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Registration now open for Advanced Television Systems Committee annual gathering and 'Boot Camp' primer on ATSC 3.0

WASHINGTON, D.C - Mar11, 2014 The evolution of television broadcasting -- to include Ultra High-Definition transmission, Internet compatibility, enhanced interactivity, on-demand options, improved audience measurement tools, new audio and video functions, and robust mobility with advanced codecs -- will be the subject of a special "boot camp" seminar presented by the Advanced Television Systems Committee (ATSC) on Wednesday, May 7.

"The future of television broadcasting is bright, and standards being finalized this year will allow the current ATSC 1.0 system to evolve into ATSC 2.0, adding interactivity and Internet compatibility. Intensive work also is underway on the ATSC 3.0 next-generation broadcast standard, which will take advantage of advanced video and audio coding techniques to bring even more services to viewers," said Mark Richer, ATSC President. "Our Washington meetings should be considered 'must-attend' events for station management, engineering teams and business development professionals who are focused on how the core TV broadcasting business is changing."

The May 7 ATSC 3.0 Boot Camp will include sessions on the overall architecture of the sweeping overhaul of the broadcast TV standard, including overview of the Physical Layer, Protocols and Management Layer, and Applications and Presentation Layer. Specialist groups will report on progress made on common system elements, modulation, coding, waveform, service delivery and synchronization, personalization, interactivity, second-screen integration, and various video and audio services. Attendees registered for the May 8 ATSC Broadcast TV Conference will be admitted free to May 7 "boot camp" seminar on ATSC 3.0, which carries a $75 registration fee for those not attending both meetings.

The Today, Tomorrow & Beyond 2014 ATSC Broadcast Television Conference will run the full day of Thursday, March 8 at the Reagan Center with an engaging look ahead into where broadcast TV is headed with a strong focus on business models and how emerging ATSC standards will enhance broadcasters' competitiveness. Registration is $125 for ATSC members and $200 for non-members.
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.

Contact: David Arland, Dave@ArlandCom.com, 317-701-0084
Contact: Blake Lofgren, Blake@ArlandCom.com, 317-442-5556