



ENENSYS IBC Press Release

ENENSYS LAUNCHES ONEBEAM SOLUTION BRINGING MAJOR DTH AND DTT DISTRIBUTION COST EFFICIENCIES

IBC, Stand 2.A17, Amsterdam – 13th September 2013: ENENSYS, designers and manufacturers of digital TV transmission technologies, has today announced a major breakthrough in signal distribution in the DTT and DTH markets with the launch of OneBeam. This solution overcomes a central signal distribution hurdle: the inability to use the same satellite network to deliver services for both DTH users (DVB-S2) and DTT (DVB-T or T2), delivering a huge range of OPEX benefits.

Richard Lhermitte, VP of Sales and Marketing, says, “Until now two different networks have been required to deliver a content bouquet to DTH and DTT (DVB-T2) viewers. This is because receivers for one cannot receive the signal for the other due to transport stream differences. With more than 30 DVB-T2 deployments already happening - the majority of which ENENSYS has been involved - and with at least another 10 planned for the next 6-12 months across Africa, Asia and Europe, a solution to this problem has become an economic imperative.”

ENENSYS Technologies has years of experience in the design and manufacturing of digital TV transmission technologies. Its products operate between encoding/multiplexing and transmission, facilitating signal distribution over a wide variety of networks including IP.

With the launch of OneBeam, the same satellite transponder can be used for both DTH and DTT services. OneBeam provides a single feed with no modification of the A/V stream (the DTH signal remains untouched).

Examples include the fact that DTT operators are now able to cost-effectively use a satellite network to reach customers in more remote areas to compliment DTT services. Alternatively, it means that separate DTT and DTH network operators can share the costs of satellite links and headend infrastructure. Or to use DTH services as backup of the primary DTT satellite delivery network.

ENENSYS' unique solution aims at building on each transmission sites a new DVB-T or DVB-T2 multiplex from the DTH feed. The T2EdgeDTH for DVB-T2 or the TxEdge for DVB-T that runs on the transmission sites is designed for delivering the same data stream to allow SFN (Single Frequency Networks) broadcasting.

OneBeam complements the company's existing DTT management solutions that allow the regionalisation of services. It plays a key part in ENENSYS' stated aim of always providing highly advanced and innovative solutions for DTT network operators, as evidenced by the earlier launch of PLP substitution and aggregation technologies.



Lhermitte adds, "Cost efficiencies are of course vital in today's highly competitive landscape. It's imperative, not least in emerging markets that are now exploring DTT, that DTH and DTT services complement one another technologically to allow service providers to operate efficiently. Complementary to our solutions to manage regional and local DTT services, OneBeam is a genuine industry advance, one for which we know that the market has been waiting."

OneBeam will be demonstrated on stand 2.A17 at IBC 2013.

About ENENSYS:

Founded in 2004 by digital TV professionals, ENENSYS Technologies has years of experience in the design and manufacturing of digital TV transmission systems. Its products sit between encoding/multiplexing and transmission, facilitating signal distribution over a wide variety of networks including IP. ENENSYS is the world leader for DVB-T2 technology, and covers other standards such as DVB-T, LTE Broadcast, T-DMB and DTMB. The company develops the technology embedded in its products and has released 15 patents to protect its intellectual property. For more information visit www.enensys.com.

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