



**The first in Europe that allows to receive mobile TV around the world**

# SIDSA shows the state-of-the-art DVB-H chip at Broadcast Asia 2006

**The company (Hall7 J3-10 Spanish Pavilion) also shows a new mobile TV business platform, SIDSA POLARIS, a Service Protection and Purchase System, KeyFly™ +mobile, and its leading encapsulator, VEGA, which gives service to the DVB-H live mobile TV transmission of the World Congress.**

SIDSA, the international provider of digital TV and broadband solutions, products and services, is launching a revolutionary DVB-H demodulator chip that enables the Industry to have fast time to market in their Mobile TV solutions thanks to its unbeatable flexibility. The company has been developing the LOREN chip over the last two years to have a solid and fully commercial product. Now available in the market, LOREN-IC allows to receive all kind of mobile TV services, world wide because of its multiband capability.

The chip fully implements DVB-T and DVB-H standards, and it is very flexible, supporting different interfaces with the host: SDIO, Compact Flash, USB & Ethernet. Besides it is thought to be multi-band, supporting L-band and UHF. SIDSA is also marketing the IP (Intellectual Property) of its LOREN chip design.

Thanks to its plug&play philosophy and maximizing the use of the IP protocol stack it allows for a fast time to market to key Industry players using it. Basically no need of specific middleware SW or specific drivers is required to work with LOREN IC.

SIDSA is also offering Network Interfaces Modules, the complete solution working according key standardisation fora: OMA & CBMS. LOREN NIM is available in external plug&play and smaller compact versions to be integrated into PDAs or cellular phones.

Its fully integrated software allows LOREN NIM, specially when combined with KeyFly™ +mobile SIDSA's Service Protection and Purchase, to fully exploit the possibilities of Mobile TV, allowing Service Providers and operators to start new business models.

### **KeyFly™ +mobile, the gateway to mobile TV business**

KeyFly™ +mobile –which is also being shown by SIDSA at the Congress- is the core of the business as it controls the access and provides the tools to distribute the services on a pay-TV basis.

The system allows to implement different subscription models to the benefit of mobile operators and broadcasters, and of users: the traditional subscription service with a regular fee, pay-per-view, impulsive pay-per-view, order ahead pay-per-view, pay-as-you-watch, pay-per-Kbyte. A service to be used with UMTS data services, pay-per-date and free-to-watch. Moreover, KeyFly™ +mobile also allows rechargeable models through different ways, among them, SMS messages and scratch cards.

### **SIDSA POLARIS, new mobile TV platform**

At the 3GSM Congress, SIDSA is also launching a new Mobile TV business platform, SIDSA POLARIS, to meet the highly increasing demand for technical, pre-commercial and commercial DVB-H services, both concerning pay and free to air TV.

-The SIDSA Polaris IP Datacast over DVB-H platform enables operators and broadcasters to provide new Mobile TV services in a flexible way and implement different business models at a time when DVB-H trials are taking place throughout the world, and above all in Europe.

The platform follows a fully IP based architecture made of the EtherCast PRO DVB to IP gateway, URSUS H264 AVC transcoder and the VEGA IP-to-DVB-H encapsulator, currently one of the reference equipment in the DVB arena. SIDSA also offers its unique Service Protection and Purchase system, the KeyFly™ +mobile to allow the provision of pay TV services. SIDSA also complements POLARIS offer with its professional DVB-H receivers and its pre-commercial plug&play receivers.

### **The Broadcast Asia 2006, on live mobile TV**

SIDSA is also taking part in the live DVB-H mobile TV transmission of the event, thanks to its market-leader DVB-H encapsulator, VEGA IPDC. This is a key component in any DVB-H platform – and necessary to make it work- whose mission is to convert IP packets into DVB-H streams, that is to say the gateway to DVB-H.

Fully commercial and successfully tested, VEGA IPDC is currently a reference encapsulator in the international market that has been used in different world wide projects..

SIDSA is exhibiting at Broadcast Asia 2006 that will take place between June 20<sup>th</sup> and June 23<sup>rd</sup> in the Hall 7 J3-10 Spanish Pavilion.

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#### Note to editors:

SIDSA (Semiconductores Investigación y Diseño SA) is an international Provider of Global Solutions, Products and Services in the fields of Digital TV, IP TV, Mobile TV, Conditional Access systems and Broadband. It offers a wide range of multimedia products: from its own System on Chip (SoC) integrated circuits to global and vertical integrated solutions to its customers, allowing them to get the best of it and generating new profitable business models. Created in 1992, initially as a Design House of Semiconductor components and ASICs (Custom integrated circuits), SIDSA has become a highly reputed international provider with a design centre in Tres Cantos (Madrid) and offices in The Silicon Valley, California