



## Ocean Blue and Sunplus collaborate to develop interactive, mobile TV platform

**Bristol, England – 9 January 2008** - Ocean Blue Software, the UK-based digital TV software specialist, and Sunplus Technology Company, the Asian silicon systems provider, have collaborated to develop a portable Freeview DVB-T platform with full interactive features. The new development will provide "red button" functions such as text services and access to alternative video streams in Freeview DVB-T TVs, for use in cars and trains, for example.

Ocean Blue worked with Sunplus to port its MHEG-5 software onto Sunplus' SPHE1002 series chipset, which has the low power consumption, ensuring good battery performance, essential in mobile devices, as well as static applications. The chipset, with both backend MPEG decode SPHE1002 and front-end Demodulator SPDC210/230, also features fast channel scan and good echo performance, also critical factors for mobile devices.

"We welcome the strategic alliance with Sunplus, to further increase the distribution of our products and expertise," commented Ken Helps CEO of Ocean Blue. "The portable platform is particularly exciting, offering new ways to enjoy digital TV."

"Ocean Blue's well-proven MHEG-5 software with Sunplus' cost-effective DVB-T turnkey solution offers a very competitive DVB-T solution for UK market. We appreciate Ocean Blue's effort to achieve DTG MHEG-5 v1.06 Specification compliance. The relationship between Sunplus and Ocean Blue is good for now and the future." said C.C. Huang, the CEO and Chairman of Sunplus Technology, Corp.

Sunplus is offering the DVB-T turnkey solution to the market. With Ocean Blue's MHEG-5 software ported and DTG MHEG-5 UK Profile Specification v1.06 compliance testing certified, Sunplus delivers state-of-the-art DVB-T solution for UK STB and DTV market. It will be also applied to Europe STB and DTV market as well.

MHEG-5 is the UK DTG interactive media standard for sending and receiving digital media objects, for example: text, cartoons, images, games, photos and can be used for applications such as interactive advertising and online gaming. It also provides press red interactive functions on Freeview set top boxes and televisions.

Sunplus set-top box platform includes backend MPEG decode SPHE1002 chip and front-end demodulator SPDC210/230 chips. The backend MPEG decode chip integrates MPEG-1/-2/-4/DivX video and audio decode, USB2.0 and multiple card reader functions; the front-end DVB-T QAM demodulators are the most advanced chips to perform the world-class DVB-T stationary and mobile terrestrial reception functions.

### **About Ocean Blue**

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 including DVB, DTG and ETSI. Ocean Blue is one of the first corporations to release an MHEG-5 V1.06 software product compliant with the new DTG software standards. MHEG-5 software is embedded into Freeview TV receiver devices; this provides "Press Red" functionality and interactivity.

### **About Sunplus**

Sunplus Group, headed by Sunplus Technology Company Limited established in 1990, is devoted in IC design for electrical consumer applications. Sunplus offers not only IC design but also system solutions to maximize customer's benefits by differentiating each design. Sunplus' reusable IPs such as audio/video, microprocessor and digital signal processor technologies are applied to numerous IC solutions for multimedia home applications and ASICs that contributed to our quality life. Due to the expansion of business scope, Sunplus split its BUs into several fabless IC design companies in 2006. The LCD IC business was spun-off into Orise Technology Co., Ltd.; the Controller & Peripheral BU was transferred into Sunplus Innovation Technology Inc.; the Personal Entertainment BU and Advanced BU were spun-off into Sunplus mMobile Inc. The parent company - Sunplus Technology, keeps working on Home Entertainment IC solutions such as VCD/DVD, DVR DVB and LCD TV.

For further information or pictures, please contact:

Peter Linton

[peter@medialink.co.uk](mailto:peter@medialink.co.uk)

+44 118 984 3386

[www.medialink.co.uk](http://www.medialink.co.uk)

Ken Helps

[Ken.Helps@oceanbluesoftware.co.uk](mailto:Ken.Helps@oceanbluesoftware.co.uk)

0117 9722753

[www.oceanbluesoftware.co.uk](http://www.oceanbluesoftware.co.uk)

Miss Ann Lai

[annlai@sunplus.com](mailto:annlai@sunplus.com)

886-3-5786005 ext: 2202

[www.sunplus.com](http://www.sunplus.com)