



## New Software Is First To Power Next Generation of HD Televisions

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*Ocean Blue's Sunrise Cuts Costs For Manufacturers & Consumers by supporting energy saving features with high Definition And Analogue On A Single Chip.*

The first software range to power the next generation of high definition (HD) televisions will enable viewers, for the first time, to receive HD, digital, and analogue transmissions on a single chip within an LCD or Plasma TV. The software will also enable inbuilt power saving features and plug in USB devices.

The new Sunrise software from Ocean Blue, a specialist digital TV software company, is the first software that incorporates power saving functions, HD, USB support, digital and analogue formats, which can all operate on a single internal chipset, as opposed to the multiple chips currently in use.

Combining multiple broadcast types and functions on a single chip will cut development time and reduce software and hardware costs for the next breed of HD TVs.

Ocean Blue's CEO, Ken Helps, said: "High Definition will be the hottest broadcast technology of 2009 and the single chipset solution for televisions will be the panacea. Standards such as DVB-T2 have only been finalised this summer. Ocean Blue is working closely with the semi-conductor industry to produce the hardware & software solution that will power the new generation of televisions, which will also be more energy efficient"

With Ocean Blue's Sunrise software, channel tuning for both analogue and digital is accomplished through the same user interface, leading to a better user experience across multiple broadcast signals. It will also enable an easy dual set-up process for Integrated Digital TVs via one single user interface.

The new generation of chipsets for televisions will also have functions allowing TV to be switched into a energy saving mode, rather than just standby mode, Ocean Blue has been eagerly awaiting the hardware to catch up with its revolutionary Sunrise ECO-TV, which facilities the monitoring and switching off electronic devices to a more energy saving mode.

The new software monitors device usage and will help tackle the increasing problem of standby power consumption, which currently costs UK householders over £500 million a year, producing some 3.1 million tones of CO2.

The multi-purpose software is based on Ocean Blue's Sunrise DVB core software product, with variations including DVB-T (terrestrial), DVB-S (satellite), and DVB-H (handheld).

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Figures from the Energy Saving Trust on standby power use in the UK. The Trust also found that the average household has up to 12 gadgets left on standby or charging at any one time.