



Advanced Television Systems Committee

FOR IMMEDIATE RELEASE

ATSC HOSTS SEMINAR ON MOBILE DTV

Presenters to Provide Details about the Mobile Digital TV Standard and Strategies for Implementation

WASHINGTON, December 17, 2009 – The Advanced Television Systems Committee (ATSC) has announced plans to host a seminar on the topic of mobile digital television on Wednesday, February 3, 2010 in Washington, DC.

This day-long seminar will examine the key elements of Mobile DTV and the related A/153 standard. The morning session will provide attendees with an overview of the major elements of A/153. The afternoon will focus on potential applications and services enabled by the mobile DTV and the design, implementation and operation of broadcast facilities.

Seminar topics will include detailed presentations on the Physical, Transport/IP, Application/Interactivity, and Presentation layers of the ATSC Mobile DTV Standard; and a report from the CEA Special Interest Group on Mobile DTV. Strategies for broadcast station implementation transmission, encoding & multiplexing, service guide, and transmission & coverage.

Speakers will include Mark Richer, ATSC; Sterling Davis, Cox Broadcasting; Mark Aitken, Sinclair Broadcasting; Wayne Bretl, Zenith; Rich Chernock, Triveni; Brett Jenkins, ION Media; Mike Bergman, Kenwood; Anne Schelle, OMVC; Jay Adrick, Harris; and others.

The seminar will be held at the Hogan & Hartson Fullbright Conference Center, 555 13th Street, NW, in Washington, DC. The event will begin at 9:00 AM and end at 4:00 PM, followed by an informal reception.

For additional information, to register to attend the seminar, or to sponsor this event, please visit www.atsc.org/seminars/mobile10.php

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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Contact Lindsay Shelton-Gross, ATSC (202) 872-9160, lseltongross@atsc.org