

nology behind its UpdateTV software update service to be compatible with the CableLabs specifications and to offer UpdateTV to the consumer electronic industry.

UpdateTV automates the distribution of software patches and updates directly to digital television receivers at no cost to the consumer. Compatible with the OpenCable Common Download specification and the ATSC A/97 Software Data Download Standard, UpdateTV provides a ubiquitous method to proactively update digital television software without user intervention.

Modulus Video and Sencore Expand Partnership with OEM Agreement

Modulus Video and Sencore, Inc., have formed a partnership in which Modulus Video will expand its MPEG-4 AVC product family with the introduction of the MD3187A—a complete multiformat modular receiver decoder family

based on Sencore's MRD3187 system. The MD3187A is fully interoperable with Modulus Video's complete line of the industry's most bandwidth efficient MPEG-4 AVC encoding products for high-definition (HD) and standard definition (SD) video, including the new ME2000 multiformat AVC encoder family. The combination of products provides a fully optimized point-to-point distribution solution to meet a wide range of broadcast distribution needs, including direct to the home (DTH) operations, backhaul, transmission monitoring, and more.

Under the alliance, Modulus Video will distribute the MD3187A through its worldwide network of distribution partners. The MD3187A supports up to two independent MPEG-2 4:2:0/4:2:2 or MPEG-4 AVC decoders. With its eight available I/O slots, the MD3187A can be configured either as a single-eight slot or as two independent four-slot systems. Available interfaces include DVBS2, COFDM, DVB-CI, and IP.

IBC 2006 A Brief Recap

The IBC 2006 Conference and Exhibition was held at the Amsterdam RAI in the Netherlands from September 8 to 12, 2006.

SMPTE, one of the six partners of IBC (IEEE, Royal Television Society, IABM, SCTE, and the IET—A new institute from the IEE and IIE), held its annual reception on Sunday evening, September 10, at the RAI Convention Center.

The IBC Partnership Village area was also a meeting point for SMPTE members attending the conference and provided an opportunity for attendees to inquire about both technical and membership information.

The conference program titled "The World of Content Creation and Management Delivery," addressed the needs of the content industry, with sessions on the creative, business, and technical aspects of content creation management. Topics included Multimedia in the Networked Home, HDTV Lift-Off, Media on the Move, Content Production, IPTV, and D-Cinema.

The first day of sessions addressed multimedia in the home, digital rights management, and HDTV. Panel discussions included network platforms—broadcast or broad-based, platform services and devices, and digital rights management. These topics examined IPTV and broadband internet, their differences, and possible advantages. The issue of whether DMB, DVB-H, or WiMax would become the technology for delivery of mobile multimedia content and delivery of that media in the home environment was also addressed. Also included on the first day, was a tutorial on video display technology, chaired by *David Bancroft* of Thomson, U.K. This session addressed the numerous changes over the last decade, as LCD, plasma, and DLP devices have replaced CRT technology. Topics included color gamut, and the contrast range needed to achieve consistent quality control.

The second day's lineup included HDTV in the European market, with a number of sessions on technology, business challenges, and content issues. Studio equipment technology and affordable large-screen displays for the consumer, were addressed, along with issues relating to 1080p. International HD content interchanges were among the major discussion points. There was also a tutorial addressing multimedia on the move, which focused on content in the success of mobile multimedia systems, describing how it is created, converted, and repurposed. An important ongoing issue is the ownership and copyright of that content.

Topics on day three included content production, rights and usage of television archives, broadcast archives in the digital world, and the building of new mobile television technologies. *Clyde Smith* of Turner Broadcasting, chaired a session on content production, which focused on the trend of file-based production workflows in the broadcast/media markets. Discussions included system automation and control and the overall workflow management and solutions for higher storage capacity, together with system bandwidth and protocols for delivery of large media files.

On the last two days, sessions included content production and protection, producing content for multiple distribution channels such as SDTV, HDTV, broadband, mobile, and podcasting.

A hot topic on the program was IPTV—the transmission of television signals using internet protocol and the medium over which it is transmitted. In one session, it was stated that "the future has arrived." A report was also presented on the possibilities for both interactive and targeted services.

The Conference Exhibition included over 800 companies showcasing the latest technology and foremost business ideas in broadcasting and media.

—Mark S. Hyman