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NEOTION's Technology enables original MPEG-2 based DTT receivers to comply with the future French MPEG-4 DTT pay TV channels

In March 2005, France shall be launching Digital Terrestrial TV services nationwide (DTT). Following the tremendous success of the British and German previous deployments, the French DTT shall first leverage on free to air digital channels for all, thus paving the way towards the analogue switchover.

By simply connecting a digital adapter (starting as low as 70 € street price) on its existing aerial, one could enjoy the current 6 national channels which now shall be proposed in digital quality, together with an additional 8 exclusive national new TV channels, not to mention probably 3 to 5 extra ones, including 3 regional TV. All of those digital services shall be totally free, while bringing unsurpassed sound and video quality closed to the DVD.

Far more than being just simply a natural technological evolution, the French Government has considered that DTT was definitely not another digital television network like the others: the DTT is really the tipping point that shall drive the nation in the objective of performing the analogue switchover European obligation. DTT is by essence stimulating investments, innovation and growth of the involved consumer electronics manufacturers, among which one find many French Groups and start-up who have historically gathered an internationally recognised know-how and expertise in Digital TV related Technologies.

On December 24, the French Prime Minister Mr Jean-Pierre Raffarin has taken the courageous visionary decision to get right from the start the DTT ready for the future decades. Thus, reinforcing its tradition of innovation, France is the first country that has decided to durably combine MPEG-2 and MPEG-4. Actually, in a couple of months, the DTT shall propose an extra 15 Premium Pay TV channels in MPEG-4 Standard Definition, indeed in addition to the free to air MPEG-2 services. Later, 4 to 5 complementary High Definition MPEG-4 channels shall complete the Mix, as well as numerous MPEG-4 SD ones in DVB-H to address the mobile phones.

NEOTION has anticipated this decision a long time ago, considering that the company shall propose a compelling set of Technologies ideally tailored to address this unique MPEG-2 to MPEG-4 migration scenario. Thus, thanks also to public subsidies coming from the French Ministry of Industry, NEOTION is completing the development of a complex silicon, the NEOTION Processor 4 (NP-4), that has the ability to enable such an MPEG-4 dynamic evolution by enabling digital receivers and integrated digital TV sets (iDTV) to be upgraded thanks to a plug-n-play Module whose interface is standardised in DVB.

In order to actually favour the wide emergence of this Interface even on low cost digital adapters - but also in the meantime to add mandatory copy protection mechanism that NEOTION did develop since 2003 with the help of the French National Cinema Center – NEOTION announces the availability on February the 1st of a component, the NEOTION HUB (N-HUB). It shall be proposed to all the receiver manufacturers at an average of only 1.50 €, thus allowing them to offer low cost adapters and iDTV that shall however come with the Interface of migration to Pay TV MPEG-4 premium services. A significant number of Asian manufacturers, among which two major Chinese Groups being Haier and Skyworth, have already backed the “MPEG-4 French way” by starting the implementation of the N-HUB Technology.

Beyond its rather aggressive pricing, the N-HUB component designed by NEOTION has also the advantage of taking a month maximum to be implemented, while alternative solutions in most of the case require at least 3 to 6 months to get the integration completed.

The Digital Terrestrial revolution is more than ever happening in France, and NEOTION intends to accompany it with passion, expertise and unrivalled determination.

About NEOTION :

NEOTION is a French high-tech company specialised in the digital television market. NEOTION designs, develops and deploys a wide range of products and services dedicated to both the consumer space, and the corporate customers involved in the Media business. In February 2004, NEOTION, through the acquisition of XEOLE, quickly became a major player of the MPEG-4 AVC video compression. In March 2004, NEOTION opened a subsidiary in Asia with office in Shanghai.

Its products are overlapping several booming Markets:

- the Market of digital transmission and reception,
- the Market of video compression in MPEG-4,
- the Market of digital recordings for TV, PC and DVD.

NEOTION, it's already:

- NEOTION Box, the very first TV digital receiver that performs advanced PC connectivity functions,
- NEOTION Cartridges, original plug'n'play elements to update your receiver,
- INFOCAST Services, the first multimedia services by satellite : E-mails, Updates and Media.

More details are available on the following website: www.neotion.com

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