



MediaTek adopts Ocean Blue MHEG-5 software

Bristol, England – 29 January 2008 - Bristol-based Ocean Blue Software and MediaTek Inc, the world's leading digital media System-on-Chip (SOC) provider, have completed a software engineering project to adapt the Ocean Blue Voyager MHEG-5 & DSMCC software to the MediaTek DVB platform. The development will allow for full "red button" interactive features, such as text, online shopping, voting and video stream selection.

The MediaTek MT533x series consists of a DTV backend decoder and a TV controller and offers high level integration for advanced applications in mainstream integrated digital television market. The MT533x series is ready for mass production and will be supplied with DVB-T software and Ocean Blue Voyager MHEG-5 & DSMCC v1.06 as a complete solution for integrated digital television manufacturers.

"This cross country development project, exchanging engineers and software technology, has been very successful, and I am proud of the achievements and determination of both engineering teams," stated Ken Helps, CEO of Ocean Blue Software.

"The addition of OBS' MHEG-5 suite will give our customers a broader platform for development," said Eric Hsu, VP of MediaTek. "With it, they will be able to deploy richer applications within DVB-T, including revenue-generating content."

The UK analogue TV switch off has started and is attracting the attention of consumer electronics and chipset vendors worldwide, to create products to fulfil the UK demand for Freeview boxes and TVs.

The Digital UK group, funded by Government and broadcasters, is currently running a huge marketing campaign using TV and press advertising to highlight to the UK public the implications and benefits of the TV switch over.

Company Profiles

MediaTek Inc. is a leading fabless semiconductor company for wireless communications and digital media solutions. The company is a market leader and pioneer in cutting-edge SOC system solutions for wireless communications, high-definition digital TV, optical storage, and high-definition DVD products. Headquartered in Taiwan, MediaTek has sales and research subsidiaries in Mainland China, India, U.S., Korea, Japan and Singapore. For more information, please visit MediaTek's website at www.mediatek.com

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 is one of the first corporation 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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