



Advanced Television Systems Committee

FOR IMMEDIATE RELEASE

## ATSC LAUNCHES CERTIFICATION PROGRAM FOR MOBILE DIGITAL TV EQUIPMENT

**WASHINGTON, Dec. 16, 2009** – The Advanced Television Systems Committee (ATSC) today launched a certification program for broadcast equipment and consumer receiving devices that comply with the new A/153 ATSC Mobile Digital Television (DTV) Standard.

The ATSC Mobile DTV Standard, adopted in October, defines the technical specifications necessary for broadcasters to provide new services to mobile and handheld devices using their DTV transmissions.

In cooperation with the Consumer Electronics Association, the ATSC has developed a certification mark for products that comply with the standard. Manufacturers may use the mark in accordance with the ATSC's Certification Mark Policy, available online at [http://www.atsc.org/policy\\_documents/](http://www.atsc.org/policy_documents/).



According to ATSC President Mark Richer, the ATSC Mobile DTV Certification Program relies primarily on self-certification by industry members and also includes provisions for expert reviewers, independent laboratory testing and verifications to help assure compliance. The policy will be administered in an open, transparent, non-discriminatory manner, available to all interested parties, whether or not they are ATSC members.

“The distinctive new ‘MDTV’ certification mark will help consumers find the latest mobile and handheld devices compatible with the A/153 standard,” Richer said. “Common labeling and compliance with the standard will further support broadcasters’ plans to rollout new services in 2010 and beyond.”

The Mobile DTV Certification Mark is expected to be used in association with a wide array of wireless receiving products including mobile phones, small handheld DTVs, laptop computers, “dongles” and in-vehicle entertainment systems, as well as professional broadcast equipment. Other items that may utilize the mark include mobile DTV-related software, applications and accessories that comply with the standard.

*The Advanced Television Systems Committee is an international, non-profit organization developing voluntary standards for digital television. The ATSC member organizations represent the broadcast, broadcast equipment, motion picture, consumer electronics, computer, cable, satellite, and semiconductor industries. ATSC creates and fosters implementation of voluntary Standards and Recommended Practices to advance terrestrial digital television broadcasting, and to facilitate interoperability with other media.*

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