

International Cooperation Digital TV LatAm

Dr. Julián Seseña

Rose Vision, S.L., 27th January 2006

The proposer

➤ **ROSE Vision, S.L. was created in 1999, dedicated to Information Technologies and consultancy services on multimedia, satellite, broadband applications**

➤ **Dr Julián Seseña is Executive VP at ROSE.**

Ph on Radiocommunications. Master on Business Management, Research Innovation, Market Research, etc. He has worked for the Spanish Administration as Head of R+D Department, Director Telecommunications at Hispasat, Executive Director at Teledesic. He has served as Chairman of the DVB-RC group. Now is Chairman of CENELEC TC 206 and of WG2 of TF-ASMS. Since the RACE era has participated in European R+D projects. Latest project in the Audiovisual area was AVISTA (1st FP6 Call). Participated in the definition of ALIS programme

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Purpose: Joint development of digital TV broadcasting technologies and associated interactive applications and services.

Tool: Support to interoperability of solutions (DVB-T, MHP, DVB-H environment).

Context: Digital Television as a catalyst for development of Information Society in LatAm: eHealth, eLearning, eGovernment. Building on top of ALIS demonstration projects.

Research goals: adaptation and experimentation of end user terminals, including associated open middleware, using MHP applications. Combined intelligent use of Interactive DVB-T/MHP and DVB-H. Demonstrator to run during 6 months.

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Scope of the Project:

- Research Europe: FRESH-IT, TVC Multimedia
- Users Europe: TSA,
- Research LatAm: Brazil, Mexico
- Users LatAm: Chili, Colombia,

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Purpose: Enhance EU-LatAm partnership. Focus research activities on actual and relevant needs of target countries.

Tool: Collection of current trends regarding broadcast technologies in the LatAm region: Central America, Andean and Mercosur. Identification of requirements according to countries realities. Digital TV and interactives services, for what? Entertainment? eLearning?, eGovernment? Map of potentialities of LatAm:
- Research (common goals, join research: Brazil, Argentina, ...)
- Information Society (cheap services, critical masses, open standards, etc: Chili, Colombia,)

Context: Promote wide dissemination of the EU solutions in the Digital TV area, with focus on the technologies and performances achieved, considering Digital TV as a catalyst for development of Information Society in LatAm: eHealth, eLearning, eGovernment. Building on top of ALIS demonstration projects.

Research goals: Build an overall map of technological profile in LatAm: technologies, possible migration scenarios towards digitalization, and identify requirements for better matching of the LatAm needs

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➤ International Cooperation Digital TV LatAmPartnership:

- Europe: MENON
ROSE Vision
DVB
ETSI
ISDM
- LatAm: CpqD – Brazil
IPT - Brazil
Subtel – Chile
Mexico

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