

# Dish Network™, the US Satellite Operator, approves Televes Watermarking on its suite of Clear QAM Encoders

**Santiago de Compostela, 20<sup>th</sup> May 2014.** Televes has received approval from [Dish Network](#) -one of the main TV Satellite Operators in the USA, with 14 million subscribers- for its Watermarking solution on its suite of Clear QAM Encoders. Watermarking is the process of hiding digital information to verify the authenticity or integrity of the signal or to show the identity of its owners. Televes Clear QAM Encoders offers invisible watermarking as an option for forensic video analysis in an effort to prevent piracy.

Juan Molezun, director of the International Division, said: “We are very pleased to have received approval of our watermarking solution from Dish Network. This is the next step in expanding the market for our professional quality encoders.”

All versions of Clear QAM Encoders provide Dolby Digital from analogue or digital inputs, closed captioning, EAS support, and include ASI input and output for easy EAS signal management, all with the innovative Televes integrated RF combiner. They encode both MPEG-2 and H.264 and offer the full remote control functionality that any T.OX headend module supports. For these reasons, they are ideal for any video distribution integration. “Be it for distributing full HD video cost effectively in the home or a commercial HD installation, our Clear QAM Encoder output distributed over standard coax, on any modern TV, provides top quality”, affirmed Molezun.

## What is watermarking?

A digital watermark is a marker embedded in the image data. It is typically used to identify ownership of the copyright of such signal. “Watermarking” is the process of hiding digital information to verify the authenticity or integrity of the signal or to show the identity of its owners. It is prominently used for tracing copyright infringements and for banknote authentication. Like traditional watermarks, digital watermarks are only perceptible under certain conditions, for example using some algorithm (watermarking detection), and imperceptible anytime else for the naked eye. Since a digital copy of data is the same as the original, digital watermarking is a passive protection tool. It just marks data, but does not degrade it nor controls access to the data.

In this case, Televes encoders hide the serial number of the Dish Network set-top box making it invisible to the human eye, but unalterable to any recoding or retransmitting from other video devices such as a camcorder. In case unauthorized publications, the Televes encoder recuperates the STB serial number to identify the source of the coded image.

## About Televes

Televes is a leading global company focusing on the design, development and manufacture of systems and products associated with telecommunications services for the home, and specialising in reception and broadcast of television signals. The company's headquarters are located in Santiago de Compostela (Spain), where the company was founded in 1958. At present, Televes is the head of a Corporation formed by 20 subsidiaries (technological, industrial or commercial), near 700 employees and 53 invention patents.

Televes has nine international subsidiaries in Portugal, France, UK, Italy, Germany, Poland, UAE, China and USA, and distributes its products to more than one hundred countries on five continents through an extensive network of distributors. Throughout its 55 years of experience, Televes has launched more than 1,500 different products, an achievement that is understood from the company's real passion for manufacturing. The company produces at its own facilities to ensure the highest quality. To achieve this, it has been a pioneer in the implementation of automated robotised lines and has its own testing and quality control laboratories. Therefore, the brand's products proudly display the **"European Technology Made in Europe"** stamp.

## About Dish Networks

Dish Network is an American direct-broadcast satellite service provider. The company provides satellite television, satellite internet, audio programming, and interactive television services to commercial and residential customers in the United States. As of November 2013, the company provided services to just over fourteen million subscribers and has approximately 34,000 employees (with more than 25,000 employees located within the United States). The company is headquartered in Meridian, Colorado.



Televes Clear QAM Encoders