

## **UDcast and Rohde & Schwarz team up to enable mobile TV operators to broadcast up to 40 percent more programs**

■ Munich, October 2, 2008 — UDcast and Rohde & Schwarz are offering a playout system that gives DVB-H network operators the option to broadcast up to 40 percent more programs. The system includes the R&S AVE264 audio/video encoder and the R&S AVP264 multiplex manager from Rohde & Schwarz. Encoder hardware and software implement statistical multiplexing to optimize transmission channel utilization. The Rohde & Schwarz instruments are compatible with the IPE-10 IP encapsulator from UDcast and can be integrated into existing DVB-H networks. The joint solution from Rohde & Schwarz and UDcast is already being deployed by DVB-H network operators.

The playout system expands operators' capacities, reduces costs, and increases the number of programs that can be transmitted over a single channel. The R&S AVE264 encoder uses a variable bit rate and statistical multiplexing. This takes advantage of the fact that DVB-H transmits multiple TV programs with different data rates over a single channel. Data rates must be varied because picture sequences with frequently varying scenes and many changes require a higher data rate than static content. The statistical multiplex manager from Rohde & Schwarz coordinates the requirements of the audio/video encoder so that the transmission channel is used at or near its maximum capacity. Instead of the usual 10 programs per DVB-H channel, as many as 14 mobile programs can be broadcast. If operators do not wish to broadcast additional programs, they can improve the transmission quality of their existing programs. The data rate saved by statistical multiplexing can only be utilized when combined with adaptive time slicing. The individual bursts automatically adapt to the changed data rates of the audio/video encoders. As a result, broadcasters no longer have to perform manual alignment.

In a complementary product development, UDcast has equipped its IP encapsulator with adaptive time slicing functionality. Together, the UDcast IPE-10 encapsulator and the Rohde & Schwarz encoder and multiplex manager become an extremely efficient playout system. The IPE-10 inserts the IP data stream from the encoder into a DVB-H transport stream it has created. Programs are processed using constant and variable bit rates (CBR and VBR) that are suitable for statistical multiplexing.

Moreover, this playout system can integrate additional CBR services, ESG, or other data services. These additional services are transmitted in dedicated bursts in the time slicing pattern. It is possible to add a statistical multiplexer to an existing DVB-H system at any

time. The playout system can be expanded easily by adding audio/video encoders. This allows the network operator to enhance the usable data rate and transmit more content.

The R&S AVE264 audio/video encoder and the R&S AVP264 statistical multiplex manager are available from Rohde & Schwarz. The IPE-10 and the IPE manager are available from UDcast.

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**Rohde & Schwarz**

**Rohde & Schwarz is an independent group of companies specializing in electronics. It is a leading supplier of solutions in the fields of test and measurement, broadcasting, radio monitoring and radio location, as well as secure communications. Established 75 years ago, Rohde & Schwarz has a global presence and a dedicated service network in over 70 countries. It has approx. 7200 employees and achieved a net revenue of € 1.4 billion (US\$ 1.9 billion) in fiscal year 2006/2007**

**(July 2006 to June 2007). Company headquarters are in Munich, Germany.**

All press releases are available on the Internet at <http://www.press.rohde-schwarz.com>.

**About UDcast**

**UDcast is a leading software company providing IP broadcast solutions for the delivery of content to a broad range of devices over existing and emerging wireless networks worldwide. UDcast's Mobile TV technology is a key component in the end-to-end solutions from major systems providers including Motorola, Nokia, NSN, Alcatel-Lucent, Tandberg-Ericsson, Cisco-Scientific Atlanta, Harris Broadcasting and others. UDcast's satellite-aware IP appliances are widely deployed at thousands of sites around the globe. The Company was recognized in 2007 as a leading European technology company by the prestigious Red Herring Hot 100 award. The Company maintains its global headquarters in Sophia-Antipolis, France with offices in the Algeria, Italy, and Spain. For more information, visit [www.udcast.com](http://www.udcast.com).**

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