NEWS RELEASE

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Ocean Blue first to develop to the EuroMHEG standard

Bristol, England – date of issue - Ocean Blue Software, the specialist digital TV software developer, has announced the development of the world's first set-top box software to allow full interactive services for Digital Video Broadcasting-Terrestrial (DVB-T) broadcasts, including Freeview.

The company is implementing the BSi/ISO 13522-5 standard commonly known as the EuroMHEG standard, including a "return channel" which will provide for example: interactive voting, shopping and video-on-demand via a telephone or broadband connection. MHEG-5 is both an ISO and ETSI standard. ETSI is the European body responsible for the standardisation of information and communication technologies across Europe.

The software will be available this year to set-top box and television manufacturers and will enable the "Red Button" interactive functions to include sending data & information via a phone line.

Ocean Blue's customers include leading consumer electronics and semi-conductor manufacturers:

"Availability of full seamless interactive services via a remote control on Freeview has been limited due to the lack of implementation of the return channel," commented Ken Helps, Managing Director of Ocean Blue. "The failure of the Multimedia Home Platform (MHP) to gain traction in the market and its high cost means the ISO version of the MHEG-5 software standard is now a viable solution for emerging Digital terrestrial broadcasters. This has allowed us to start the development of the first fully interactive middleware for DVB-T, which could be adopted by any Digital Terrestrial broadcaster, such as the Freeview consortium."

"Owners of Freeview set-top boxes have been missing out on interactive services since its introduction," added Helps. "All too often viewers, who wished to vote, buy product or play with Freeview would use a mobile or landline phone as the return channel. That will change with the EuroMHEG new standard."

The EuroMHEG standard requires set top boxes and televisions to have a modem, which is then connected to a phone line or broadband connection to provide the return channel.

The market for DVB-T broadcasts continues to grow, particularly in Europe. The advancement in the MHEG-5 software standard will now attract the attention of emerging broadcasters, in countries such as: France, Russia and Poland.
The EuroMHEG standard creates numerous business opportunities and revenue streams for broadcasters and content developers. The majority of European countries have still considering software technology for their set
top boxes. A world coverage map is available at
http://www.dvb.org/graphics/internal/Adoption-Map_DVB-T.jpg

Ocean Blue software includes support for High Definition television broadcasts. UK FREESAT piece please…broadcasters will start to roll out HDTV channels this summer in a move that will transform the way we watch TV.

Technical Information.

Ocean Blue's **Voyager** software system MHEG-5 & DSM-CC is the result of a more than 10 man-year development project and is fully tested and in production. The MHEG-5 & DSM-CC software was designed to be robust; modular structure and developed to in the standard C programming language and is thus portable to many different operating systems and hardware computing platforms.

Ocean Blue's **Sunrise** is a suite of DVB integrated software products, which provides all the functionality for receiving digital video & audio on digital set top boxes and televisions.

Ocean Blue's **Surfsoft** PVR system software is an on-screen management to control TV content that has been saved on a hard disk-based digital TV device. Surfsoft's many features and functions include time shift, trick modes, search, retrieve, save, record, timed recording and pause. For further information or pictures please contact:

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