



[Press release]

September 12, 2008

**NHK, BBC, and others win special IBC award for Super Hi-Vision experiment  
- NHK successfully completes world's first international  
transmission experiment across three European countries -**

NHK has been selected to receive a special award from the IBC<sup>\*1)</sup> Council along with the BBC in the UK, RAI in Italy, the EBU (European Broadcasting Union), Siemens, SIS, Cable & Wireless, and Eutelsat. The award ceremony will be held on September 14 at IBC2008.

NHK has been involved in joint research with the BBC, RAI, and the EBU in the field of Super Hi-Vision (SHV) broadcasting. As part of these activities, they have successfully conducted joint experiment of the world's first international SHV signal transmissions. The experiment was conducted during an exhibit at the IBC2008 venue, which is currently underway in Amsterdam, in the Netherlands (Sept. 12 (Fri.) – 16 (Tues.)). The award will be presented in recognition of the success of this groundbreaking experiment.

In this international transmission experiment, SHV signals were sent to the IBC2008 venue in Amsterdam from the UK and Italy using separate transmission methods.

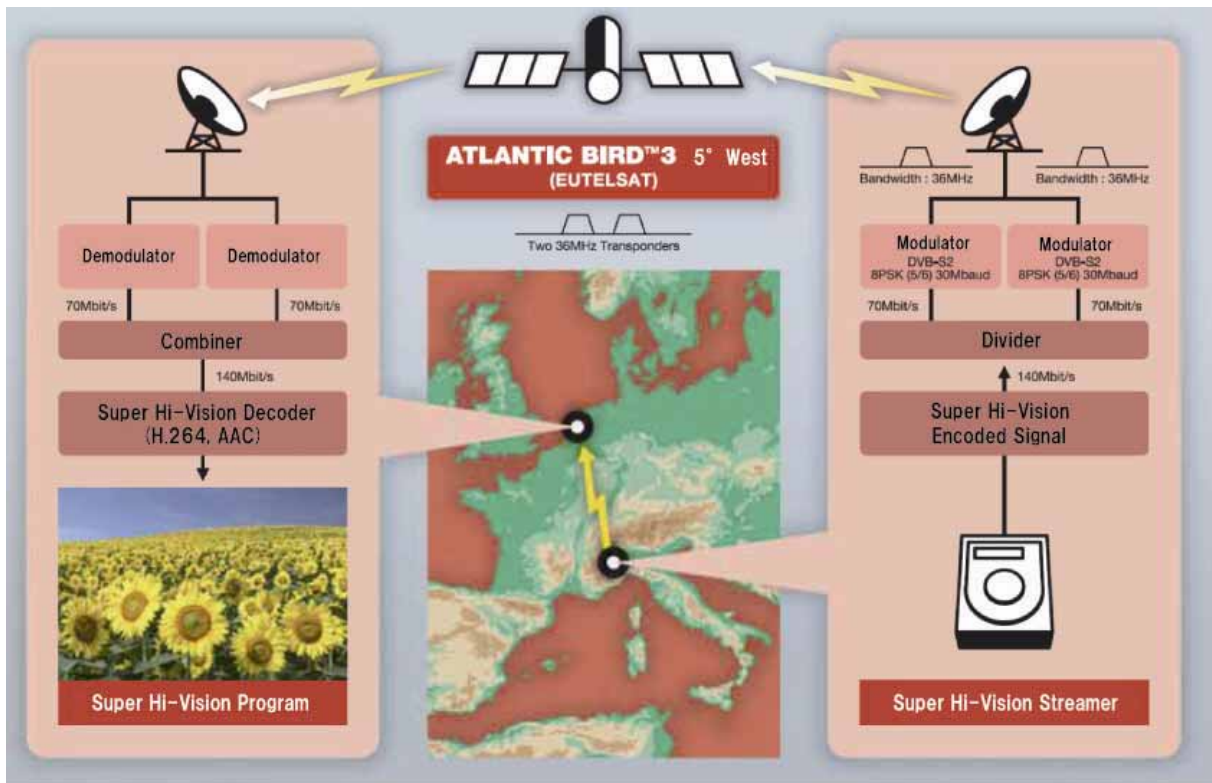
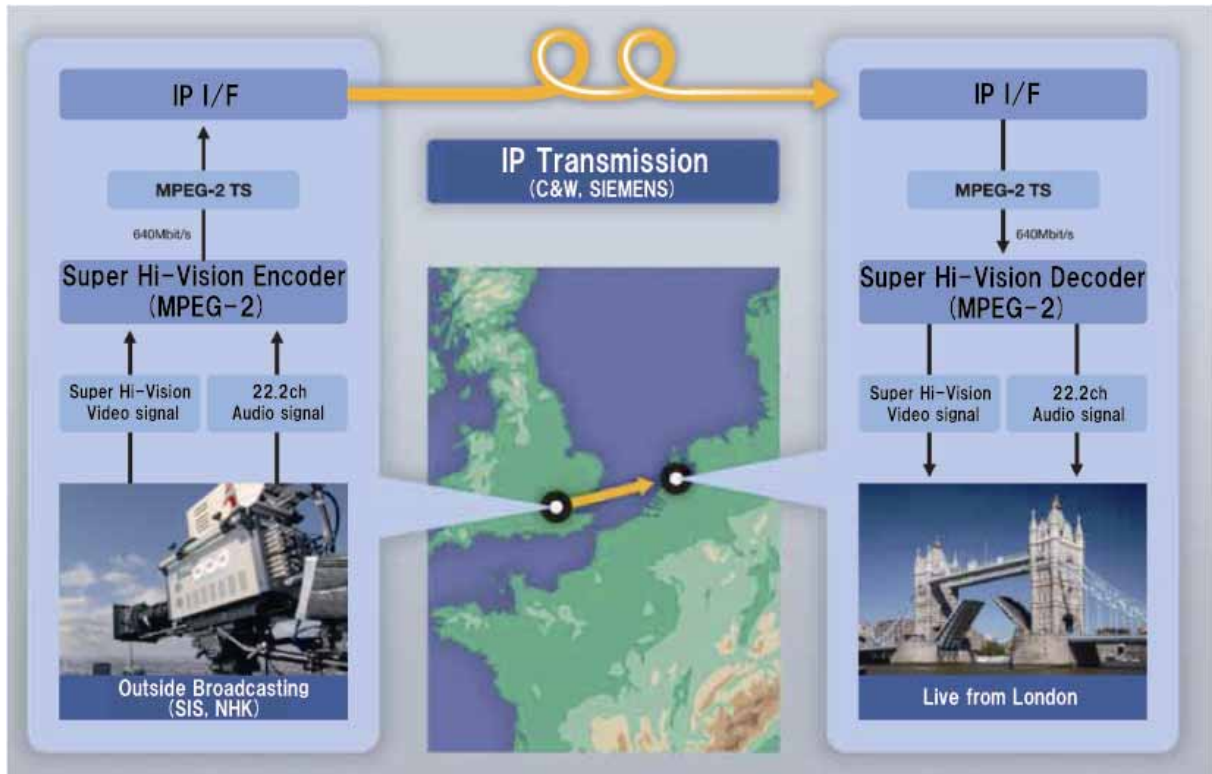
From the UK, in collaboration with the BBC, live images captured by NHK's SHV camera in London were compressed using MPEG-2 and transmitted to the IBC2008 venue over an ultra-broadband IP network, with assistance from Siemens, SIS, Cable & Wireless.

From Italy, in collaboration with RAI, SHV programs filmed in Japan were played back in Torino, compressed using H.264, and transmitted to an antenna located at the IBC2008 venue via satellite with assistance from Eutelsat.

The success of this joint experiment in Europe is expected to add further momentum to the international proliferation of SHV technologies.

NHK will continue to promote research aimed at the practical application of SHV, through collaborations and cooperation with broadcasters, research institutions, and other organizations in Japan and around the world.

\*1) IBC: International Broadcasting Convention.



Block diagram of international transmission experiment