



## Ocean Blue develops software for High Definition interactive TV

**Bristol, England – 9 April 2008** - Ocean Blue Software will shortly be releasing the first digital terrestrial TV system to provide High Definition interactive services. The development utilises the enhanced graphics capabilities of HD-ready televisions during interactive "red button" sessions, giving consumers an enhanced viewing experience.

The company's Voyager MHEG-5 software, available in early summer, will comply with the new HD specifications finalised last month by the Digital TV Group (DTG), the industry association for digital television in the UK. Ocean Blue has been part of many DTG working groups helping to define global TV standards.

The HD MHEG-5 profile introduces the use of JPEG bitmaps, AAC audio (streams and clips) and improved colour map definitions that will all enhance the audio / visual experience. Additional changes to graphics have been made to ensure that any upscaling of SD MHEG applications to HD generate a high quality image on HD graphics planes.

As per all Voyager enhancements and evolutions, the new HD development involves adding software interfaces to the existing API. By maintaining the existing API and only adding relevant functionality it ensures that Ocean Blue's existing customers require minimal effort to update and integrate; whilst new customers benefit from integrating a mature and stable software solution.

### **Voyager MHEG-5**

Voyager is a DVB (Digital Video Broadcast) based MHEG-5 interactive software middleware system which is ready for integration into digital televisions and set top boxes. The MHEG-5 engine allows the set top box to receive digital interactive terrestrial television transmissions from DVB-S, T or C broadcasters.

The DSM-CC data carousel (a data transmission mechanism) has support and is supplied as part of Voyager MHEG-5. Support for HD platforms with and without MPEG-4 / H.264 capabilities is included in the latest release.

Voyager MHEG-5 and DSM-CC was originally developed by Philips Electronics and Ocean Blue has the sole development and worldwide distribution licence.

Ocean Blue provides clients with test labs facilities; DTG & DVB test suites, test processes, broadcast streams and product accreditation.

Ocean Blue Software is based in Bristol, England, and specialises in the development, distribution and support of world-class software solutions, which are incorporated into Digital TV consumer electronics products, present in the Digital Home. Ocean

Blue's software products stand out in terms of maturity, usability, operability and adherence to international digital broadcast standards, notably DVB, DTG and ETSI. Ocean Blue was one of the first corporations to release a MHEG-5 V1.06 software product compliant to the new DTG software standards. MHEG-5 software is embedded into Freeview TV receiver devices; this produces "Press Red" functionality and interactivity.

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