



DiBcom Leads Digital TV Reception in the Automotive Market

Award winning French company enables Mobile TV in more vehicles

Paris, 27 November 2007 – Not so long ago, entertainment on road trips was limited to listening to music on the radio. Now, more than ever before, in-car entertainment systems are highly sophisticated and can include CD stereos, DVD players and even TV. The first attempts to watch television from the seat of a moving car was limited to luxury cars equipped with an analogue television system. Image reception however, was neither appealing nor very reliable. As an alternative, technology providers turned to digital TV since Digital Terrestrial Television (DTT) offers the advantage of stable and good quality reception. One of the first companies to recognise the market potential of Mobile Digital TV in cars and to make this technology possible at high-speeds is the award winning French company, DiBcom. Its advanced solutions are being used not only by the majority of leading car manufacturers, but also by some commercial fleets (such as taxis) as an aftermarket addition – a new and very promising development for Mobile TV.

Mobile TV anytime, anywhere, in any car!

Digital terrestrial television has proven to be both successful and popular, with deployment expanding to more and more countries. This, combined with the latest advances in technology have resulted in DTT becoming widespread in cars and easily available to all. DiBcom has supplied its technology to all major automakers to be embedded as either an OEM option or an aftermarket accessory in different car categories, since 2004. Recently, some taxis and other commercial vehicles have implemented the technology to provide Mobile TV to their passengers. This added-value service is a convenient and comfortable way to spend time, for travellers and waiting drivers alike. In addition, more and more motorists have opted for portable navigation devices (PND's), attracted by their convenience, ready accessibility and lower cost. DiBcom's latest chipset for the automotive market can be easily adapted and integrated into PND's to offer a new alternative for watching TV in cars. DiBcom's know-how and expertise have helped the industry to evolve once more, paving the way for terrestrial digital TV to become the future of in-car entertainment.

"Entertainment in the vehicle has greatly evolved in recent years, and video and TV are becoming a more common feature ", said Helena Perslow, Market Research Analyst, Automotive Research Group, IMS Research. "As shown in our upcoming report*, more than 10% of cars in Europe and up to half of all cars in Japan are available with TV, and it is expected that a substantially larger proportion of cars will be available with a TV Tuner by 2015."

Technical expertise

Superior image quality for TV reception in moving vehicles (at speeds exceeding authorised limits) is the result of DiBcom's state-of-the-art technology. An industry pioneer and established leader in the design of high-performance Mobile TV receivers, DiBcom saw a unique opportunity to offer a far better and complete solution in digital TV for mobility. The company addressed numerous technical challenges including integration of the RF tuner and demodulator in the same chip, the Doppler effect compensation for high-speed reception, multi-path handling to cope with signal reflections and real-time channel estimation to follow quick fading, among other issues. DiBcom then introduced the "diversity-2" concept (combining the signals received by 2 different antennas) that resulted in an order of magnitude improvement in reception. In most cases, "diversity-2" is sufficient



but advanced research and experiences with real implementations in cars worldwide have allowed DiBcom to offer even more robust and capable solutions with diversity-3 and up to 8. This achievement brings endless capabilities to the automotive entertainment world, especially in challenging environments and variable transmission characteristics.

"We owe much to the automotive market. In the last three years, we were able to develop the most reliable and robust TV reception technologies and as a result, we were compensated with a 100% market share of in-car Mobile TV", said Yannick Lévy, CEO of DiBcom. "The automotive market represents a significant aspect of our business strategy and we are proud to have been the first company to enable digital terrestrial TV reception in vehicles and to see the trend migrate from luxury vehicles to all car categories.

The many years of research, experience and development have positioned DiBcom as the undisputed leader of mobile digital TV reception. Today, this proven know-how is also implemented in other digital TV standards, such as DVB-SH to be used in cars by ICO in the US, ISDB-T for Japan and DVB-H where DiBcom solutions are embedded in most mobile TV phones.

In honour of its achievements, DiBcom won in the category of France's most Promising Company within the 2007 Ernst & Young Entrepreneur of the Year Awards.

* "The World Market For In-Vehical TV, Video And Display Technologies – 2008 Edition", IMS Research, March 2008

About DiBcom

DiBcom is at the heart of mobile TV. As a fabless semiconductor company that designs high-performance chipsets, DiBcom enables low-power mobile and portable TV reception everywhere and at speeds exceeding 200 km/h. The company's solutions are used in automotive, PC/peripheral, mobile phones and other handheld devices. DiBcom has extensive experience solving real-world mobile digital terrestrial television (DTT) reception problems and has overcome the main technological barriers to high-quality service. The company has developed a number of patented algorithms and architectures for fast and accurate channel estimation and high Doppler compensation. Its chipsets are compliant with the current worldwide Digital Video Broadcast standards DVB-T, DVB-H, T-DMB and ISDB-T.

For more information, please visit www.dibcom.com

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