

the standard

Advanced
Television
Systems
Committee
Inc.

News from ATSC, Volume Seven, Issue One, March 2006



ATSC/NAB
DTV HotSpot
NAB 2006

The Advanced Television Systems Committee (ATSC) and the National Association of Broadcasters (NAB) will demonstrate the most sophisticated technologies in digital television at the “DTV Hot Spot: A Digital Paradise.” The DTV Hot Spot will be showcased at the world’s largest electronic media show; NAB2006, April 24 - 27 in Las Vegas, Nevada.

“We are pleased to team up with ATSC to provide NAB2006 attendees with an opportunity to see new, cutting-edge DTV technologies,” said NAB President and CEO David K. Rehr. “The ongoing advancement of

standards-based technologies is extremely important to the broadcast industry.”

The DTV Hot Spot will showcase a variety of technologies, including home networking strategies; VSB transmission system enhancements, statistical multiplexing; set top boxes utilizing advanced coding technologies; software data download; and interactive television utilizing the ATSC ACAP Standard. Companies demonstrating these technologies in the DTV Hot Spot are Aircode, Axcera, DTV Innovations, HANA, Rohde & Schwarz/Samsung, TANDBERG

(Continued on page 2 – Hot Spot)

Certification Marks

The ATSC Board of Directors has approved a new Certification Mark Policy. The Policy defines the ATSC processes for the adoption, creation and management of certification marks that will be controlled by ATSC but will be used by the digital television industry to signify compliance with one or more ATSC Standards. Under this Policy, organizations may request permission to use an ATSC certification mark to convey that a product complies with a single ATSC standard or a set of standards.

Consistent with the new policy, the Board has approved certification marks for the A/101 Advanced Common Application Platform (ACAP) and the A/76 Programming Metadata Communication (PMCP) Standards. The new certification marks can also be seen at <http://www.atsc.org/certmarks.html> ■



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(From Page 1)

Television, UpdateLogic, USDTV, and Zenith/LG. In addition, NAB & MSTV will demonstrate High Performance/Low Cost Digital Converters under development for them by Thomson and Zenith/LG.

“The 2006 DTV Hot Spot promises to be a fascinating look inside the world of digital television technology,” said ATSC President Mark Richer. “These demonstrations will highlight the ongoing evolution of new systems and products based on ATSC standards.”

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 24 – 26, from 9 a.m. to 6:30 p.m. and Thursday, April 27 from 9 a.m. to 4:00 p.m. NAB2006 covers the development, delivery and management of professional video and audio content across all mediums. Complete show details are available at www.nabshow.com.

If you require additional information, please contact Lindsay Shelton-Gross at lseltongross@atsc.org, or visit <http://www.atsc.org/nab2006/nab2006.html> ■

TTA Certifies First ACAP Receiver

By Jin-Young Yang



The Telecommunications Technology Association (TTA) has issued Samsung Electronics its first certificate of compliance for the ATSC Advanced Common Application Platform (ACAP) Standard (A/101). The certification testing on Samsung’s ACAP Set-Top Box and TV

covered Profile 1 as defined by document TTAS.OT-07.0001, which corresponds to ACAP-J profile in ATSC A/101.

In 2005, TTA organized a committee called CATS for development of an ACAP test suite. The committee members which include Samsung Electronics, LG Electronics, Daewoo Electronics, Aircode and TTA, analyzed differences between the MHP Specifications and ACAP Standard to make use of existing MHP Test Consortium (MTC) Test Suite and to create the required new test cases. There are approximately 8400 tests in the current ACAP Conformance Test Suite. The test cases are classified into four categories; MHP tests, HAVi tests, Sun tests, and ACAP tests. The first three tests are from MTC’s MHP Test Suite, some of which are modified to facilitate ACAP testing. The Tests were written by CATS and are used to test ACAP

specific and Korean specific functionalities in ATSC A/101 and TTAS-OT.07.0001.

TTA’s ACAP certification



CTP Server

testing environment consists of a Compliance Test Package (CTP) server, an Automated Test Environment (ATE) server, an 8VSB modulator, and an the Receiver Under Test (RUT). The CTP server is a Linux based

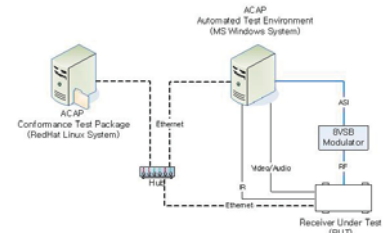


Figure 1: TTA’s ACAP Certification Testing Environment

computer which stores the ACAP Test Suite and upon request from the ATE server provides the appropriate text case. The ACAP ATE server transmits test cases to the 8VSB modulator and



Certification testing environment – 2

collects the execution results from the RUT through an Ethernet connection.

To facilitate automated conformance testing of an ACAP receiver CATS defined the physical interface, the transport protocol and ACAP Test

class, being used in certification testing at TTA, and is expecting them to be included in TTAS.OT-07.0001 when revised. TTA also plans to propose the test interface to ATSC as part of a future revision of the ACAP Standard.

TTA believes that its conformance test suite and testing facilities will enable CE manufacturers to reduce time to market and will contribute to the prevalence of high quality ACAP receivers. ■

Standard

ATSC/SBE Digital ENG Summit a Success

The ATSC Digital ENG Summit, sponsored jointly with SBE, was a great success. The 1/2-day seminar, which focused on digital electronic news gathering (ENG) activities, attracted more than 70 attendees from throughout the country. The seminar, held in conjunction with the 11th Annual Hollywood Post Alliance (HPA) Technology Retreat in Palm Springs, included a number of cutting-edge presentations of interest to station engineers and managers, including:

- Progress report on development of a data return link (DRL) standard, including technical aspects of the DRL system
- DRL system implementation considerations
- Advanced video codecs and what they mean to digital ENG work
- The future for high-definition programming from the field
- New transmission standards for ENG signal delivery
- Current ENG spectrum issues

Speakers reviewed the current ENG landscape and next-generation services and equipment that will be needed to meet emerging broadcast requirements. The

program featured presentations by a number of persons and organizations active in the ATSC Specialist Group on Digital ENG (TSG/S3), which is chaired by Dane Ericksen of Hammett & Edison, who represents SBE on the committee. TSG/S3 is currently developing a draft standard for DRL systems, and a companion specification for the use of digital television signals to deliver private data to remote ENG crews. ■



Clockwise from Left: Mr. Ira Goldstone, Tribune; Mr. Matthew Goldman of TANDBERG Television; ENG Summit participants; and Mr. Pat Waddell of Harmonic speaks to the audience, as Mr. Jerry Whitaker observes.

A Look Into Your Future...

The Standard asks: "What will you be doing on February 17, 2009?"

February 17, 2009 - an important date for digital television. Do you know what this date means to the industry?

The *Standard* wants to know about your plans - specifically, what you think you will be doing on February 17, 2009.

Will you be on an exotic adventure, travelling in your Hovercraft as your robot maid, Rosie, handles the housework? Or will your life be pretty much as it is now?

For those of you who utilize their calendars to the fullest extent - the 17th in 2009 is a Tuesday.

Send your answers, serious or humorous, to thestandard@atsc.org. Responses will be judged by the ATSC staff, and winners will be announced at the ATSC Annual Meeting, and on our website, <http://www.atsc.org> ■

February 17th in History...

- 1801 Thomas Jefferson became the 2nd US President
- 1867 The first ship passes through Suez Canal
- 1924 Johnny Weissmuller sets 100-yard freestyle record
- 1933 Newsweek magazine begins publication.
- 1938 The first public demonstration of Baird color TV (London)
- 1943 New York Yankee Joe DiMaggio, enlists into the US army
- 1962 Beach Boys release their hit song, "Surfin"
- 1967 Beatles release "Penny Lane" & "Strawberry Fields"
- 1969 Golda Meir sworn in as Israel's first female prime minister
- 1972 U.S. President Richard Nixon begins trip to China.
- 1992 Serial killer Jeffrey Dahmer is sentenced to life in prison.

ATSC Annual Meeting Update



Mr. David Rehr, NAB

We are pleased to announce Mr. David K. Rehr, President and CEO of the National Broadcasters Association (NAB), will address the 2006 ATSC Annual Meeting on May 10, in Chantilly, Va. Mr. Rehr joined NAB as President and CEO in December of 2005. Prior to his taking over the helm at NAB, he was president of the National Beer Wholesalers Association (NBWA). The National Association of Broadcasters is a full-service trade association that promotes and protects the interests of radio and television broadcasters in Washington and around the world. NAB is the broadcaster's voice before Congress, federal agencies and the Courts. NAB also serves a growing number of

associate and international broadcaster members.

Other highlights of the meeting will include the sessions on DTV Programming & Services, The DTV Marketplace, Presentation of the Bernard Lechner Outstanding Contributor Award, The Evolving Business of Broadcast Television, Display Technologies and Media Servers & Home Networking. ■

Current Candidate Standards/A-53

Please visit http://www.atsc.org/standards/candidate_standards.html for the latest Candidate Standards documents. Other available CS documents include the following:

- A revision of A/76, "Programming and Metadata Communications Protocol Standard"
- CS/TSG-658, "Candidate Standard: Amendment to ATSC Digital Television Standard, Doc. A/53D, to define Video System Characteristics of VC-1 as new Annex F"
- CS/TSG-659r1, "Candidate Standard: Amendment to ATSC Digital Television Standard, Doc. A/53D, to define Video System Characteristics of AVC as new Annex F"
- CS/TSG-660, "Candidate Standard: Amendment to ATSC A/53D to Define Transport of AVC Codec in Annex"
- CS/TSG-674, "Candidate Standard: Draft Amendment to ATSC Digital Television Standard, Doc. A/53D Annex A"
- CS/TSG-675, "Candidate Standard: ACAP Service Signaling and Announcement"

ATSC would like to congratulate the following members for their prestigious industry awards:

**2006 NAB
Engineering
Achievement
Awards**

Merrill Weiss
The Merrill Weiss
Group

Profile: Brian Smith, Philips

Mr. Brian Smith has over 30 years in the consumer electronics business. In addition to serving as vice chair of the ATSC Board of Directors, he is currently vice chair of the CEA Video Board; and chair of the CEA TV Manufacturer's Caucus.

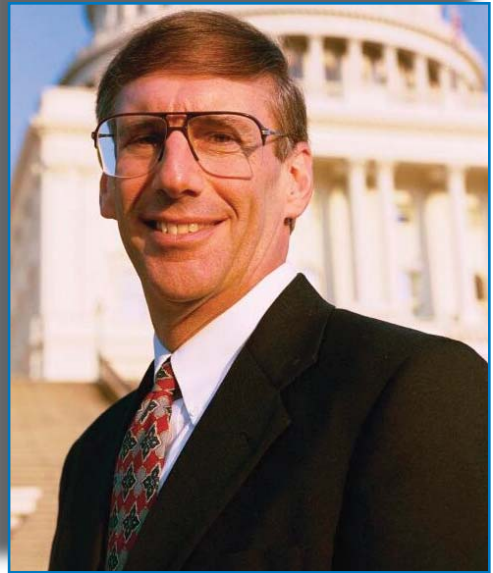
Mr. Smith oversees all North American Standards work for Philips Consumer Electronics, and represents Philips in a broad array of inter- and intra-industry technical and public policy activities.

How long have you been with Philips?

I have been with Philips for 18 years, preceded by 17 years with RCA.

How did you get your start in this industry?

I joined RCA Service company as a service technician after graduation from University of Florida with a degree in Telecommunications. I intended it to be a temporary job while looking for one in my chosen profession - broadcasting. I did work all during college and part time for several years thereafter as a radio DJ, but discovered that there was not much money there. So, I sort of inadvertently progressed within RCA where ultimately I was responsible for advanced TV product planning. I joined Philips in 1988 after suffering through the RCA-to-GE-to-Thomson transition. I was responsible for advanced product planning, and progressed through a variety of positions related to Product management, advanced strategic planning, Professional Products, and ultimately Technology Policy and Standards.



Mr. Brian Smith, Philips Corporation

I was involved in HDTV from early 1980's coordinating with RCA Laboratories in Princeton, and then with Philips and the Grand Alliance leading to the ATSC standard for DTV. As part of Philips Product management, I spearheaded the development of the first commercial US widescreen TV in 1991. I was also responsible for the 1st commercial MPEG2 set-top-box commercial development/deployment for the (then) Bell Atlantic switched digital network in New Jersey.

Finally, is there any personal tidbits you'd like to provide for our readers?

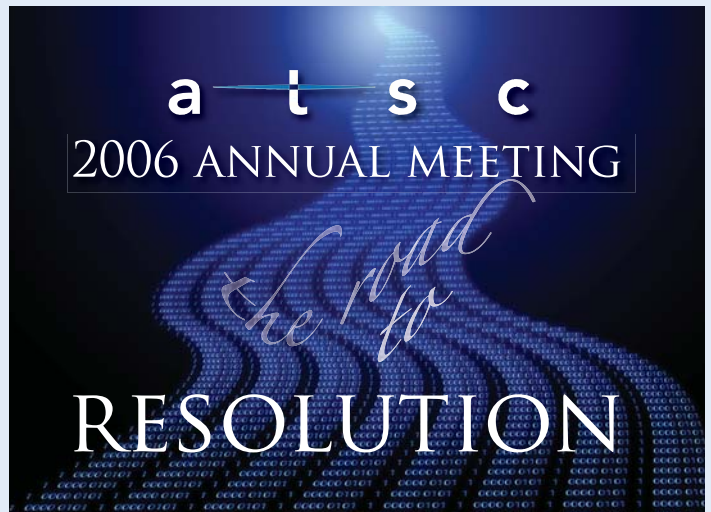
I've been married over 30 years to Karen Smith, and we have 2 boys: Jason, working for INTEL in Israel, and Elliot, who works for Radio Shack in Murfreesboro, Tennessee. It's interesting how both of them have gone into the electronics related business . . . Hard to imagine why. My hobbies include both listening to music and playing the organ. And electronics, of course. ■



Brian Smith and wife Karen boating in Malta

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May 9 - 11, 2006
Westfields Marriott - Dulles
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Group Code: **ATSATSA**

Tuesday – May 9

TSG Meeting
Cocktail Reception

Wednesday – May 10

Annual Meeting

Thursday, May 11

Board Meeting
PC Meeting

Sponsorships Available:

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Please visit www.atsc.org for more details.

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The ATSC is an international, non-profit organization developing voluntary standards for digital television. The ATSC has member organizations representing the broadcast, broadcast equipment, motion picture, consumer electronics, computer, cable, satellite, and semiconductor industries.

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New to ATSC

ATSC is pleased to announce a new Director of Communications, **Ms. Lindsay Shelton-Gross**. Lindsay received her BFA in Graphic Design from James Madison University. She has been in the corporate communications business for 6 years, having been employed as a marketing, communications, and exhibit specialist with major defense contractors, and most recently as a marketing analyst and contractor, directly supporting Department of Defense as a publishing and public affairs specialist. She has extensive experience in writing, editing, and publishing, event planning and logistics, and creating communications strategies.



ATSC also welcome **Ms. Meredith Friday**. Meredith, originally from Pittsburgh, joins ATSC as a part-time office manager. Meredith is a senior at Catholic University, majoring in business management.

