

## News

*For Immediate Release*

# **NEW MOBILE DIGITAL TV TECHNOLOGIES, INNOVATIVE DEMONSTRATIONS SHOW BRIGHT FUTURE FOR AMERICA'S TELEVISION BROADCASTERS**

## ***NAB Show Mobile DTV Pavilion Highlights New Consumer Products, Applications & Services***

LAS VEGAS – April 11, 2011 – With the ability to transmit live breaking news, critical emergency alerts and favorite programs to millions of viewers with a single TV transmission, Mobile Digital TV is moving quickly from test mode to wide deployment with an eye on future capabilities such as electronic coupons, video-on-demand, and real-time integration with social media. During the 2011 National Association of Broadcasters (NAB) trade show here this week, thousands of broadcast industry executives will get their first glimpse at the latest Mobile DTV products now reaching retail stores as well as pioneering demonstrations of the flexible broadcast standard's future capabilities.

The Mobile DTV Pavilion, co-hosted by the Advanced Television Systems Committee (ATSC), the Open Mobile Video Coalition (OMVC) and the National Association of Broadcasters (NAB), will feature a variety of new consumer products being introduced this year for Mobile DTV reception, along with compelling technology demonstrations from well-known broadcast industry companies. Of special note, both of the mobile DTV broadcaster consortia – the Mobile500 Alliance and Mobile Content Venture – will have a presence in the Mobile DTV Pavilion.

Starting Monday and continuing through Thursday, NAB Show visitors to the Mobile DTV Pavilion (Las Vegas Convention Center, North Hall, booth #4036, near to the walkway to the Las Vegas Hilton Convention Center), NAB show attendees will experience hands-on new product and service demonstrations by exhibiting companies at the Mobile DTV Pavilion including LG Electronics, Mobile Content Venture, The Mobile500 Alliance, Hauppauge Computer Works, DTVinteractive, Pixtree, Triveni Digital, Crest Technology, Decontis, and Axel Technology.

### ***Mobile DTV On Track to Reach Two-Thirds of 115 Million Households in 12 months***

“OMVC continues to track the progress made by broadcasters who are turning on Mobile DTV. The numbers of broadcasters on-the-air with mobile continues to rise, with 76 stations now on-the-air in 32 markets. The latest information on available Mobile DTV broadcasts can be found on the OMVC.org web site by clicking on the ‘Signal Map’ tab. Between those stations already on-air and those who are coming soon, we project that Mobile DTV will reach more than 77 million households – or more than two-thirds of all viewers in America – in the next twelve months,” said Anne Schelle, Executive Director of OMVC, a coalition of America's broadcasters.

“At the 2011 NAB Show, in addition to the displays by our exhibitors, we’ll also be showcasing new Mobile DTV consumer receivers in an experience zone to highlight how consumers are already enjoying the benefits of digital TV service on-the-go. We’re encouraging all show attendees to stop by our device bar at the Mobile DTV Pavilion, where the latest MDTV products are on display,” Schelle said.

“You’ll find the new Valups ‘Tivizen’ receiver that plugs directly into the iPad and iPhone. Cycle will show its iPhone cradle for MDTV reception, and portable Wi-Fi devices from Crestech will be on display. RCA will demonstrate its new line of portable TV sets for Mobile DTV that’s now available for consumers and broadcasters. We’ll show how easy it is to add live mobile DTV broadcast reception functionality to car with a special in-vehicle display from Winegard. We’ll have prototype cell phones from LG Electronics and Samsung as well as Dell’s prototype netbook computer with built-in Mobile DTV, plus a variety of USB receivers for laptops on hand from manufacturers such as DTVinteractive, Hauppauge and Pixtree,” Schelle said.

The OMVC Experience Zone at the Mobile DTV Pavilion is sponsored by LG Electronics, Neustar, and Winegard.

### ***Broadband Video Delivery Wherever You Go***

“The ATSC Mobile DTV Standard, A/153, enables broadcast television delivery of digital television transmissions to mobile and handheld devices. A new broadband delivery platform for mobile video, ATSC Mobile DTV is built on the existing backbone of digital TV transmission, with the potential of reaching millions of viewers with a single broadcast that can be received by an unlimited number of devices in a local market,” according to Mark Richer, President, Advanced Television Systems Committee, Inc.

“Our members worked hard to forecast future applications for Mobile DTV, and the ATSC Mobile DTV standard supports a wide variety of mobile services such as customizable emergency alerts, live audio feeds, datacasting with traffic maps, sports and news highlights that can be stored in memory on a device, Video-on-Demand, time-shifted television, mobile digital video recording, interactive polling, electronic coupons, 3D TV, targeted advertising, and an electric service guide for ease of tuning. Many of these elements, including live and innovative new ‘Tweet-TV’ social media application for ATSC Mobile DTV, are being demonstrated for the first time at the 2011 NAB Show,” Richer added.

NAB Show exhibits are open from 9 a.m. to 6 p.m. Monday, April 11 through Wednesday, April 13, and from 9 a.m. to 2 p.m. on Thursday, April 14.

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### **About the ATSC**

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. For more information visit [www.atsc.org](http://www.atsc.org).



### About the Open Mobile Video Coalition

Representing over 900 TV stations across the country, the Open Mobile Video Coalition is a voluntary association of television broadcasters whose mission is to accelerate the development of mobile digital television in the United States. The OMVC is composed of 36 members that own and operate over 500 commercial television stations, as well as the Association of Public Television Stations, Corporation for Public Broadcasting and the Public Broadcasting Service, which represent an additional 360 public television stations. Membership in the OMVC is open to all U.S.-based television broadcasters. For more information, please visit: [www.OMVC.org](http://www.OMVC.org)

### Contacts:

#### OMVC

Anne Schelle, OMVC, [anne.schelle@omvc.org](mailto:anne.schelle@omvc.org), (443) 857-0200

Dave Arland, Arland Communications, [Dave@ArlandCom.com](mailto:Dave@ArlandCom.com), (317) 701-0084

#### ATSC

Lindsay Shelton-Gross, ATSC (202) 872-9160, [lsheltongross@atsc.org](mailto:lsheltongross@atsc.org)