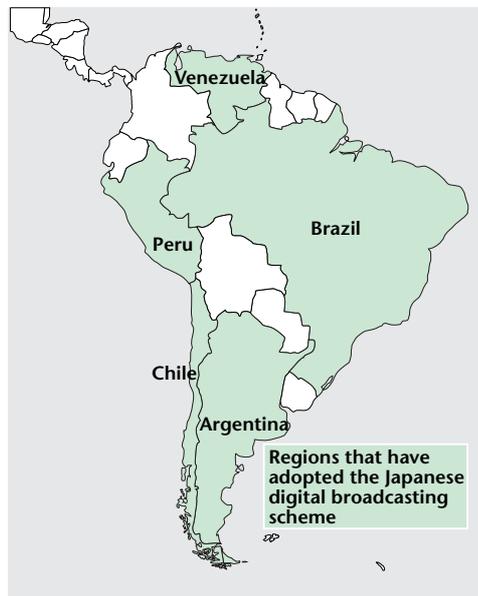


Argentina, Chile, and Venezuela Decide to Adopt Japanese Scheme for Their Digital Broadcasting!

On August 28, 2009, Argentina announced its decision to adopt a digital broadcasting system based on the Japanese scheme. This was followed by similar decisions by Chile, on September 14, and Venezuela, on October 6. This makes a total of five South American countries, along with Brazil and Peru, that have decided to implement the Japanese digital broadcasting scheme.



NHK has been promoting the Japanese digital broadcasting scheme especially in South America and Asia. The Science & Technology Research Laboratories (STRL) has provided support in seminars, demonstrations, and field experiments. In July 2009, a delegation led by Mr. Jesse Chacon Escamillo, the Minister of People's Power for Science, Technology and Medium Industry, of Venezuela, visited STRL and was given briefings on digital broadcasting.

In August, STRL was visited by Mr. Enrique Cornejo, Peru's Minister of Transportation and Communications, and Senators Carlos Cantero and Guido Girardi of Chile. They were enthusiastic about the potential of the Japanese digital scheme after they were given a tour of our developments on HDTV mobile and One-Seg cellular phone services and even NHK's latest broadcasting technologies, including the Super Hi-Vision (SHV) system. Shortly after their visits, their governments decided to adopt the Japanese digital broadcasting scheme.

NHK STRL is the sole research institution in Japan dedicated to broadcasting technology, and it has been conducting its research and development with the purpose of advancing broadcasting culture throughout the world. The adoption of the Japanese-based digital system in many regions is expected to further expand international interest in our broadcasting technology. STRL will continue its collaborations related to international development of digital broadcasting.



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