

## Impressive Overseas Demonstrations of the Japanese Digital Terrestrial Broadcasting System

In cooperation with DiBEG<sup>1</sup>, STRL has been promoting the use of the Japanese digital terrestrial broadcasting scheme (ISDB-T<sup>2</sup>) in other countries. An especially notable success in this effort was Brazil's decision to adopt a digital terrestrial broadcasting system based on ISDB-T on June 29, 2006. We are energetically demonstrating ISDB-T overseas to government officials and people in the broadcasting field.

**Argentina:** We demonstrated ISDB-T through actual radio-wave transmissions from a station in Buenos Aires between December 14 and 27, 2006. The attending Argentinean officials are charged with selecting a new broadcasting scheme for their country, and they included Mr. Julio de Vido, the Minister of Federal Planning, Public Investment and Services. Much enthusiasm was shown by observers, to the extent that the demonstration was extended well beyond its scheduled time. The event was a great success.

**Chile:** Our ISDB-T demonstration in Santiago from February 22 and March 1, 2007 used a transmitting station of a commercial broadcaster (Canal Trece) located on San Cristobal hill in the city. We demonstrated HDTV mobile reception and One-Seg services as simple ways to highlight the superior qualities of ISDB-T, since the United States and Europe are also actively promoting their broadcasting systems in Chile.

**Indonesia:** From February 28 to March 1, 2007, we held a seminar and demonstration of One-Seg service and the emergency warning broadcast system in Jakarta. There was a heightened awareness of the need for disaster prevention measures because of flood damage from a heavy rain right before the event. Although Indonesia has decided to use the European scheme for home reception of digital terrestrial broadcasting, our presentation emphasized the superior disaster prevention applications of ISDB-T, because we hope they may adopt it as their digital terrestrial broadcasting scheme for mobile reception.

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The Digital Broadcasting Experts Group (DiBEG) was established in 1997.

<sup>2</sup> Integrated Services Digital Broadcasting-Terrestrial (ISDB-T)

### STRL demonstrations held in the countries of Argentina, Chile, and Indonesia.



Argentina



Chile



Indonesia