



OBS supports "Hong Kong MHEG-5 Profile" to deliver Olympic interactivity - Advanced MHEG solution presents local and Olympic information to the TV viewer

Bristol, England – 8 Aug 2008 - Ocean Blue Software announced today support for the MHEG-5 interactive TV system on Hong Kong DTT launched in time to support the 2008 Beijing Olympics. The company, which is a member of the UK DTG, plays an active role in developing and enhancing the MHEG-5 standard. Ocean Blue has been working with both TVB and ASTRI to help establish the Hong Kong MHEG-5 profile 1.0 and will continue to assist in the development of profile enhancements.

A "TVBar" MHEG application has been on trial in Hong Kong since 28 July 2008 on HD Jade and J2. The TVBar accesses information on Weather, Hang Seng Index, News Headlines and Olympic Medal List. Other services including enhanced information to support relevant TV programmes such as food and travel programmes, programme synopsis/ EPG (Electronic Programme Guide), and shopping information will follow soon. Ocean Blue is part of the ASTRI-led Digital Living Consortium to develop future extensions for profile 1.1.

Ocean Blue has developed support for the Hong Kong Profile in its middleware for set-top boxes and IDTVs, giving consumer electronics manufacturers a quick route to market. The Hong Kong extension has been developed so as to use the core Voyager MHEG technology already deployed within the UK, allowing for one solution to fit multiple profiles.

The Hong Kong Interactive TV Platform is a joint development of Hong Kong Applied Science and Technology Research Institute Company Limited (ASTRI), Hong Kong Science & Technology Parks Corporation (HKSTP) and TVB.

More information: -

ASTRI - www.astri.org/en/company.php

Digital Living Consortium - www.hkdlc.org TVB - www.tvb.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 and DTG. Ocean Blue is also active in both DTG & DVB assisting in the development of industry standards for Digital Video Recorders (DVR), DVB-H, DVB-SH, MHEG HD support. Ocean has recently opened a sales & development centre in Hong Kong.

More details: www.oceanbluesoftware.co.uk

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