



Ocean Blue develops Freeview Playback for Toshiba "System-on-Chip" - World's first PVR standard to be available on Donau

**Bristol, England - 17 July 2007** - Ocean Blue Software, the specialist digital TV software developer, is to release its advanced Freeview Playback PVR on Toshiba's 'Donau' "System-on-Chip" processors. The announcement comes just a week after Ocean Blue clinched a deal to port its Surfsoft suite to the Toshiba platform, and will give developers an out-of-the-box platform to create advanced PVR products for the UK market.

"Ocean Blue is pleased to work with Toshiba and to provide our Surfsoft Freeview Playback PVR software for Toshiba's Donau hardware platform, this will result in a quality price/performance PVR solution for consumer electronic products" commented Ken Helps, Managing Director of Ocean Blue Software.

The UK Digital Terrestrial Group (DTG) produced the Freeview Playback PVR software standard, which is the world's first PVR standard for hard disk based set-top boxes. Ocean Blue is part of the DTG design group responsible for the development of the Freeview Playback specification.

Consumer Electronics manufacturers are encouraged to adopt the DTG Freeview Playback software standard. In order to comply with UK Digital TV standards and to gain product accreditation and the Freeview Playback logo denoting to consumer an approved product and consumer confidence.

Ocean Blue says the market needs a single standard for PVRs. Freeview Playback has been a step in the right direction and will help consumers looking to replace their VCRs before the digital switch-off, says the company. The wider DVB industry should consider adopting the same standard across satellite and cable to simplify the market for consumers and to increase take-up of the new technology.

Toshiba's Donau platforms combine the company's Media embedded Processor (MeP) architecture with a 64-bit embedded RISC host processor to create multimedia SoCs with compute performances of up to 650MIPS (at 180MHz).

For more company information visit Toshiba's web site at [www.toshibacomponents.com](http://www.toshibacomponents.com)

### Technical Information

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

Ocean Blue's Voyager MHEG-5 & DSM-CC is the result of a 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 DVB is a suite of integrated software products, which provides all the functionality for receiving video and audio and support for multi-mode operation to receive both digital & analogue TV broadcasts on digital set top boxes and televisions.

Ocean Blue's Azure DVB-H can also be added to Sunrise to provide mobile TV functionality.

For further information or pictures, please contact:

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