

The new style of digital television proposed by Japan



Ministry of Internal Affairs
and Communications

ISDB-T

A crowd of people who were watching the “street TV” (ca. 1953 on a Tokyo street)

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Sixty years since TV broadcasting began in Japan.

The living standard in Japan became better-off along with improvement of the quality of the TV broadcasting.

3 The start of terrestrial digital broadcasting by ISDB-T (Integrated Services Digital Broadcasting-Terrestrial)

And now, digitalization of TV broadcasting; Japan completed digitalization of TV broadcasting in 2011 and discovered that digital broadcasting bears infinite possibilities for the future.



1

The start of TV broadcasting; Appearance of on-the-street-TV sets

When Japan was poor in the 1950's, street TV sets appeared for passers-by to watch. Many spectators became frantic fans of a pro-wrestler, Rikido-zan. People could become friends with strangers through sharing the subject of TV programs and became enchanted with the magic of the television.



The sure-fire special-move of Rikido-zan, the Karate Chop!

2

Popularization of the color television set

The advent of the color TV in the 1970's: Japanese children learned through the television that the world was so colorfully diverse.

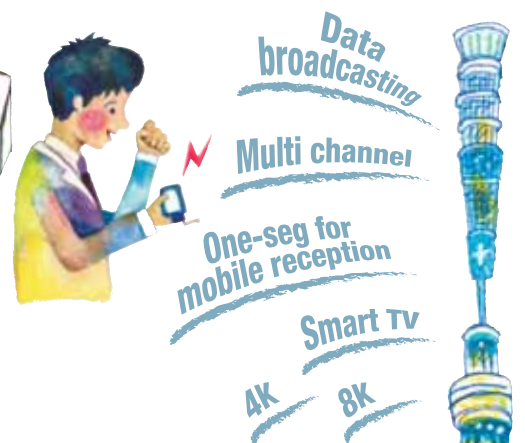


The children in front of a "street TV"

The 1970's

The period of rapid economic growth

1953



HDTV(High definition) of high image quality.
Data broadcasting that helps every-day living.

Future
Present



The new style of digital television proposed by Japan:

For everybody, anytime, anywhere

Inside
a house



For non-literate audiences, the system can transmit messages using illustrations and photographs, and for the hearing-impaired, subtitles may be attached to the program.

ISDB-T can broadcast several African languages simultaneously.

aaaaa...

bbbbb...

ccc...



Affordable Set Top Box

Outside
by mobile reception

1 In public places

Not only inside the house, we can watch a TV program through mobile phone or PC at any place.

3 While walking

TV program can be watched with the battery-powered mobile receivers; power cables are not required.



TV on Smart Phone

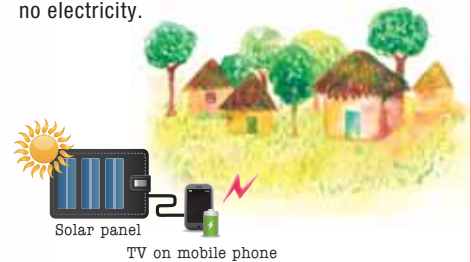


TV Receiver for iPhone/iPad



4 Village without electricity

By combining the system with a solar panel system, TV can be watched in areas with no electricity.



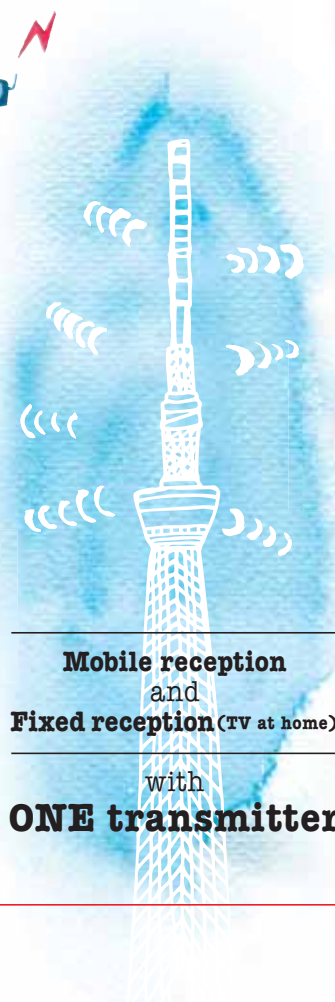
Solar panel
TV on mobile phone

2 While driving

Drivers can obtain information on traffic jams through an automobile-mounted TV reception system.



TV on car
Navigation System



Mobile reception
and
Fixed reception (TV at home)
with
ONE transmitter

5 While traveling

You can watch the TV programs with high-quality image even on a train traveling at a high-speed.



The new style of digital television proposed by Japan:

To serve for a better

e-Education

New TV programs for education can be added because digitalization of the TV broadcasting allows to set up more broadcast channels. Teleteaching system can be made available to children.



Resilient society



Disaster Alert

Emergency notices from the government relative to natural disasters can be broadcast quickly. Broadcasting by TV and mobile receiver is a sure way to avoid failure in transmission of public notices, unlike the telephone system including mobile phones, which tend to be congested at the time of disasters.

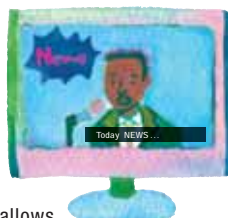


e-Government

News, Weather, Traffic information, etc

Simply touching remote control buttons allows you to approach government public relations notices, news, weather forecasts, traffic information and other information that would help your everyday life, at any time.

By combining the capabilities of television broadcasting and the Internet, co-presentation of broadcasting and telecommunications would meet the needs of a variety of applications, such as distribution of food vouchers.



Medical notice

Accurate information on prevention of epidemics and other pestilences can be made available to the public through data broadcasting.



Sightseeing

It can offer HDTV (High definition) and sound to deliver the wonderful contents of African nature and traditions all over the countries.



Contact Us



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ISDB-T

ISDB-T Official Web Site

The Digital Broadcasting Experts Group (DiBEG) was founded in September 1997 to promote ISDB-T, the Japanese Digital Terrestrial Broadcasting System, around the world. In addition, DiBEG promotes exchange of technical information and international cooperation to facilitate common understanding throughout the world and smooth exchange of programs in this digital era.

<http://www.dibeg.org/>