

# Digital Data Broadcast

immediate solution  
for Rural Areas

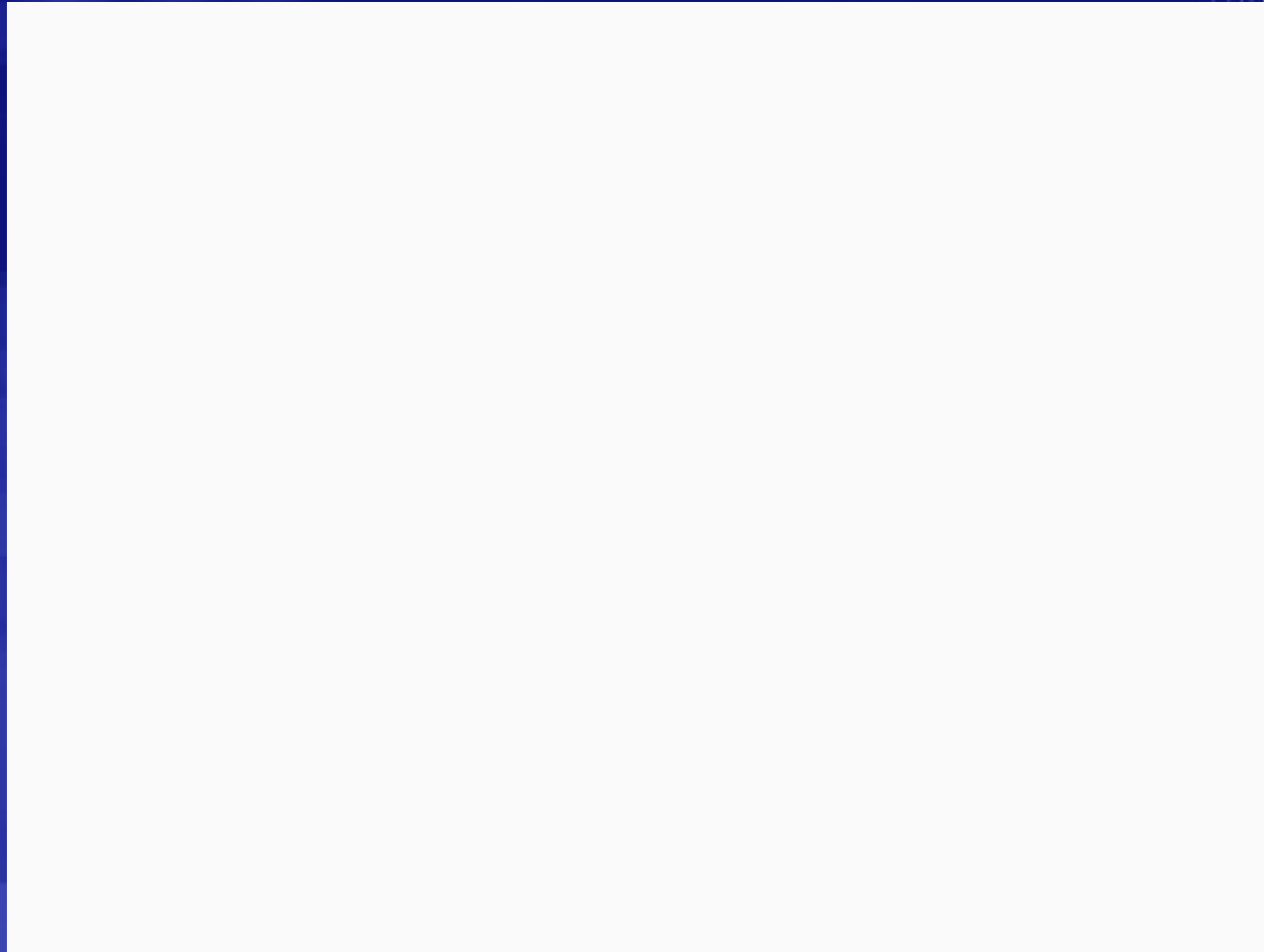
# About Us

- ✍ Tele Data Cast Ltd is a daughter company of Antenna Hungary Co.
- ✍ Specialized for data – broadcast services
- ✍ More then 5 years experience in VBI services
- ✍ More then 1.5 years experience in DVB services
- ✍ Staff over 50
- ✍ Capital 1.3 million Euro
- ✍ ISO 9000

# Activities of TDC

- ✍ We provide continuous info services to our customers based on data broadcasting
- ✍ We use VBI and DVB technology
- ✍ We send data from one central point to many receiving stations
- ✍ We manage the contents, support the customers
- ✍ Software development

# Databroadcast Scheme



# Digital Video Broadcast (DVB)

- ✍ It is standard (ETSI)
- ✍ DVB-S for satellite
- ✍ DVB-C for cable
- ✍ DVB-T for terrestrial (in the next 5 years)
- ✍ IP based, point – multipoint
- ✍ We provide the same content to the group of clients (groups created based on IP addresses )

# Why became DVB technology a reality

- ✍ The authorities have accepted the standard (DVB)
- ✍ The DVB -S , -C cards are available (mass production)
- ✍ Hardware parameters of PC's make possible continuous, high speed receipt of data (mass production)
- ✍ There are enough free channels on satellites at a near acceptable prize
- ✍ Software components appeared on the market

# Problems we face

- ✍ Contents
- ✍ Legal issues
- ✍ Bussiness Model
- ✍ Teach the customer
- ✍ Teach the content owner
- ✍ Back channel
- ✍ Compete with internet

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# Projects

- ✍ e Government
- ✍ e Parliament
- ✍ Distance learning / distance working
- ✍ Digital archives

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# Rural Wins & Digital Data Broadcast

- ✍ The immediate solution
- ✍ The cheapest way to provide big amount of contents to thousands of clients
- ✍ An add on to the existing ICT solutions
- ✍ Low level investment at start  
( 4 -500 Euro /client + PC )
- ✍ Easy to move the client components to new location

# TDC Ltd

thank you

11/12/2002

RuralWins