

INTRODUCING **THE WORLD'S MOST ADVANCED** TV OPERATING PLATFORM



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DIGITAL DIRECT BROADCAST

Seven of the biggest **names in technology** have come together to create the **world's first platform** for televisions - **Digital Direct Broadcast.**

Imagine a world **without a set-top box** that delivers a **converged experience** of exhilarating audio/video **experience in hi-definition; Cloud Computing** to let you work and play on your TV and **web-browsing** of your favourite sites. Not to forget the ability to convert from **2D to 3D.** The **future is here today.** For more information visit us at **www.ddbfoundation.com.**

Pioneered by



STMicroelectronics, World's leading semiconductor company.



Emmy Award winning Audio-Video Technology brand.



World leader in Content Security, Management and Delivery.



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Presented by



World's leader in Healthcare, Lighting & Consumer Lifestyle.



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