

PRESS RELEASE

CellMetric launches DVB- H Composer application to generate DVB-H test transport streams at IBC2007 in Amsterdam Mobile Zone, Stand MZ292

3 September, 2007 – Cambridge, UK – CellMetric Ltd, the digital TV broadcast company providing innovative and cost effective solutions for the deployment of digital terrestrial and mobile TV systems, announced it will be launching its new DVB-H Composer application tool at IBC2007 in Amsterdam, stand MZ292.

DVB-H Composer is a software application which creates DVB-H transport streams for play out from CellMetric's Modus 3 RF player modulator.

DVB-H transport streams are inherently complex; they contain real-time audio visual sessions sent over Real Time Protocol (RTP), which are carried in Ipv4 or Ipv6 packets, which are then encapsulated using Multi Protocol Encapsulation (MPE), possibly with Reed Solomon Forward Error Correction (FEC), time-sliced and finally multiplexed into a MPEG-2 transport stream. Up until now, creation of these streams required multiple pieces of hardware, all configured separately.

DVB-H composer enables the creation of complex DVB-H transport streams with a single, easy to use, software application running on a windows PC. The transport streams created can then be directly fed into a CellMetric Modus 3 player modulator for RF play out. It is the easiest, quickest, most cost effective way to produce DVB-H streams.

Composer takes multiple H.264 video and AAC audio files and produces a transport stream containing DVB-H audiovisual IP datacasts (IPDCs). Files can also be added as FLUTE data download services.

Basic IPDC and OMA BCASD ESGs can be easily and quickly created to signal the multimedia sessions.

The application includes an ITU-T G.1050 network model which can simulate impairments such as packet delay and packet loss before the IP traffic is encapsulated in MPE streams.

Multi Protocol Encapsulation (MPE) Packet Identifier (PIDs) can be time-sliced and protected with MPE-Forward Error Correction (MPE-FEC). The MPE PIDs are then multiplexed into transport streams which include PAT, PMT, NIT, SDT, INT and TDT tables. Composer configurations can be saved to disk and then opened and edited using a simple, easy to use graphical user interface (GUI) with on-line help.

Applications include DVB-H product development, DVB-H manufacturing test, DVB-H deployment, and DVB-H equipment demonstrations.

CellMetric will be showcasing its DVB-H and DVB-T products at IBC2007 in Amsterdam, 7th – 11th September, Mobile Zone Stand MZ292.

About CellMetric

CellMetric – (Cell - Macro Cellular broadcast systems) (Metric –application of measurement algorithms to provide intelligence to broadcast systems)

Founded in 2005, CellMetric was formed with a goal to develop innovative, intelligent and cost effective solutions to meet the challenges of digital switchover and the mobile video infrastructure market. Drawing on the expertise of a highly experienced team of systems, software, RF and VLSI engineers with extensive experience in digital TV and mobile communications, CellMetric is developing a range of modular solutions, including: repeater systems, micro base stations and the Modus 3 I/Q RF signal sources for network emulation. Key to these systems is CellMetric's Software Defined Digital Radio architecture and "Application Specific I/Q™" modules which allow efficient customisation of this architecture using plug and play channel coders.

All CellMetric's products blend a mix of fast processors, FPGAs, and broadband RF digital radio to provide intelligent, self measuring transmission systems.

CellMetric is currently working in the areas of:

- DVB-T
- DVB-H
- DAB
- T-DMB
- DVB-S2

CellMetric's patented architectures are highly modular, allowing the efficiencies of engineering reuse to be gained.

CellMetric =

- Easy to install
- Easy to operate
- Easy to maintain

Cell Metric was formed in 2005 by Graham Norgett, one of the founders of Symbionics Instruments, later Adherent Systems, which developed a significant market share in the DECT and DVB MPEG test systems market. Adherent, where Norgett was Marketing Director was sold in 2001 to a major US based T&M multinational.

CellMetric is a privately held limited company.

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