

DVB-H TRIAL TO COMMENCE EARLY 2005
Multi-channel Digital TV - ANYTIME ANYWHERE



SYDNEY: The Bridge Networks has successfully obtained approval from the Australian Broadcasting Authority (ABA) to conduct Australia's first trial of DVB-H (Digital Video Broadcasting-Handheld) technology. The Sydney-based trial is expected to commence in the first quarter 2005.

DVB-H is a new technology that allows simultaneous transmission of multiple channels of television, radio, video, audio and IP data to a range of multi-media devices including mobile phones, PDA's, PC's and other handheld devices.

"Bridge Networks is very excited to be trialling DVB-H technology for the very first time in Australia. This is a most exciting broadcasting development and a true convergence of the broadcast and telecommunication industries" says Darren Kirsop-Frearsen, Managing Director, The Bridge Networks. "The introduction of DVB-H means that consumers can watch, listen and play exactly what they want - wherever they want - and on a variety of devices."

DVB-H is part of the DVB-T standard that is currently used to deliver terrestrial digital television in Australia. DVB-H makes possible the delivery of TV, Radio and Data content to handheld devices and is specifically designed to optimise battery life by using a technique known as 'time-slicing'. DVB-H uses MPEG-4, Windows Media 9, AAC and similar advanced video and audio coding and compression technologies to enable a considerable reduction in the band-width required to deliver an acceptable quality of service to small-screen devices.

Content choices can be rich and broad, making DVB-H a more attractive choice than the technology currently available and several major content providers are committed to be part of the trial. DVB-H capable mobiles phones are expected to be available in Australia by mid 2005 along with plug-in receivers for PCs and PDAs.

The Bridge Networks, a leading new technology systems integration company in the broadcast and telecommunications industry, specialises in the design, supply, installation, testing and commissioning of transmission systems, including analogue and digital television, analogue and digital radio, point-to-point microwave and fibre. The Bridge Networks is the Australian representative for Harris Broadcast and Communications, the world leader in broadcast transmission

equipment manufacture, suppliers of more than 40,000 broadcast and telecommunication product lines from 370 broadcast and telecommunications manufacturers.

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Background Information

The Bridge Networks is a wholly owned subsidiary of Broadcast Australia Pty Limited which in turn is a wholly owned subsidiary of Macquarie Communications Infrastructure Group (ASX: MCG).