

# Guide to ATSC 3.0 at the Show

## WEST HALL

**Ateme, W3512:** Industry-leading compression for the highest quality of experience, featuring Dynamic Ad insertion, emergency alerting, ultra-high definition and more.

**ATOS IT Solutions & Services, W4620:** Overall understanding on integration needs and execution.

**Avateq Corp., W7824:** Innovative Spectrum Utilization Analysis for ATSC 3.0

**AWARN, W9022:** AWARN is about leveraging NextGen TV features that enable Advanced Emergency Information (AEI), including all-IP interoperability in emergency 'mesh networks.'

**CeWi Networks, Inc., W9022:** We are introducing a new protocol which enables live, linear digital datacasting with virtually zero latency.

**D2D Technologies, W9014:** D2D will be demonstrating our Broadcaster App plus showing progress on our ATSC 3.0 Package/Scheduler.

**DekTec, W7809:** Test ATSC 3.0 modulator and receivers.

**Digital Alert Systems, W8617:** Digital Alert Systems' DASDECTM provides the engine for creating and managing Advanced Emergency Information feeds in ATSC 3.0.

**DTV Innovations, W9211:** ATSC 3.0 station in a box solution (Encoder, ROUTE, Signaling, security, Broadcast Gateway).

**ENENSYS Technologies, W4509:** Datacasting & Linear TV end-to-end delivery and monitoring.

**ETRI, W5730:** ATSC 3.0's high-throughput capability (more than 100Mbps) through MIMO and OTA/OTT convergence.

**Fincons Group, W10105:** Connected Media|IP Pavilion + **ATSC booth:** New audience interaction and monetization models based on content and advertising to help broadcasters leverage their assets and remain competitive.

**GatesAir, Inc., W7426:** GatesAir's Maxiva line of transmitters, powered by the award-winning Maxiva XTE exciter, are America's ATSC 3.0 solution of choice.

**Harmonic Inc., W6428:** Harmonic's XOS media processor, a cloud-native solution that runs on COTS servers for both ATSC1 and ATSC3.

**Heartland Video Systems, Inc., W6429:** As an experienced integrator involved in over thirty ATSC 3.0 market launches, NextGen Now by HVS, Inc. showcases 3.0 equipment from multiple manufacturers and explains their function within the air-chain.

**HPE, W8911:** Virtualization, Orchestration, compliant ATSC 3.0 Broadcast Core and System Manager, Dynamic Spectrum Allocation, End-to-End Virtualized Media Lifecycle Management, Content Management Distribution, Edge-to-Cloud.

**Gaian Solutions, W9022:** Gaian's Mobius TV cloud platform enabling innovative ATSC 3.0 application services. Providing a pathway to new revenues. Powering the broadcast internet.

**Mediaproxy Pty Ltd, W7409:** Compliance Logging.

**Mediathand, W9022:** Scale of consumers, reach, CPE-access. Augmenting advertising market. Broadcast, multicast, unicast, datacast. Ultra-Low Latency. Personalization, analytics, engagement. Integrated end-to-end platform.

**NAB PILOT, W5730:** Live hybrid broadcast/broadband transmission using Scalable HEVC (HD over-the-air and UHD enhancement over broadband) received by consumer TV set.

**NAGRA, W5508:** New technologies will be front and center of our NAB conversations as we focus on the opportunities presented by ATSC 3.0/ NexGen TV in mobility and datacasting use cases for IoT.

**ONE Media / Sinclair Broadcast Group, W9022:** Broadcast Apps, Advanced Emergency Informing (AEI), and SL-HDR1 (Advanced HDR by Technicolor).

**Pearl TV, W9022:** Pearl TV broadcaster members are showcasing the RUN3TV common application platform, a launchpad for broadcasters to introduce interactive and on-demand content.

**Sinclair Broadcast Group, Private suite at Wynn:** SL-HDR1/Advanced HDR by Technicolor.

**Thomson Broadcast, W8022:** We will showcase ATSC 3.0 transmitters, NextGen TV solutions and OTT platform.

**TitanTV, Inc., W9415:** Multi-platform scheduling tool, advance ESG Data & Rich Media Services, Signal Prediction Services.

**Triveni Digital, W9418:** Triveni Digital will showcase end-to-end ATSC 3.0 solutions for optimized delivery of revenue-enhancing datacasting services.

**UniSoft Corporation, W8624:** Dynamic Ad Insertion, an Emergency Alert Application and Educational Datacasting.

**VBox Communications Ltd., W9513:** VBox TV Gateway now supports Broadcast Apps, Datacasting reception, LLS and signaling detection and PD / CD app demo.

**Video Flow, W8616:** Complete transport solution, from Lighthouse connectivity through STLTP and SFN delivery.

## NORTH HALL

**Cobalt Digital, N3713:** Demonstrations of Advanced HDR by Technicolor for best HDR/SDR viewing plus its new Reversible ITM technology incorporated into Cobalt 9904-UDX.

**IEEE Broadcast Technology Society, North Hall Lobby LN3:** Broadcast Technology Society is a collaborative working group driving the advancement of technology in the industry.

**Rohde & Schwarz, N3625:** Supporting PLP, multiple subframes and SFN for optimal spectrum utilization and LDL, helping network operators maximize coverage in different reception scenarios, including fixed and mobile reception.

## CENTRAL HALL

**ATBiS Co., Ltd., C10319:** ATSC 3.0 RF to SRT. SRT Distribution. Seamless STL-TP Switching ahead Exciter(PIC)

**Fraunhofer IIS, C3926:** MPEG-H is mandatory for Brazil's TV 3.0 system. We present an S-ADM over IP workflow, AI-based Dialog+ features and mobile playback.

**Hitachi Kokusai Electric Comark LLC, C4409:** Comark Digital Services has a mission to help broadcasters navigate ATSC 1.0 Encoding System upgrades and migrate to ATSC 3.0.

**ZapperBox, Inc., C4409:** ATSC 3.0 set-top box - ZapperBox M1



# ATSC 3.0 Sessions Planned for 2022 NAB Show in Las Vegas

A mix of 15 technical and station management sessions will discuss all facets of ATSC 3.0, including applications, capabilities, and plans as consumers buy NEXTGEN TV receivers to tune to local ATSC 3.0 broadcasts. Refer to [www.nabshow.com/2022/](http://www.nabshow.com/2022/) for more detailed information on each session.

## SUNDAY, APRIL 24

### ATSC 3.0 / Next-Gen TV Applications

9:15AM - 10:15AM

Location: W307-W309

NAB Show Conference Pass required

### What's Now and What's Next with NEXTGEN TV

10:35AM - 11:35AM

Location: N258-N260

NAB Show Conference Pass required

### ATSC 3.0 / Next-Gen TV Datacasting

10:35AM - 11:35AM

Location: W307-W309

NAB Show Conference Pass required

### Life in the Fast Lane - Today's In-Vehicle Infotainment Insights

12:35PM - 1:35PM

Location: N259-N261

NAB Show Conference Pass required

### Deployment of Advanced Emergency Alerting and Informing (AEA&I) Services: A Progress Report

1:45 PM - 2:15 PM

W6428 - Connect Experiential Zone

NAB Exhibits Pass required

### Next-Gen TV: Unlocking Revenue and Value for Broadcast Television

2:40PM - 3:20PM

Location: W10619 - CMIP Debate Theater

NAB Exhibits Pass required

### How The EPG Can Help Convert Consumers To Next-Gen TV And What Tools You Need To Make This Possible And Efficient

3:20PM - 3:40PM

Location: W11300 - CMIP Presentation Theater

NAB Exhibits Pass required

## MONDAY, APRIL 25

### ATSC 3.0 Datacasting - Real Experiences and Future Potential of Education and Public Safety Deployments and Use Cases

10:00AM - 10:30AM

Location: W6428 Connect Experiential Zone

NAB Exhibits Pass required

### New Revenue and Delighted Customers - Putting ATSC 3.0 To Work

12:20PM - 12:40PM

Location: W10619 - CMIP Debate Theater

NAB Exhibits Pass required

### Using ATSC 3.0 Broadcaster Apps to Provide a Richer Viewer Experience

12:40PM - 1:00 PM

Location: W10619 - CMIP Debate Theater

NAB Exhibits Pass required

### A Complete Station Solution for ATSC 3.0 Transmission

2:40PM - 3:00PM

Location: W10619 - CMIP Debate Theater

NAB Exhibits Pass required

### Developing for ATSC 3.0 Through the PILOT NextGen TV Fellowship at Howard University

3:00PM - 3:30PM

Location: W6428 Connect Experiential Zone

NAB Exhibits Pass required

### NEXTGEN TV Executive Q&A

3:00PM - 3:30PM

Location: LNU4- Networking Lounge

NAB Show Conference Pass required

### What's ATSC 3.0 Got to Do with Web 3.0 and the Metaverse? or Next-Gen TV Beyond 5G/6G

3:15PM - 3:45PM

Location: W6428 Connect Experiential Zone

NAB Exhibits Pass required

## TUESDAY, APRIL 26

### How the ATSC 3.0-Enabled Broadcast App Personalizes Services for TV Users and Opens Opportunities for Stations

10:00AM - 10:30AM

Location: W6428 Connect Experiential Zone

NAB Exhibits Pass required

## ATSC Presentation Zone in W9022 Sponsored Sessions about ATSC 3.0

### SUNDAY, APRIL 24

- |         |   |
|---------|---|
| 12 Noon | Monetizing Audiences with the RUN3TV Application Platform, <i>presented by Pearl TV</i> |
| 3 PM    | Consumer Insights on NEXTGEN TV Marketing Campaign, <i>presented by Pearl TV</i>        |
| 5 PM    | Welcome Reception, <i>presented by Hewlett-Packard Enterprise</i>                       |

### MONDAY, APRIL 25

- |         |  |
|---------|--|
| 10 AM   | ATSC 3.0 in Your WiFi? - Here's Why, <i>presented by Mediathand</i>  |
| 11 AM   | NextGenTV Experiences in the Industry 4.0 Era - A TAIC-SIMO Model Perspective, <i>presented by Gaian Solutions</i> |
| 12 Noon | Advanced Emergency Information Services Consumer Facing Research, <i>presented by Sinclair Broadcast Group</i>     |
| 1 PM    | Linear Digital Streaming Using Datacasting, <i>presented by CeWi</i>   |
| 2 PM    | Advanced Advertising Technology for NextGen TV, with an afternoon coffee, <i>presented by MadHive</i>              |
| 5 PM    | Reception, <i>presented by American Tower</i>  |

### TUESDAY, APRIL 26

- |         |   |
|---------|---|
| 10 AM   | HDR in Today's Market, <i>presented by Sinclair Broadcast Group</i>   |
| 11 AM   | What is Your ATSC Spectrum Value Today? Tools and Protocols to Unlock Its Potential, <i>presented by Gaian Solutions</i>        |
| 12 Noon | Rebuilding Emergency Manager-Local Station Relationships with Advanced Emergency Information, <i>presented by AWARN</i>         |
| 2 PM    | NextGenTV: Success Stories, Future Trends and Priorities, <i>presented by Fincons</i>   |
| 5 PM    | Reception to Celebrate the SBTVD Forum's Progress on Its TV3.0 Project, <i>presented by ATSC 3.0 Brazil Implementation Team</i> |