

Key DVB-SH Trials advancing with Unique Broadband Systems Technology

May 29th 2009, Toronto, Canada – Unique Broadband System Ltd. (UBS), a major developer of COFDM technology and applications, was paramount to the successful completion of Phase 1 and 2 of the J-Ortigia project. The project's goal is to develop the practical aspect of Digital Video Broadcast Satellite to Handheld (DVB-SH) technology.

DVB-SH is a relatively new standard which provides a hybrid satellite-terrestrial broadcast network for mobile multimedia services to handsets. The pilot networks rolled-out in Italy, Spain and Japan in the frame of the J-Ortigia project constitute a unique opportunity to integrate and test a range of proven equipment providing an end-to-end DVB-SH system.

The J-Ortigia project, co-funded by the European Space Agency, is aimed at providing technology trials from April 2008 until September 2009 in order to carry out extensive testing and measurement campaigns. The J-Ortigia consortium constitutes an ecosystem which brings together partners from the whole value chain such as satellite and terrestrial operators (Eutelsat, SES Astra and Abertis Telecom), equipment designers and manufacturers (UBS and Fraunhofer IIS), radio network system integrator (MBI), radio network planning provider (AWE) and research centers (DLR). Phase 1 and 2 of the J-Ortigia Project was consisting of technology trials conducted since early April 2008 for a period of one year in Italy, Spain and Japan. The fruitful results obtained during those campaigns allowed the approval of the Phase 3, starting April 2009 during which full DVB-SHA and DVB-SHB configurations will be tested.

As part of this collaboration, UBS is the principal supplier of state-of-the-art DVB-SH terrestrial repeaters. Throughout the project, UBS demonstrated its market leadership with the design and manufacture of a range of innovative low to medium power S-Band Terrestrial Repeaters in order to meet the requirements of the complementary ground components of the DVB-SH pilot networks deployed. UBS also provided continuous engineering support, both remotely as well as on-site, during every trial session.

"UBS' involvement in the most advanced DVB-SH field trials in Italy, Spain and Japan demonstrates its solid technological expertise and capability to contribute to an early introduction of end-to-end validated DVB-SH systems", says David Dane, President and CEO of UBS. "We are convinced that the dynamic cooperation we have put in place during the J-Ortigia project will be instrumental in strengthening DVB-SH systems as an alternative technology in the Mobile Television market."

About Unique Broadband Systems Ltd.

Unique Broadband Systems Ltd. (UBS) is a privately owned and operated company with its head office located in Toronto, Ontario (Canada), 100% owned subsidiary UBS (Beijing) Technologies Limited in China world-leading designer and manufacturer of Wireless Digital & Audio Broadcasting technologies, has deployed systems and solutions for Terrestrial, Satellite & Mobile Multi-Media carriers and operators on five continents around the globe. www.uniquesys.com. For further information, please contact Philippe Vermande at philippev@uniquesys.com.