



Ocean Blue calls for PVR standard across all platforms

Bristol, England - 26 June 2007 - DTG member, Ocean Blue Software, says the market needs a single standard for Digital TV recorders, also called Personal Video Recorders. The company is calling for a single brand to avoid consumer confusion, like the recently-announced Freeview Playback, but extending across satellite, cable and even IPTV broadcast.

"It has taken Sky two years and many £ millions to establish its PVR brand amongst a small number of consumers," commented Ken Helps, Managing Director of Ocean Blue. "Introducing Freeview Playback has been a step in the right direction and will help consumers looking to replace their VCRs before the digital switch-off. The market is fragmented and most PVR products contain proprietary software due to the lack of industry standard guidelines. We need to create consumer confidence via products standards and compliance.

The introduction of a single PVR standard would simplify the market for consumers and increase take-up of the new technology, says the company, a specialist digital TV software developer. Ocean Blue is a member of the Digital Television Group, the body behind the recently-introduced Freeview Playback standard.

Ocean Blue's Surfsoft Freeview Playback PVR version contains features such as record, save, play, record conflict management, series link, indexing and trick modes. Manufacturers can now specify and build a PVR machine which will meet their exact customer requirements.

The market for PVR's is set to expand rapidly, and Ocean Blue offers clients software product developed to industry standards. Ocean Blue also provides clients with a comprehensive European support centre; test methodologies & labs facilities for client product testing and accreditation. Ocean Blue also offers full integration and support services of its software components into clients' digital TV products.

Technical Information

Ocean Blue's Voyager software system MHEG-5 & DSM-CC is the standard mandated middleware solution for Freeview digital TV receivers. Voyager is the result of more than 10 man-year development project and is fully tested and in production.. The MHEG-5 & DSM-CC software was developed 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 DVB compliant suite of integrated software products, which provides all the functionality for receiving both analogue and digital video & audio on digital set top boxes and televisions.

Ocean Blue's Surfsoft (a Freeview Playback standard version is available) system software is a content management systems 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.

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