



ATSC DTV HOTSPOT EXHIBITS AT NABSHOW 2008



The ATSC DTV Hot Spot at the NAB Show in Las Vegas this week highlights a variety of leading edge technologies from 16 manufacturers and organizations. The Hot Spot provides an opportunity to show new technology developments and research initiatives not seen on manufacturers' booths in the exhibit halls.

A short description of Hot Spot exhibits showing has been provided by the Hot Spot contributors, as follows.

Antennas Direct

Display of compact, reconfigurable smart antennas for DTV reception.

Broadcast International

CodecSys = Less MPEG2 Bandwidth. CodecSys is a patented video compression operating system that can utilize multiple, optimized settings of MPEG 2. Instead of being limited to a single codec setting for an entire video, CodecSys enables broadcasters to switch between multiple settings – in real time – on a scene-by-scene basis. IBM has licensed CodecSys to run on its Cell Blade server to create a powerful, efficient and versatile encoder that can deliver high quality video at lower bandwidths. Our demonstration will show the power of codec-switching in an all-MPEG 2 environment.

Coherent Logix

Advanced Equalization Techniques for Mobile Television – Demonstration of a state-of-the-art equalization method for reducing Doppler and multipath effects in mobile television transmission, while preserving more effective bandwidth for content transmission than is possible with current techniques.

CRC Canada

The Communications Research Centre has conducted coverage predictions to assess the difference between planning rules for ATSC and ATSC-M/H services and will show and discuss the results of this activity.

dotTV

dotTV is a next generation TV standard that allows viewers to find, watch, save and share their favorite live TV or online video scenes while respecting media companies' copyrights and providing media companies with an innovative advertising methodology to monetize content. dotTV consortium members will demonstrate the insertion of dynamically updateable Scene Associated Information into video content, the ability for users to save and share favorite video scenes online via social networks, blogs, IM and email for any device, anywhere.



Advanced Television Systems Committee



DTV Innovations

DTV Innovations provides high quality, cost-effective products and solutions to television broadcasters as they upgrade to digital and high definition standards. DTV is dedicated to the development of new advancements in digital broadcasting, including true end-to-end solutions from design and implementation to support and after sales service. Our product offering includes: PSIP Pro, Dynamic Electronic Program Guide Generator, Transport Stream Converter from ASI/310/LVDS to 310/ASI/LVDS, Integrated Solution – 1RU PC includes encoder (HD/SD), MUX & PSIP Pro, Transport Stream Automatic Changeover Switch – for station redundancy, PCIM-1300, PCI Card Multiplexer, and PCIU-1400 PCI Data Insertion Card. Complete broadcast station integration consulting services.

ETRI

Repeater/Translator Technology for Synchronized Transmission Network: Distributed Translator (DtxR) & Equalization Digital On-Channel Repeater (EDOCR) are the viable solutions for the efficient over-the-air signal distribution of ATSC terrestrial digital television signal. DtxR and EDOCR can fully utilize the terrestrial DTV frequency bands in expanding the coverage of the station. Moreover, a network analyzer for synchronized transmission network using TxID signal can be used as an efficient tool for network adjustment and monitoring.

Microtune

The Microtune MT2131 is the first silicon tuner deployed in NTIA-certified digital to analog converter boxes. This demonstration will show a NTIA certified converter box using the MT2131 3-in-1 silicon tuner. The demo will include an older analog TV showing an ATSC digital TV signal with the aid of a digital to analog converter box.

National Datacast

NDI will use ATSC standards to demonstrate our network capabilities for OTA updates for DTVs, as well as digital signage.

NBC Universal

NBCU will be presenting an initiative to promote Digital to Analog Conversion Best Practices (including AFD, Audio, & Closed Captioning).

Neural Audio

Neural-AMR-WB+ with Neural-THX Surround: Neural-AMR-WB+ with Neural-THX Surround demonstrates low bit rate audio for mobile, pedestrian and handheld television and streaming applications. Capable of delivering high quality mono, stereo and surround audio content at bit rates from 6 to 72 kbps, this innovative audio compression and entertainment solution promises the delivery of new mobile entertainment services to consumers at home or in the car.

Samsung

Samsung will be promoting mobile/handheld DTV using A-VSB. Visitors will be able to sign up at the booth for mobile bus tours. Samsung also has an A-VSB Initiative booth in Central Hall C1539 with a complete display and demo of A-VSB.

Sarnoff

Sarnoff's new compliance bitstreams and test patterns: Sarnoff Corporation will exhibit their latest technologies to test and correct video quality and lipsync problems in broadcast systems and receivers. We will highlight Sarnoff's Digital Video Test Pattern, a video sequence that allows broadcasters and manufacturers to visually check numerous features of the broadcast chain, including: Lipsync, Compression Fidelity, Format Conversion, Bit Depth, Gamma, Linearity, Field Clipping And Skin Tones. Sarnoff will also be demonstrating their newest decoder tests for H.264, ATSC, OpenCable and Lipsync.

Update Logic

Data Delivery Service for Digital TVs.

VMark

VMark is an early-stage technology company that allows media companies to associate contextually relevant, scene-specific data with video. The technology also enables viewers to watch, save and share their favorite broadcast and online video scenes. This sharing of favorite scenes combined with contextually relevant

metadata gives rise to innovative media company advertising strategies to monetize their content. VMark, a member of the dotTV consortium, will demonstrate its web application that implements these capabilities.

Zenith/LG

LG, Harris, and Zenith will showcase MPH: In-band Mobile TV

The DTV Hot Spot is located in the Las Vegas Convention Center's South Hall Upper Lobby and will be open Monday through Wednesday, April 14 – 16, from 9 a.m. to 6 p.m. and Thursday, April 17 from 9 a.m. to 4 p.m. The NAB Show covers the development, delivery and management of professional video and audio content across all mediums. Complete show details are available at <http://www.nabshow.com>.

Mobile TV: Opportunity at 100 MPH!

Monday, April 14 • 7:30 - 8:30 a.m.

Las Vegas Hilton Ballroom A

The Open Mobile Video Coalition (OMVC) invites engineers from television, telcos, cable and OEMs to learn more about breakthroughs and milestones in engineering, consumer interest and testing, as well as new revenue opportunities in the fast approaching locally broadcast Mobile TV world. Join OMVC executives for [breakfast](#) with Master of Ceremonies Dan Abrams, NBC's chief legal correspondent and the host of "Verdict with Dan Abrams" on MSNBC on Monday, April 14 in Ballroom A at the Las Vegas Hilton.

Welcome to the place where creativity originates,

