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"Today, Tomorrow & Beyond" Event Highlights Evolving TV Standards, New Opportunities and Technologies Shaping TV Viewing

WASHINGTON, April 21, 2014 – As the Advanced Television Systems Committee (ATSC) convenes stakeholders in the television broadcast industry in the nation’s capital in early May, the ATSC’s "Today, Tomorrow & Beyond" Broadcast TV Conference will examine emerging standards designed to add flexibility, internet compatibility, 4K Ultra HD program content, and more robust signal transmission to the standard now deployed and used by more than 1,600 TV broadcasters throughout America.

Highlights of the event include a keynote address by Sen. Gordon Smith, President and CEO of the National Association of Broadcasters, as well as a number of high-level panel discussions about the TV business and evolving transmission technologies. The conference will take place at the Ronald Reagan International Trade Center in Washington, D.C., on Thursday, May 8.

Experts on the various panels will examine new opportunities and challenges for TV broadcasters, offer a primer on new technologies that are shaping emerging TV standards, explain the benefits and market hurdles of new Ultra HD television sets, and showcase how TV broadcasting will adapt to meet consumer demands.

May 8 Event Schedule:

Welcome Remarks from ATSC President Mark Richer and ATSC Board of Directors Chairman Glenn Reitmeier

Keynote Presentation:
"America’s Broadcasters: Reaching Millions at Once"
Gordon Smith, President & CEO National Association of Broadcasters

Panel Discussion:

"New Opportunities and New Challenges for Television Broadcasters: A Business Perspective"
Moderated by Harry Jessell, Editor and Co-Publisher of TVNewscheck.com

Panel Discussion:

"ATSC Technology: A Primer on What’s Coming Soon"
Moderated by telecom/media technology industry analyst Gary Arlen, President of Arlen Communications

Lunch and Presentation of the Bernard J. Lechner Outstanding Contributor Award

Panel Discussion:

"Ultra HD – Just Another Pretty Face?"
Panel Discussion moderated by Jeff Joseph, Sr. VP of Communications & Strategic Relationships, Consumer Electronics Association

Panel Discussion:

"Setting the Stage for ATSC: Tomorrow & Beyond"
Moderator: Myra Moore, President of Digital Tech Consulting
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:
Dave Arland, Arland Communications: Dave@ArlandCom.com, (317) 701-0084