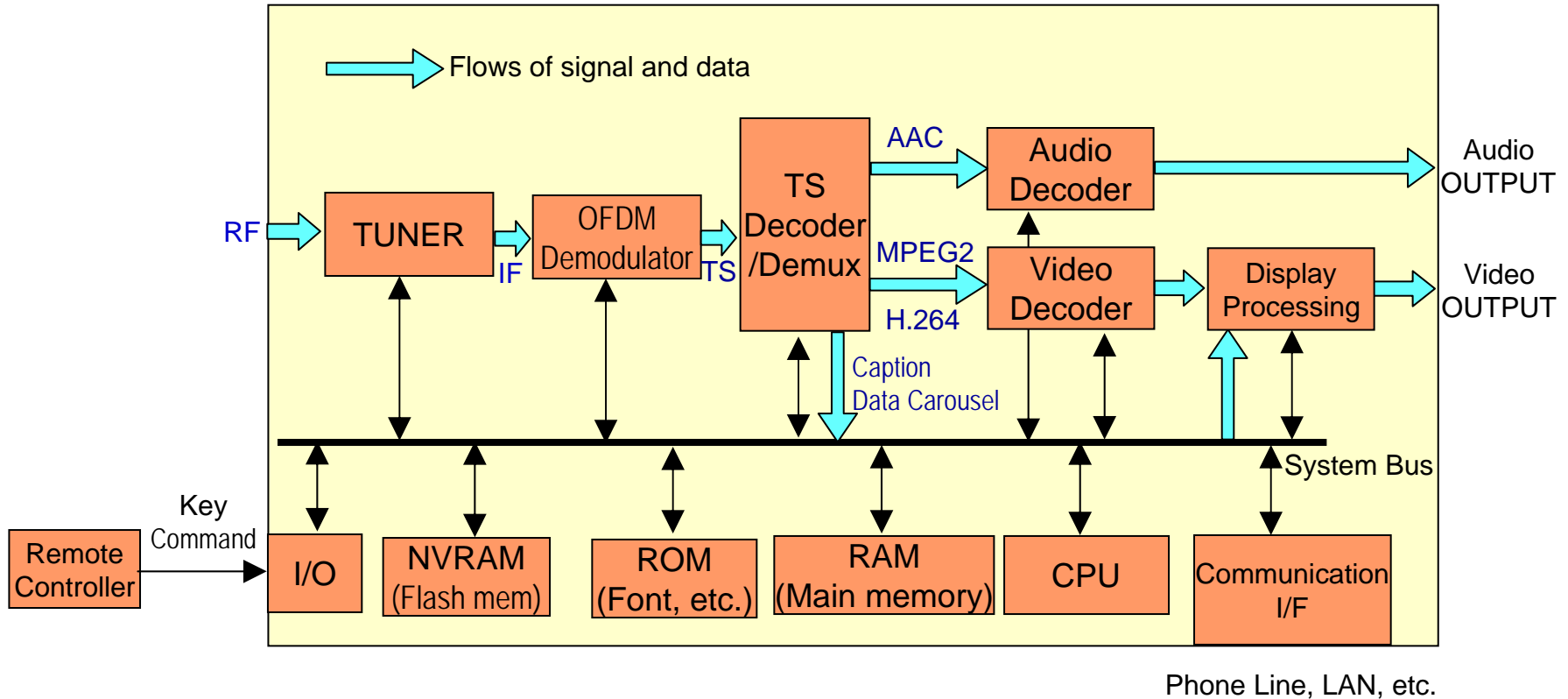
Maker	ALPS	ALPS	MURATA	SHARP	MITSUMI	Panasonic
Model/Type	TDPJ	TSL	SUMUDDJ-LS101	VA35JZ9910	DVT7-J11D	CTMW02
Announcement date	Mar. 2006	Nov. 2006	Sep. 2006	Jan. 2007	Feb. 2007	Mar. 2007
Feature	Small size	High durability for automobile environments	Small size	Low power consumption	Small size	Diversity reception
Size(mm)	9.5x9.5x1.7	25.0x15.2x2.1	8.7x9.6x1.55	9.0x9.0x1.5	8.9x8.9x1.5	12.5x16.5x1.95
Power consumption (mW)	180	-	-	95	140	100(low power mode) /115(normal mode) ※single mode
Minimum input sensitivity (dBm, 1segment bandwidth, QPSK1/2)	-109	-107.5	-110	-109	-109	-109(single mode) /-112(diversity mode)

■ Improvement of One-Seg Cell Phones



Model	P901iTV	P903iTV	P906i
Released date	Mar. 2006	Feb. 2007	June 2008
Size(mm) (when closed)	110x51x27	110x50x22	108x50x17.4
Weight(g) (with battery)	150	139	123
Display	2.5inch QVGA (240x320)	2.8inch Wide QVGA (240x400)	3.1inch Wide VGA (480x854)
International Roaming	3G	3G	3G / GSM
Continues Call time(min)	145	195	200
Continuous watch time for "One-Seg"	3 h	7h	6 h

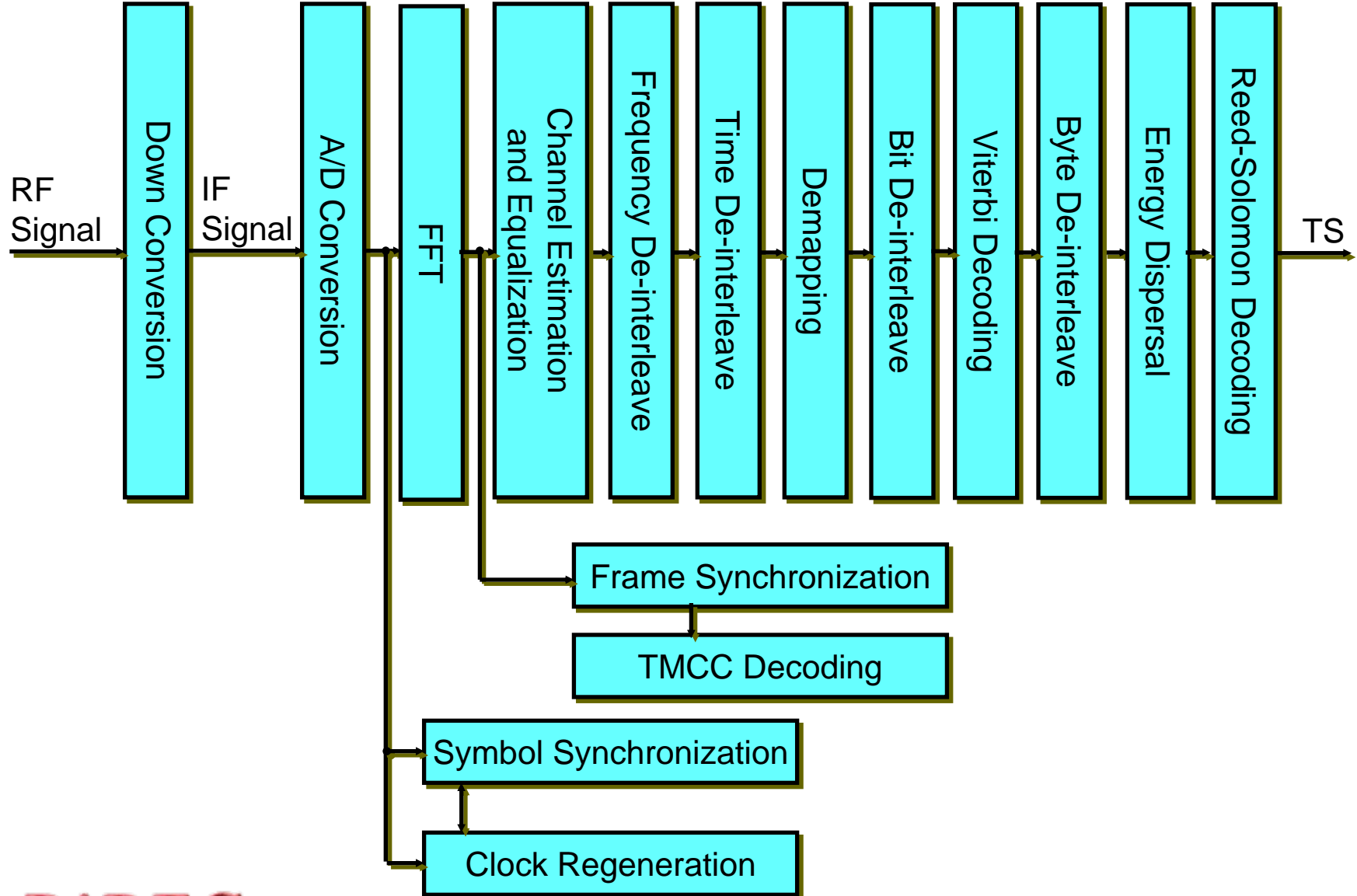
Hardware Components of a Basic Receiver



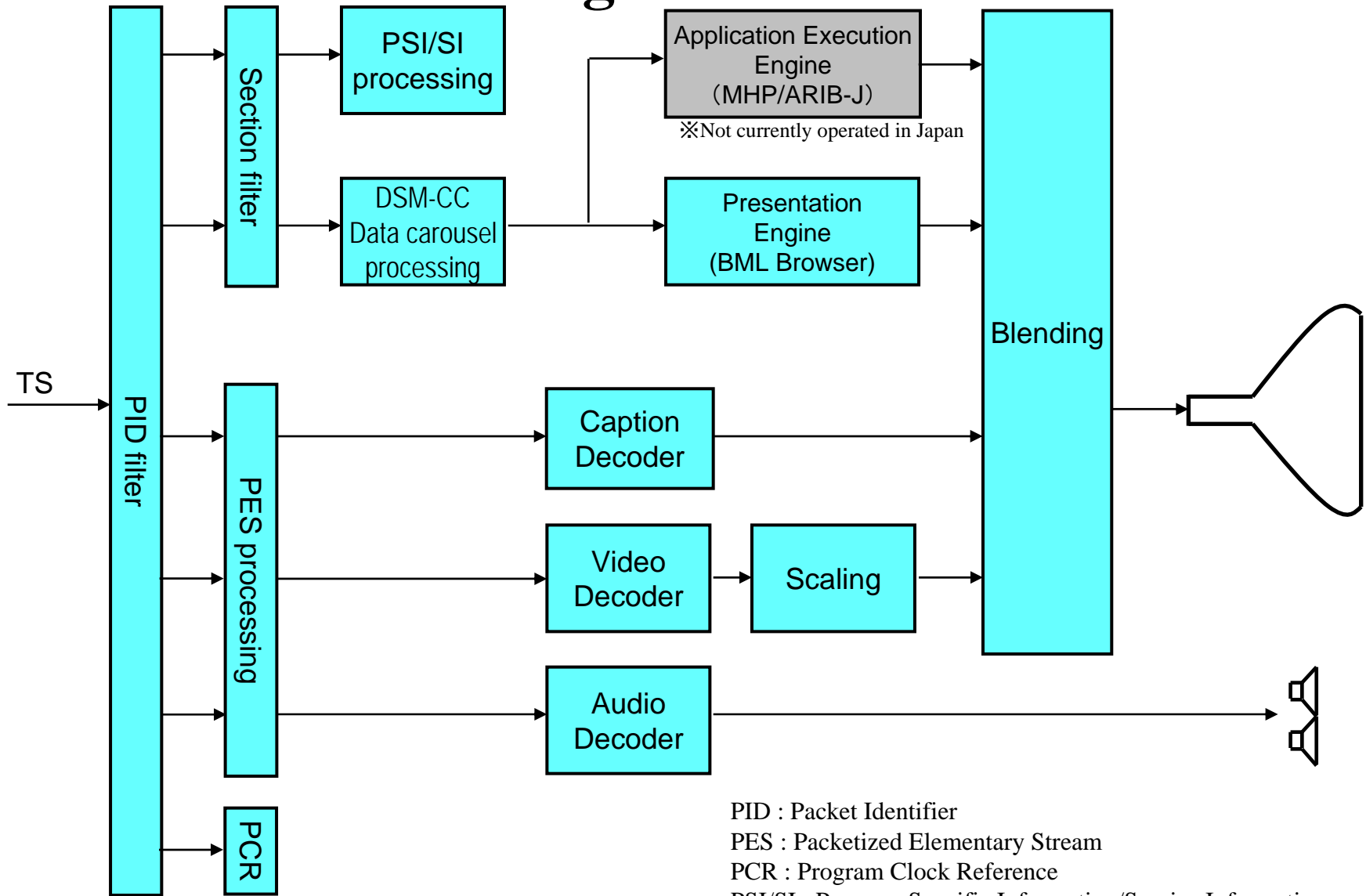
Between a Full-Seg receiver and a One-Seg receiver, the basic configurations are about the same, though there are some differences such as a tuner, video decoder, resolution of display and so on.

RF : Radio Frequency
IF : Intermediate Frequency
TS : Transport Stream
Demux : Demultiplexer
NVRAM : Non-volatile RAM

Functional Block Diagram of the Front-end

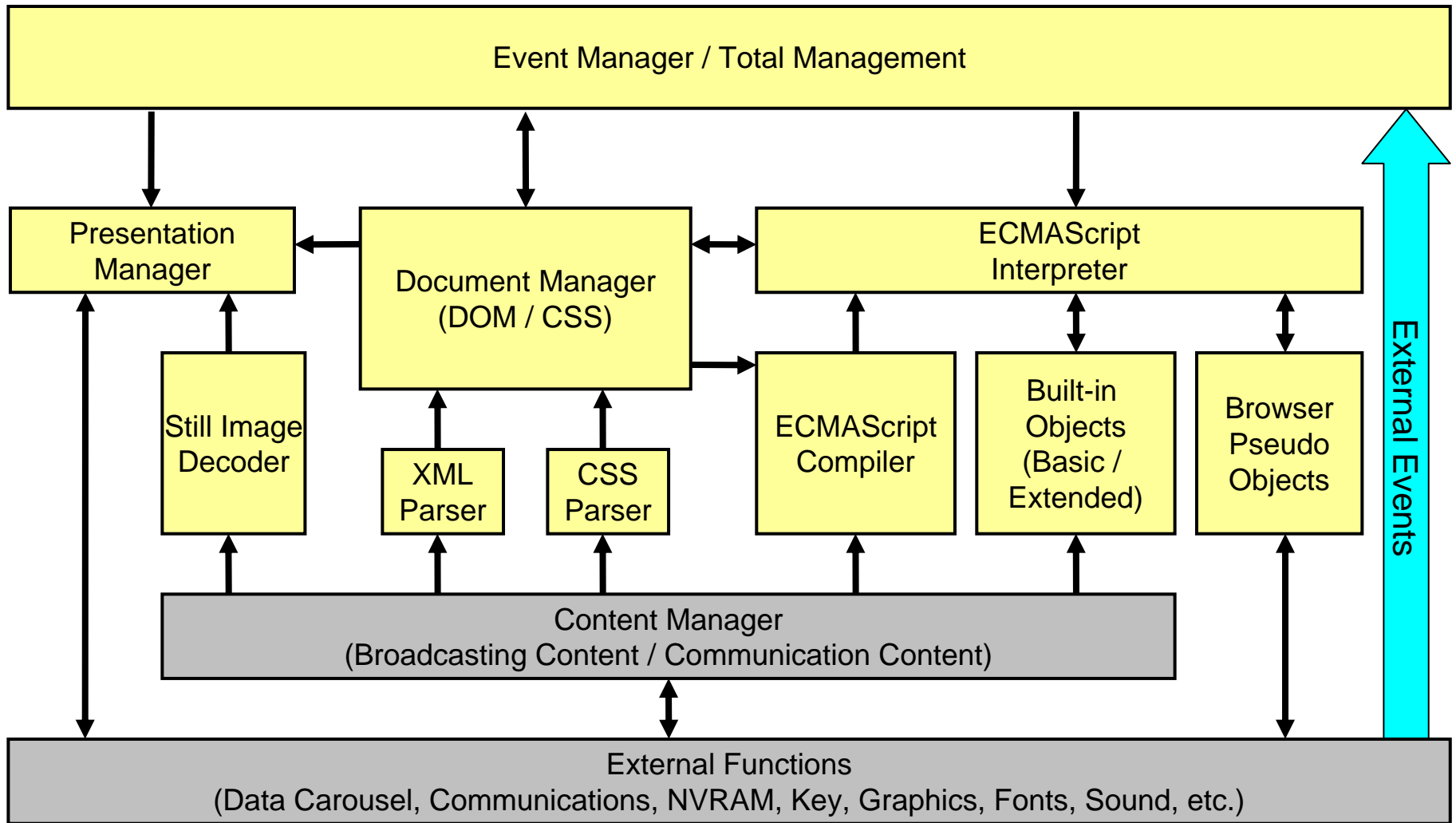


Functional Block Diagram of the Back-end



PID : Packet Identifier
PES : Packetized Elementary Stream
PCR : Program Clock Reference
PSI/SI : Program Specific Information/Service Information
DSM-CC : Digital Storage Media - Command and Control
BML : Broadcast Markup Language

Functional Block Diagram of BML Browser

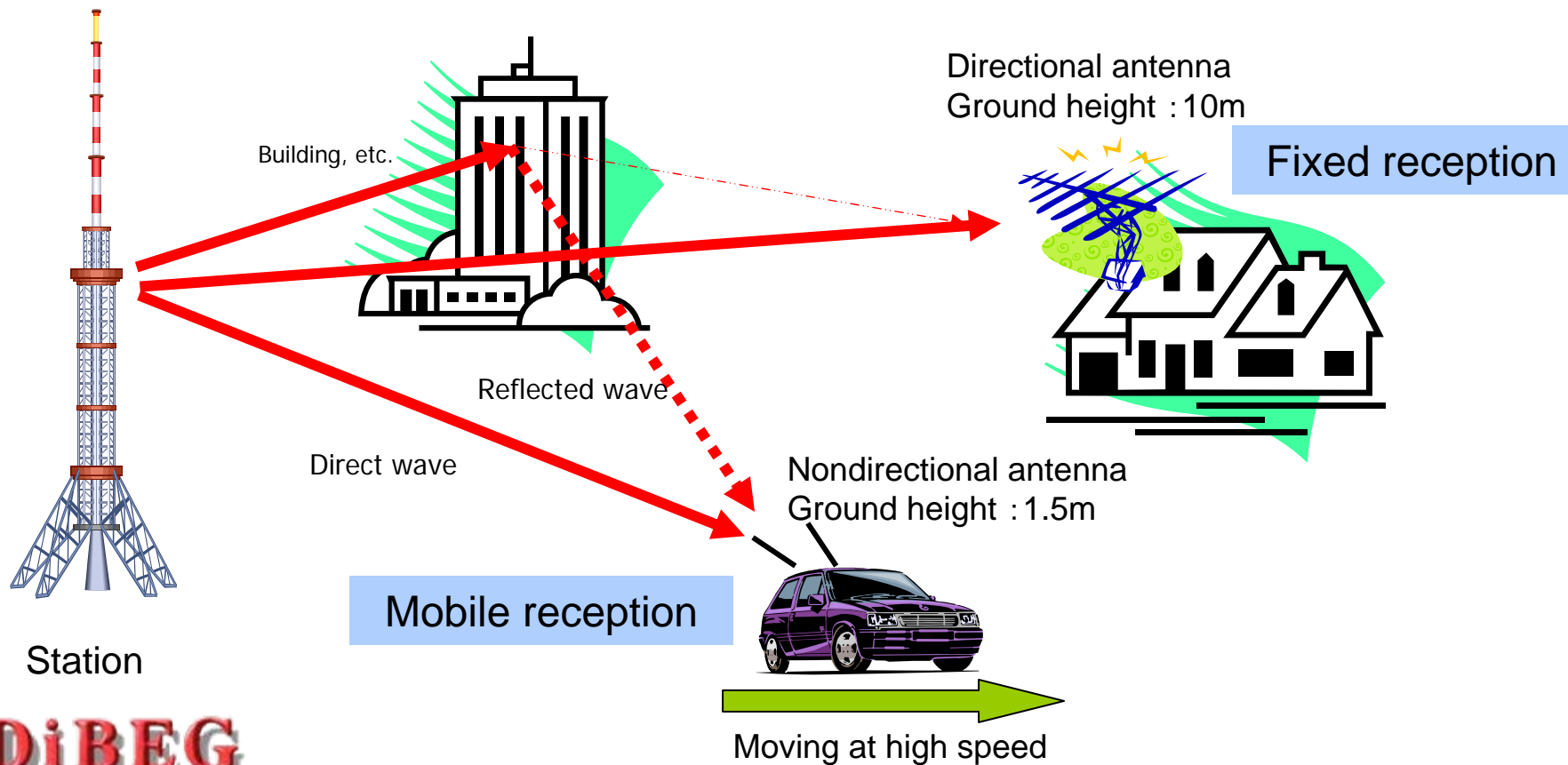


■ **Basic Applications on ISDB-T Receivers**

- Frequency scanning / Channel list
 - Channel selecting
 - Audio/Video playing back
 - EPG (Electronic Program Guide)
 - Closed Caption / Subtitle
 - Data Broadcasting (BML)
 - Interactive service
- etc.

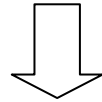
Mobile Reception Environment

1. Lower electric field strength because of low antenna height (Approx. 10dB down)
2. Smaller antenna gain because of a nondirectional antenna (Approx. 10dB down)
3. Greatly affected by multipath fading because of mobile reception
4. Doppler shift because of high-speed movement



■ **Improvement of Reception Performance**

Improvement of a reception sensitivity with a single antenna almost reaches the limit.



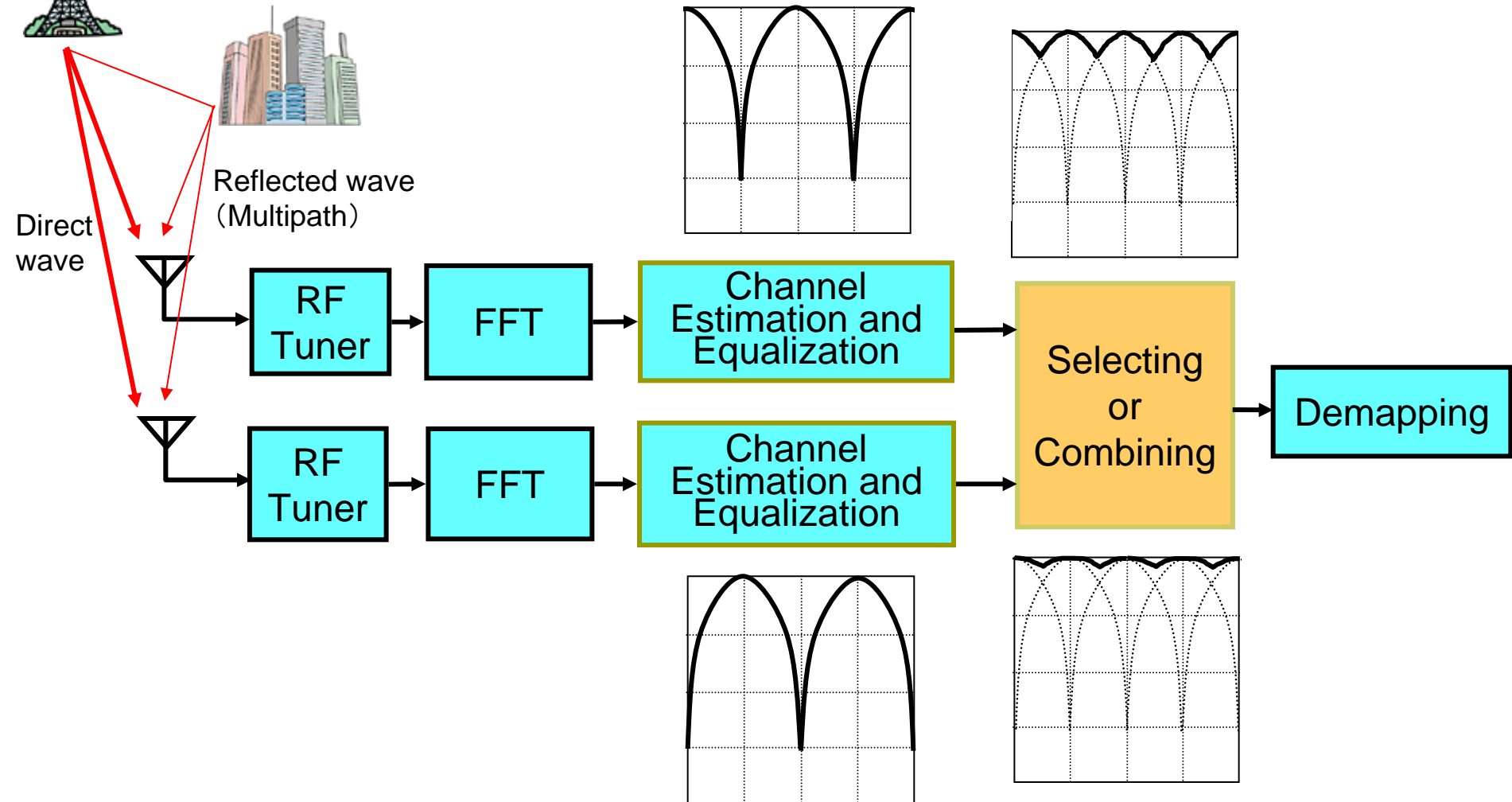
Diversity reception techniques are expected to improve total reception sensitivity.

In fixed reception, diversity effect is 3dB at maximum.
But in mobile reception, e.g. in-car TVs or cell phone TVs in a car or train, the effect reaches 6 - 8 dB.

Overview of Diversity System



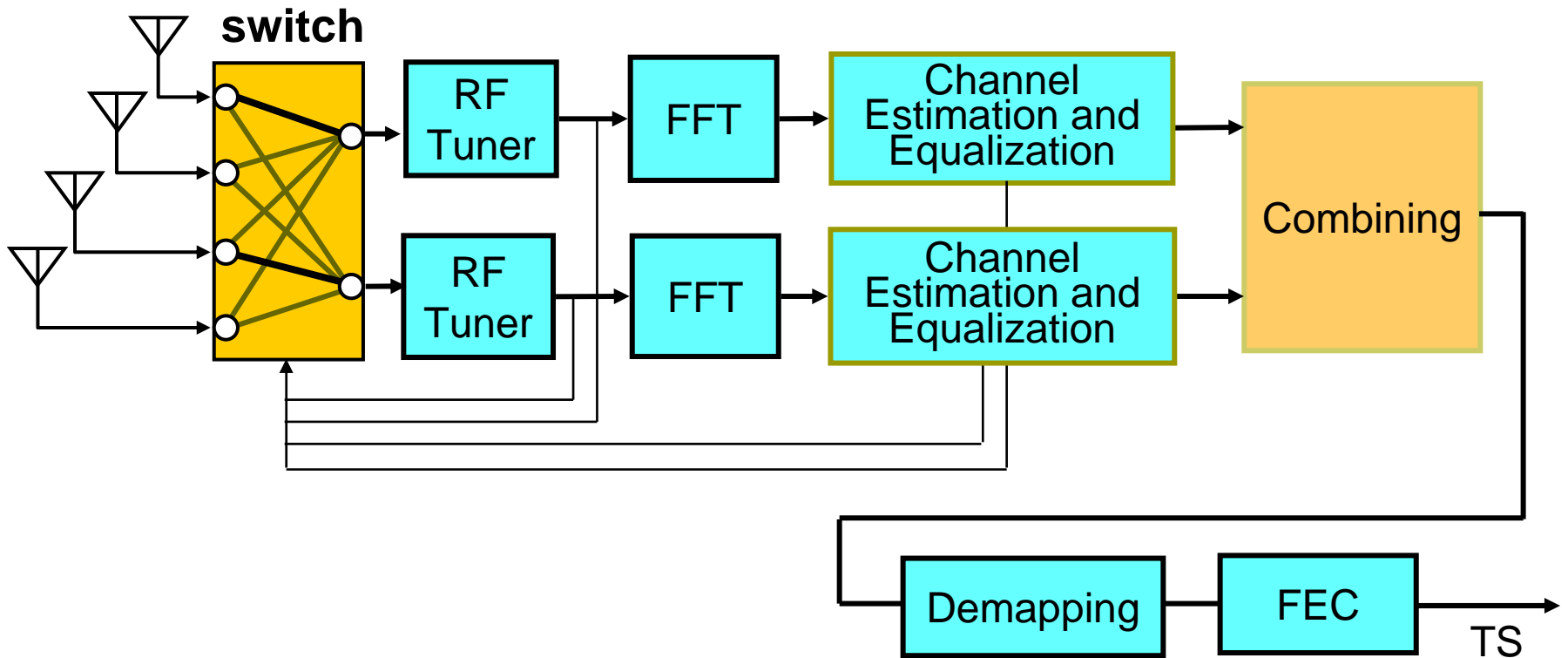
Ripples are generated because
of multipath reception.



2-Diversity System(4 Antennas and 2 Tuners)

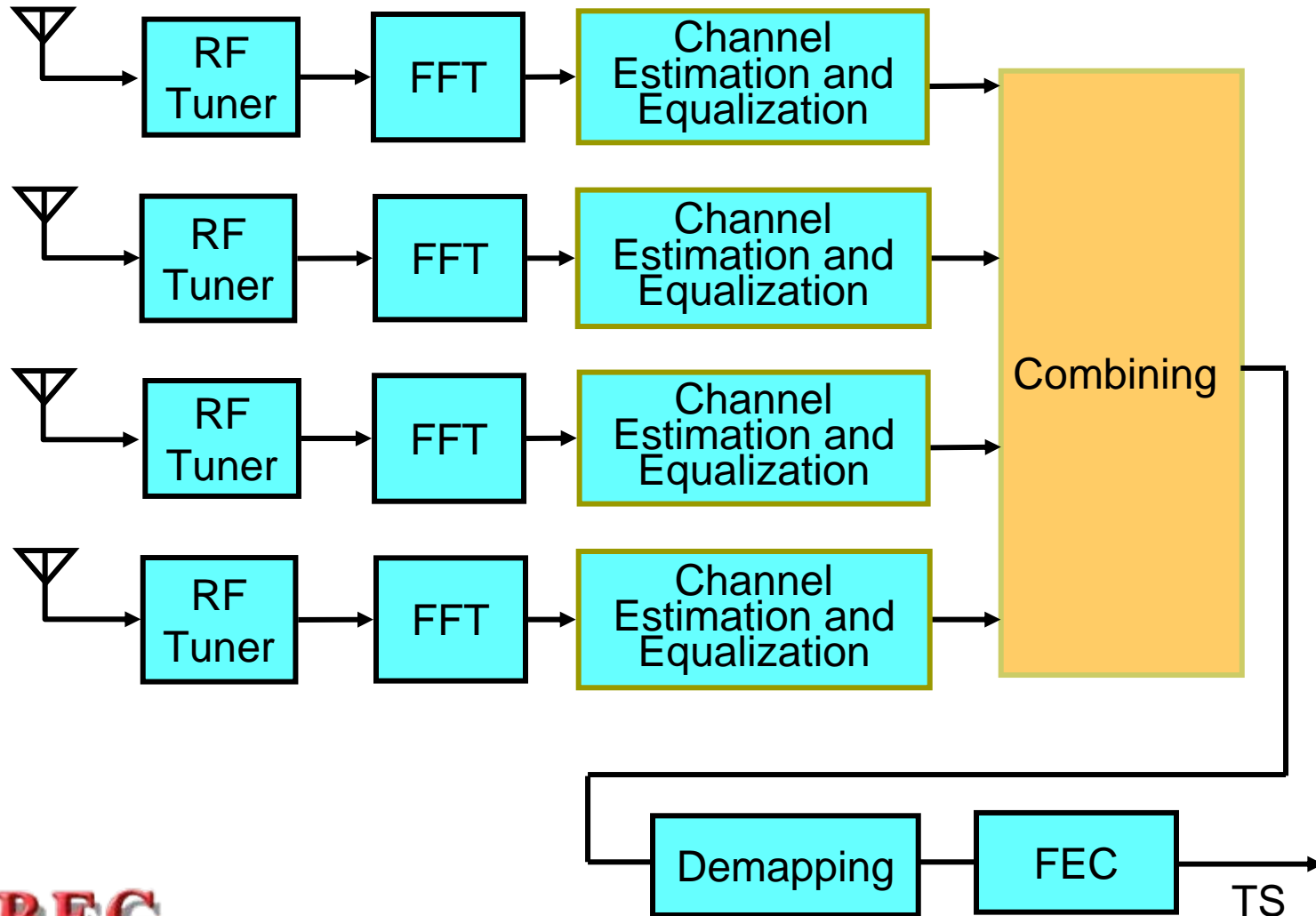
Less complex than 4-tuner diversity system.

Higher-sensitive than conventional 2 antenna-diversity system



4-Diversity System(4 Antennas and 4 Tuners)

4-diversity system improves the reception performance more than conventional 2-diversity system, though the process becomes more complex.



■ Experiments of One-Seg Diversity Reception

Experiment 1 : Field test

- A) The upper terminal is using single antenna reception system.
- B) The middle terminal is using diversity reception system of SANYO.
- C) The lower terminal is using diversity reception system of a certain company.



■ Experiments of One-Seg Diversity Reception

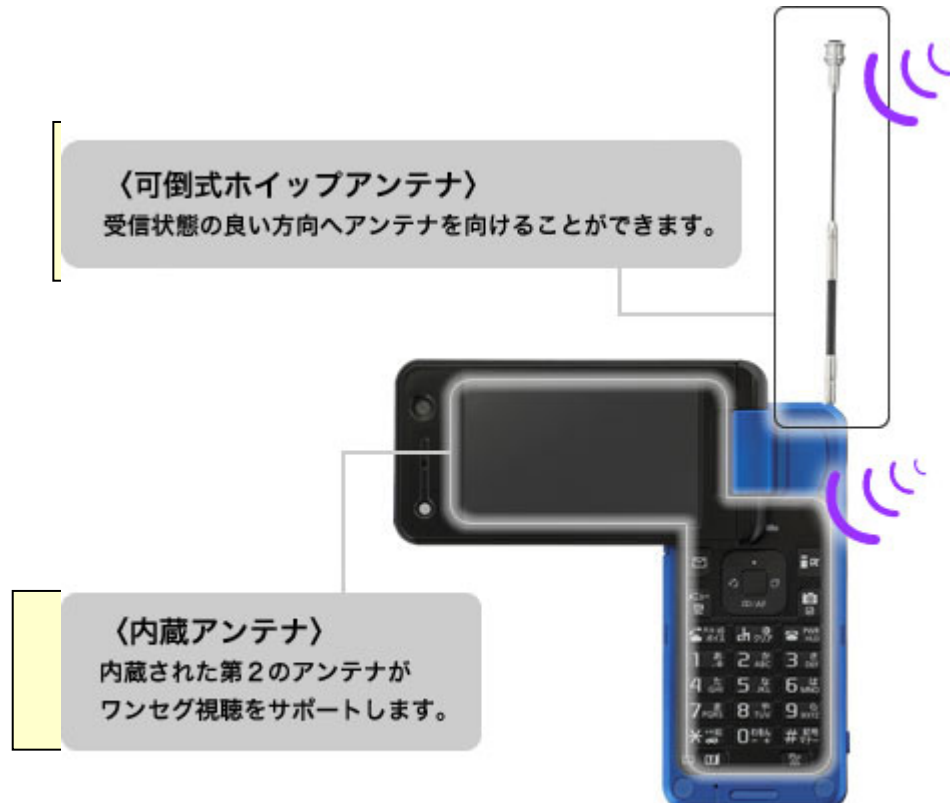
Experiment 2 : Laboratory test

- A) The left terminal is using diversity reception system of SANYO.
- B) The right terminal is using diversity reception system of a certain company.

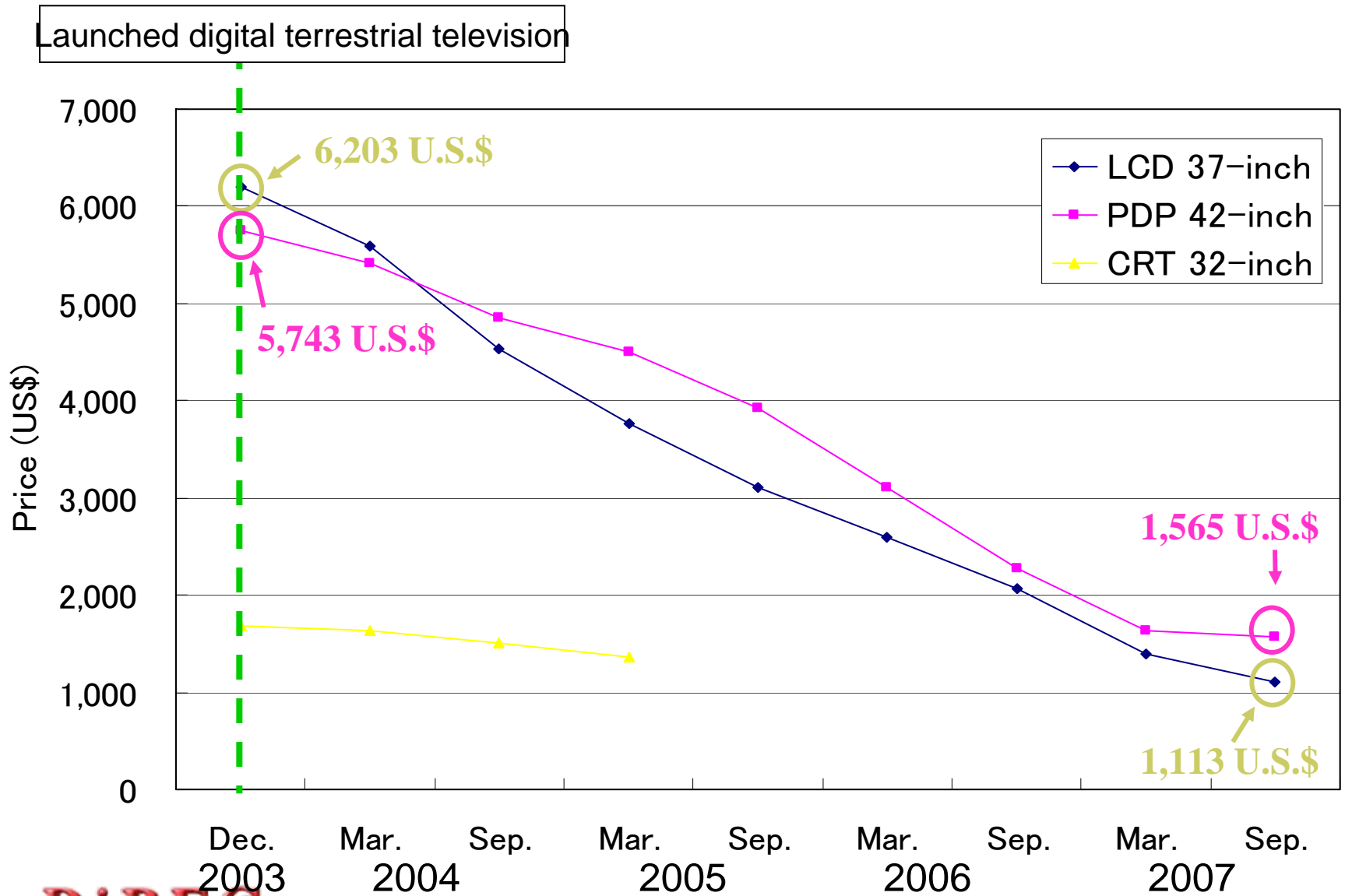


■ Diversity Reception System for Cell Phones

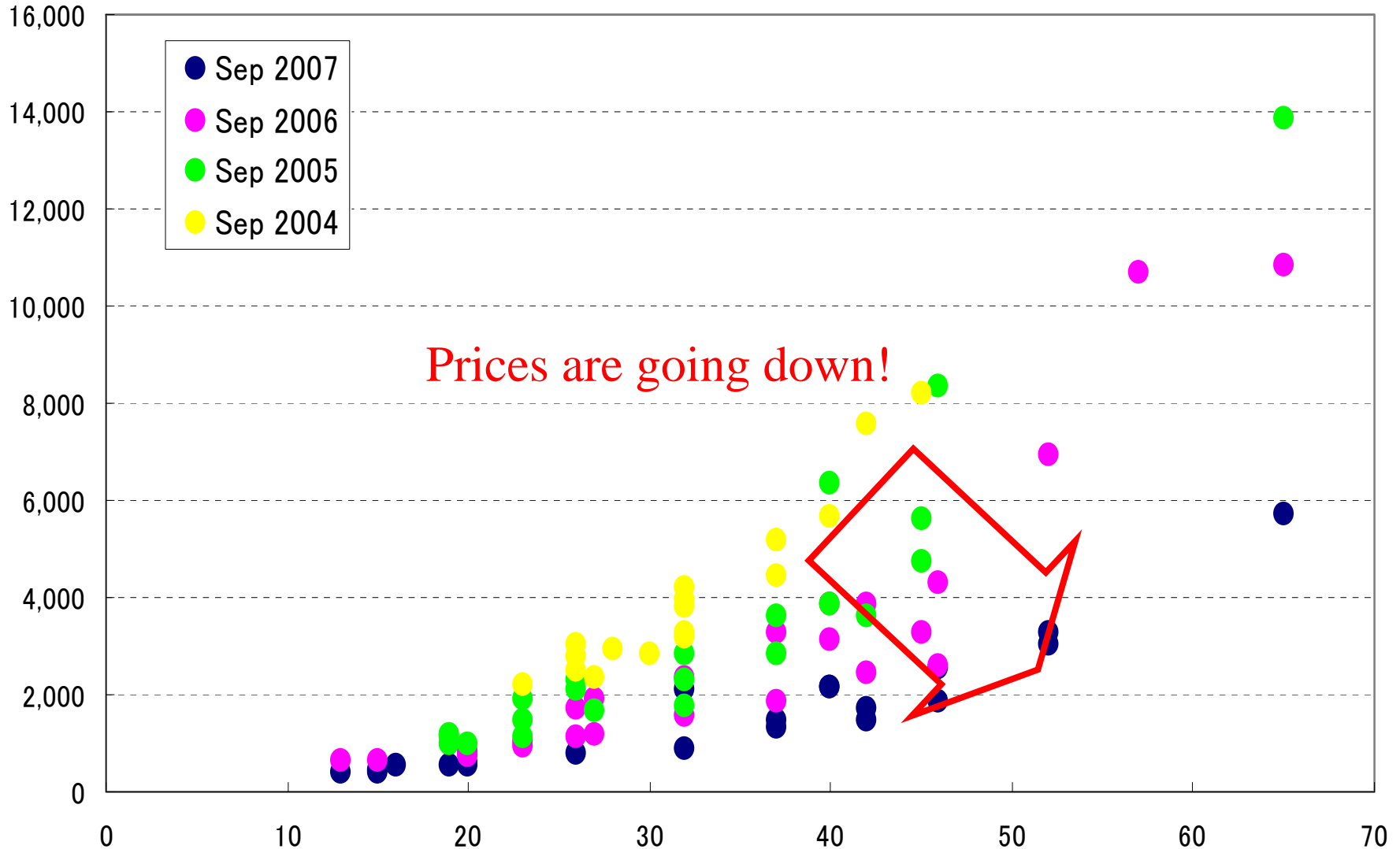
Diversity systems are applicable to cell phones as well as in-car receivers. Now, only one product, P903iTV, is equipped with diversity system. It has two antennas for One-Seg, a whip antenna and an internal antenna.



Change in Price of Major Flat Panel Displays (FPD)



■ Distribution of LCD Price Price (U.S.\$)

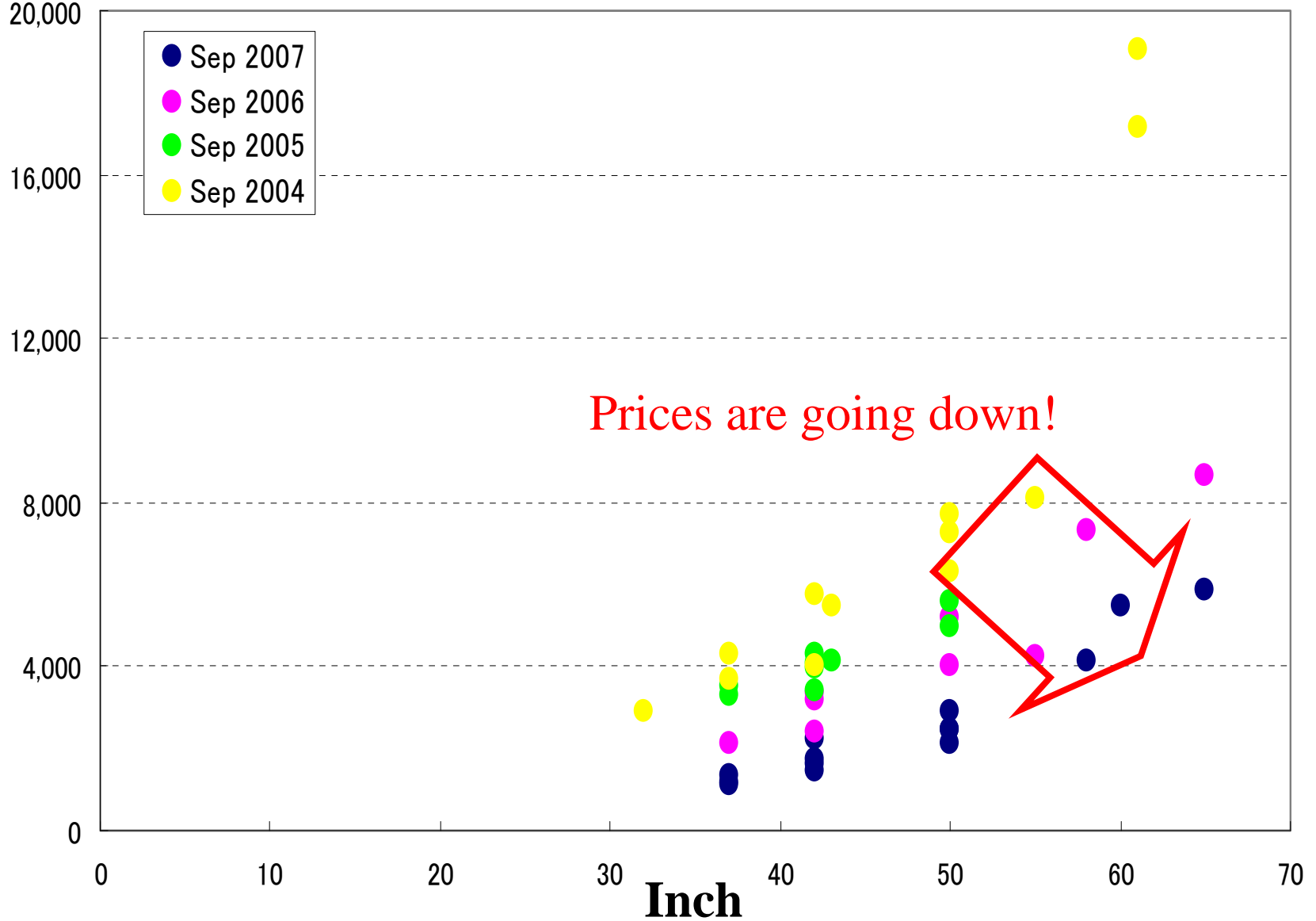


■ Varied LCD Digital Receivers



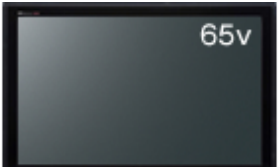
PHOTO	TYPE	PRICE	URL
	ORION LD15V-TD1 (15-inch)	44,850 JPY (≒ 388 U.S.\$)	http://www.orion-electric.co.jp/jp/products/index.html
	Victor-JVC LT-20LC8-S (20-inch)	59,800 JPY (≒ 517 U.S.\$)	http://www.jvc-victor.co.jp/tv/lt-20lc8/index.html
	TOSHIBA 37C3500 (37-inch)	135,800 JPY (≒ 1,175 U.S.\$)	http://www.regza.jp/product/tv/lineup/c3500/concept.html
	SHARP LC-46GX2W (46-inch)	225,800 JPY (≒ 1,953 U.S.\$)	http://www.sharp.co.jp/aquos/lineup/gx2/index.html

Distribution of PDP Price





Price (U.S.\$)



■ Varied PDP Digital Receivers





PHOTO	TYPE	PRICE	URL
	HITACHI P37-H01 (37-inch)	123,900 JPY (≒ 1,072 U.S.\$)	http://av.hitachi.co.jp/tv/plasma/01/index.html
	bydsign PH-5000DFK (50-inch)	239,800 JPY (≒ 2,074 U.S.\$)	http://www.bydsign.jp/Form/Product/ProductDetail.aspx?shop=0&cat=101&swrd=&pid=PH-5000DFK&vid=
	Panasonic TH-65PZ750SK (65-inch)	719,800 JPY (≒ 6,227 U.S.\$)	http://panasonic.jp/viera/products/pz750/index.html

■ High-Performance Set Top Box

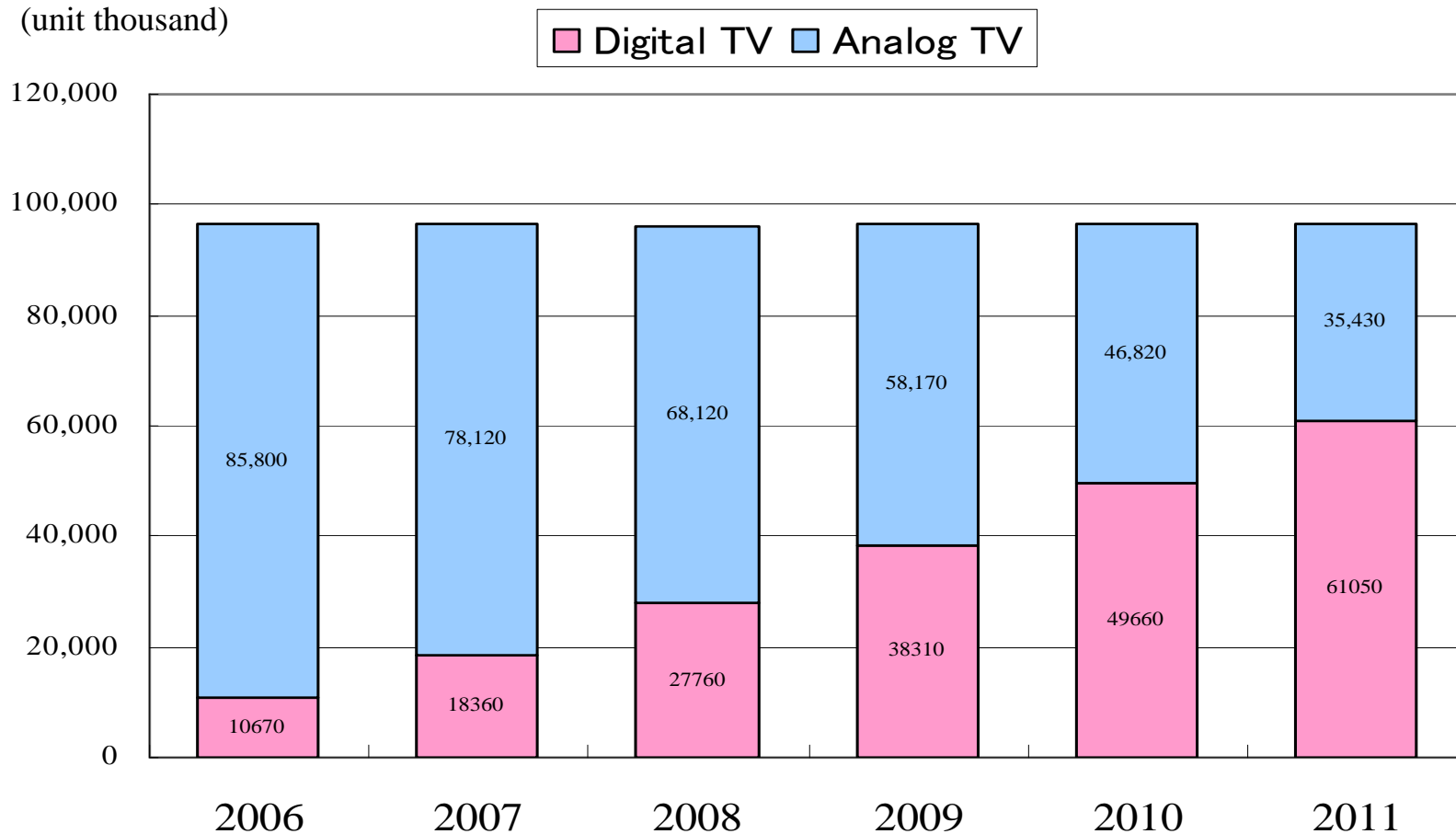
PHOTO	TYPE	PRICE	URL
	Panasonic TU-MHD600	45,800 JPY (≒ 396 U.S.\$)	http://ctlg.panasonic.jp/ product/info.do?pg=04 &hb=TU-MHD600
	SONY VGF-DT1	42,987 JPY (≒ 372 U.S.\$)	http://www.ecat.sony.c o.jp/vaio/acc/acc.cfm? PD=26654
	SHARP TU-HD200	28,489 JPY (≒ 246 U.S.\$)	http://www.uniden.jp/s upport/manualdl.html
	MASPRO DT400	27,842 JPY (≒ 241 U.S.\$)	http://www.maspro.co.j p/new_prod/dt400/dt40 0.html

DiBEG These products also correspond to BS and CS digital broadcasting services.

■ Low-Price Set Top Box

PHOTO	TYPE	PRICE	URL
	AVOX YDIT-10	15,213 JPY (≒ 132 U.S.\$)	http://www.c-mex.co.jp/tuner.html
	YAGI DTC10	16,097 JPY (≒ 139 U.S.\$)	http://www.yagi-antenna.co.jp/products/home/tuner/index.html
	MASPRO DT610	17,444 JPY (≒ 151 U.S.\$)	http://www.maspro.co.jp/products/dt610/tokutyo.html
	I-O DATA HVT-ST200	19,300 JPY (≒ 167 U.S.\$)	http://www.iodata.jp/prod/multimedia/tuner/2006/hvt-st200/

Prediction of Analog TV Persisting in 2011



About 35 million analog TVs will be persisted in Japan by 2011, when transition of analog to digital broadcasting will be completed, especially in the field of public institution (e.g. schools, hospitals, and nursing homes etc..).

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■ **Conclusions**

- ✓ Since 2003 various ISDB-T products, fixed, in-car and portable receivers have been launched in Japan.
- ✓ Consumer adoption of ISDB-T receiver is growing at a rapid pace for 2011 when analogue TV broadcasting will end in Japan.
- ✓ About 30% of cell phone users will have One-Seg cell phones in 2010 in Japan.
- ✓ For mobile reception, diversity techniques are very effective to improve the reception performance.

Thank you for your attention.

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