



New Free Platform Helps High Definition TV Developers

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Ocean Blue's MHEG-HD Demo lets developers deliver better interactivity and user experience

A new, free-to-use application now aids digital TV developers to design better, more compelling TV applications for High Definition (HD) TV. *MHEG-HD Demo* from Ocean Blue Software, a leading provider of world class software for the digital home, enables developers to visualise how applications will appear on HD devices. *MHEG-HD Demo* demonstrates how the applications will look to viewers. The ability to visualise, during the development process will enable developers to design the most advanced and user-friendly applications possible.

MHEG-HD Demo is based on an advanced, HD-supporting version of the MHEG international standard for interactive service technology. This new standard will provide an even greater wealth of information and services for TV viewers, such as enhanced viewer experience, games, news, bulletin boards, support services and better information, including programme synopses and Electronic Programme Guides (EPGs).

Ken Helps, Ocean Blue's CEO, said: "*MHEG-HD Demo* is an invaluable tool for developers of interactive TV because it lets them see and work with the full range of new functionalities that the new HD standard will provide. This application is going to enable developers to design the richest, most compelling and consumer-friendly digital TV applications, as well as being a significant aid for the industry's seamless advance into MHEG-HD."

The new application complements Ocean Blue's Voyager MHEG-5 software – the standard mandated middleware technology for Freeview digital TV receivers – which is ready for integration into the next generation of digital televisions and set-top boxes. Ocean Blue is working in conjunction with the Digital TV Group (DTG) to finalise the new specification for HD support functions within MHEG-5 and is fully supporting the new DTG MHEG standards across its product range.

Please contact Laura Buck to view the Ocean Blue Software MHEG HD Demo
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About Ocean Blue Software

Ocean Blue Software is a specialist digital TV software house. They provide world-class quality middleware products, engineering services, business and technology solutions for the Digital Home. As a specialist software developer, Ocean Blue offers

services to assist in the integration and support of our middleware components into your product range with DVB and DTG accredited test suites. The Ocean Blue range also supports the new standard Common Interface (CI+), Conditional Access (CA) and USB connectivity.