

SUMMARY

DMB (Digital Media Broadcasting) services is getting popular in Korea due to its ability to deliver video broadcasting service any place any time.

TuMedia (www.tu4u.com), a satellite broadcaster and subsidiary of SK in Korea, was facing a key challenge to implement World first commercial satellite DMB.

AMS Korea has successfully implemented system for TuMedia broadcasting center through technical cooperation with SK C&C, and subsequently supported the expansion of the systems and ongoing maintenance.

CHALLENGES

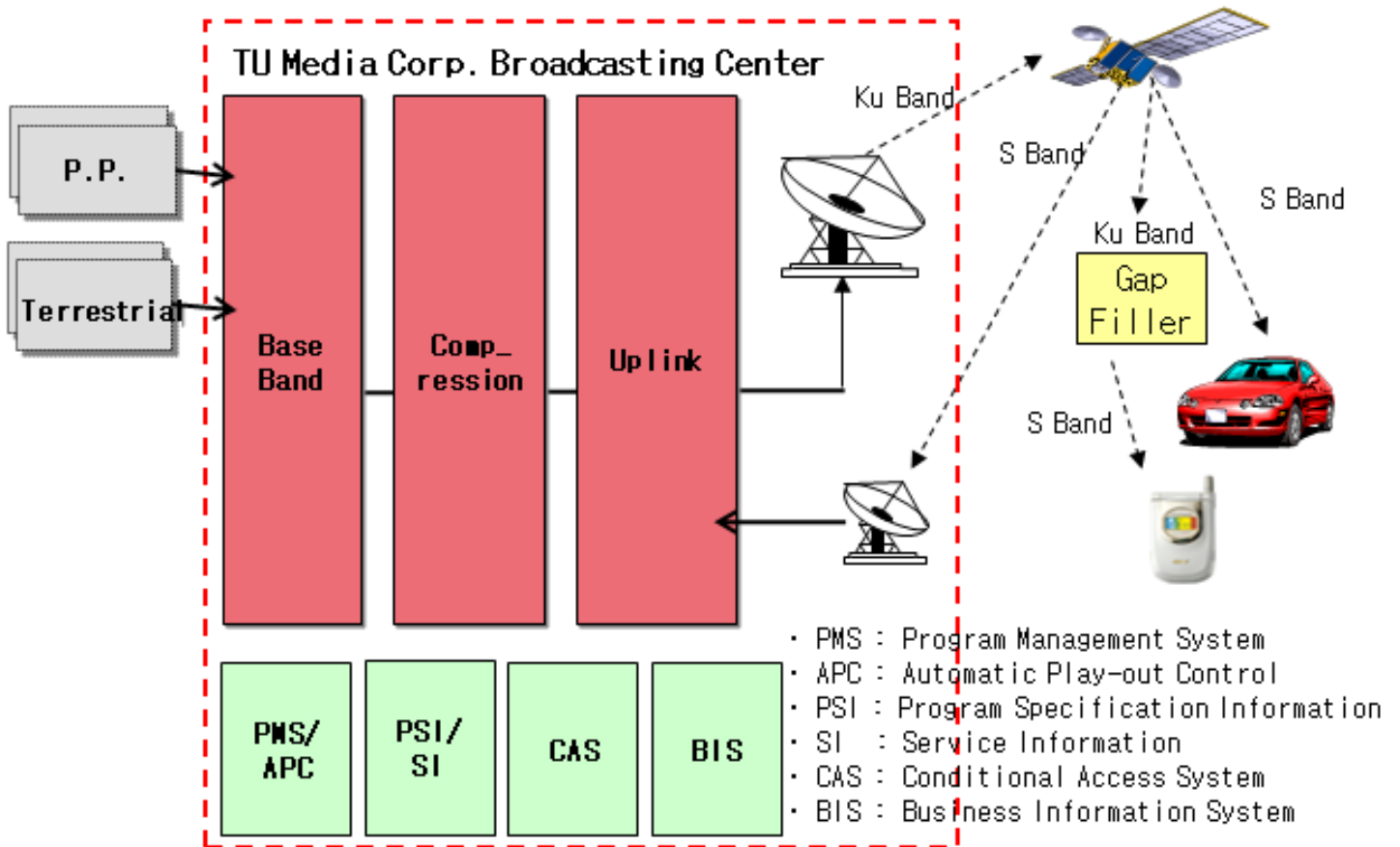
The goal of S-DMB system was to provide data/video broadcasting convergence service to mobile terminals. The system was to be integrated in seamless and tightly-managed between the components that receive video contents from program providers, encode and multiplex video contents based on S-DMB standard, and transmit to a satellite.

Especially, application of advanced codec technology and integration of components from different vendors were another key challenge.

SOLUTIONS

The solution consists of four parts.

- Baseband receives contents from program providers and routes to appropriate encoders.
- Compression/multiplexing compresses video to reduced bit rates and aggregate channels into a program by multiplexing.
- Uplink modulates and transmits video signals using frequency spectrum to a satellite.
- Management system provides common communication platform between components from different vendors.



BENEFITS

TuMedia launched World first S-DMB services through a broadcasting center that seamlessly interconnects relating components in managed way and successfully deploy commercial S-DMB services.

CUSTOMER INFORMATION

TuMedia is a subsidiary company of SK Telecom and the monopolistic S-DMB operator in Korea who is providing data/broadcasting convergence service over mobile devices.