

## Ecuador, Costa Rica, Paraguay, and Bolivia Adopt the Japanese Digital Broadcasting System

Central and South American countries have been expressing interest in the Japanese digital terrestrial broadcasting system. Brazil was the first Latin American country to adopt the system in 2006. At present, nine countries in central and south America have chosen the Japanese digital terrestrial system, including Peru, Argentina, Chile, and Venezuela. Ecuador made its decision on March 26 of this year, with Costa Rica, Paraguay and Bolivia following on May 25, June 1 and July 5.

NHK has been making cooperation in promoting Japanese digital terrestrial broadcasting technology by holding seminars, demonstrations, and outdoor experiments for those in the broadcasting field in Latin American, Asian and African countries. At the beginning of June, a delegation led by Mr. Dos Santos, the President of SICOM\*, visited the NHK Science & Technology Research Laboratories (STRL) and observed technologies enabling mobile reception of Hi-Vision (HDTV) and One-Seg service using a portable receiver, as well as cutting-edge research on Super Hi-Vision (SHV).

The success of the Japanese digital terrestrial system in Central and South America is expected to increase global interest in Japanese broadcasting technology as a whole. In the Asian region, the Philippines has expressed interest in the Japanese system. STRL will continue its effort to promote Japanese broadcasting technologies internationally.

\* SICOM: Secretaria de Informacion y Comunicacion para el Desarrollo



## STRL Technologies Introduced at NAB Show 2010

The NAB Show 2010, the world's largest annual broadcasting systems exhibition, took place in Las Vegas, USA, from Monday, April 12, to Thursday, April 15. The show attracted 88,000 visitors, and NHK was there with panel exhibits and demonstrations of its latest research results on Super Hi-Vision (SHV), integral 3D television, and human-friendly services. The event displayed many 3D



NHK's booth

television related devices. NHK displayed an integral 3D TV system that STRL is developing as the ultimate form of stereoscopic television, and visitors made many inquiries regarding this system. Deputy Director-General of STRL Takayuki Ito gave an address at the NAB Digital Cinema Summit on STRL's approach to three-dimensional television research, and attendees to the Summit expressed great interest in his presentation.