

## Press Release

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February 26, 1998

Advent Television launches the world's first digital terrestrial service in Singapore.

Advent Television is a Singaporean special interest broadcaster providing news, financial information, education and training programs along with enhanced and advanced television services. Advent Television is a company that is Singaporean owned and controlled.

Director Jeff Chatfield said "Advent will launch its commercial service in Singapore in February 1998".

"The system will use NDS supplied DVB compliant MPEG 2 COFDM digital terrestrial modulation. "Advent selected NDS as its partner because of its experience and leading position on DVB compliant systems and immediate availability of production COFDM equipment. NDS also assisted with the supply of critical non DVB components including the CML digital transmitter." NDS was the only supplier able to meet the critical deadline required by Advent."

NDS is a wholly owned technology company of the global media giant News Corporation.

NDS's Ian Fellows said "This is an exciting project and a world first for Advent Television and NDS's ( DTTV) Digital Terrestrial Television Technology. We are proud to have been chosen by Advent Television to supply our DVB compliant MPEG-2 digital video compression and COFDM modulation equipment for the launch of this new service.

The installation is designed to grow as Advent grows, providing the flexibility to expand to up to 6 video, audio and data services within a single 8MHz UHF channel. This gives Advent the flexibility to provide the region with an extremely high quality, bandwidth efficient multi-channel service. Another advantage is that (DTTV) digital terrestrial transmission systems requires significantly lower power than current analogue transmission systems. It is safer and far more energy efficient reducing operating costs.

NDS and Digital Television are synonymous in the broadcast industry and we have a long and successful list of digital projects to our credit. With the successful launch of this new service we will proudly add the world's first DTTV channel.

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