## ATSC Booth – West Hall 3056

**ADTH W3056 (ATSC Booth)** upgrade accessory device

**Advanced HDR by Technicolor W4007 + W3056 (ATSC Booth)**
High Dynamic Range Video for Any Content, Any Time, Anywhere. HDR creation & distribution on 24/7 NEXTGEN TV video broadcast and streaming, demonstrating: • Single-stream SDR/HDR distribution • Uncompromised HDR & SDR with automated single master workflow • Low bandwidth streaming with ETSI SL-HDR technology • 10-bit and 8-bit encoded HDR distribution without artifacts

**CeWi Networks W3056 (ATSC Booth)**
CeWi is introducing "Carosel", a small portable ATSC 3.0 receiver, designed to function as a "set top box" for mobile devices. Sample devices and live demos will be available

**Fincons Group W2067 + W3056 (ATSC Booth)**
Rights Management, Programming, Reimagined Content Supply Chain, Cross-platform and targeted adv, Digital and OTT, NextGen TV, DAI, AI for Media

**GameLoop W3056 (ATSC Booth)**
GameLoop: Innovative NextGenTV free game channel demonstrating the promise of ATSC 3.0's interactive broadcast IP capabilities

**Hewlett Packard Enterprise (HPE) W3056 (ATSC Booth)**
Demonstrating the Broadcast Core Network which enables dynamic allocation and use of the ATSC 3.0 spectrum for deliver data services to enterprise such as manufacturing, warehouse/retail distribution, public safety and digital signage applications. Data services provide needed diversification in the Broadcaster's business generating new revenue streams.

**Mirakulo W3056 (ATSC Booth)**
Mirakulo: Innovating Digital TV with Dynamic Advertising & Hybrid TV solutions. Customized embedded software for cutting-edge business models.

**NexusConnect W3056 (ATSC Booth)**
NexusConnect marketplace is a dynamic ecosystem that brings together industry players to create, share, and monetize innovative applications and services for NextGenTV. It serves as a hub for broadcasters, content creators, advertisers, and technology providers to collaborate and deliver immersive, interactive, and personalized experiences to viewers.

**Pearl TV W3056 (ATSC Booth)**
RUN3TV, a pioneering TV Web Platform, bridges the gap between traditional broadcast and digital media, introducing groundbreaking OTA broadcast features like Velope's "Start Over" and Play Anywhere's platform to watch, play, bet, and buy in real time. Discover how we're not only enhancing viewer engagement but also unlocking new monetization opportunities for content creators and broadcasters.

**Rohde & Schwarz South Upper 4039 + W3056 (ATSC Booth)**
Visit Rohde & Schwarz at booth SU4039 as we showcase our new ATSC 3.0 native high-power transmitter designed to meet the ever-evolving requirements of the broadcast industry.

**ROXi W3056 (ATSC Booth)**
ROXi powered by FastStream. The world's first interactive music channel on Broadcast TV.

**Saankhya Labs Private Limited W3056 (ATSC Booth)**
Live Demonstration of Direct To Mobile (D2M) Broadcast • Live and OTT AV content for Broadcast • Only Audio content • Emergency Alerts and notifications • Remote Education • FOTA/SOTA • Enhanced GPS

**Sinclair/ONE Media W3056 (ATSC Booth)**
ATSC 3.0 opens the door to new revenue opportunities through datacasting. Broadcasters will be able to deliver new services, such as automotive, enhanced location capability, and other data services that can readily be monetized.

**Stavix W3056 (ATSC Booth)** NEXTGEN TV upgrade accessory device

**Televes Corporation W3767 + W3056 (ATSC Booth)**
ATSC 3.0 Transmitters, SFN Gap-Fillers, ATSC 3.0 Test and Measurement equipment, Advanced OTA receiving solutions from state of the art antennas to MDU distribution systems.

**Velo W3056 (ATSC Booth)** NEXTGEN TV upgrade accessory device

**ZapperBox W3056 (ATSC Booth)** NEXTGEN TV DVR upgrade accessory device

**Zinwell W3056 (ATSC Booth)** NEXTGEN TV upgrade accessory device

---

**Airwavz.tv W3757**
ATSC 3.0 signal chain - encoder, signaling server, gateway, exciter, and Airwavz receiver. TV transmitters – liquid/air, UHF and VHF I & III. ATSC 3.0 translator live demo

**American Tower W2675**
American Tower is a leading provider of broadcast and wireless communications infrastructure, with a tower portfolio of over 42,000 sites, including the largest selection of tall broadcast towers. We offer approximately 70 TV/radio master antenna systems and a full suite of services to help keep broadcast customers on air, including site monitoring and maintenance

**Anywave Communication Technologies W3757**
ATSC 3.0 signal chain - encoder, signaling, gateway, exciter, and Airwavz receiver. TV transmitters – liquid/air, UHF and VHF I & III. ATSC 3.0 translator live demo

**ATBiS W3510**
ATBiS provides Digital Broadcasting/Streaming solutions for IP Streaming to ATSC 3.0 field. We are working with overseas partners in the USA, Canada, Europe and India. In Korea, our products and solutions have been positioned in the broadcasters all over the country

**Avateq Corp. W3354**
Explore intelligent engineering solutions for ATSC 3.0 broadcast with cutting-edge RF Signal Analyzers, MIMO Rx, STLTP Analyzer, and state-of-the-art Broadcast Positioning System

**Blockcast W3921E**
A next-gen CDN leveraging one-to-many distribution for incredible cost savings and efficiency

**Digital Alert Systems W3920**
Advanced Emergency Information (AEI) on ATSC 3.0 & ATSC 1.0 datacasting of emergency messages, using HALO - virtualized management & monitoring system

**DTV Innovations W3035**
Live demo of our all in one ATSC 3.0 Solution, Datacasting with variety of apps, ATSC 3.0 Translator, Secure STLTP Transmission over RIST/SRT

**EiTV USA W3369**
EiTV ATSC 3.0 Solutions: EiTV Broadcast App Automation Suite, EiTV ATSC 3.0 Lab Station, EiTV ATSC 3.0 Analyzer Box

**ENENSYS Teamcast Inc W3549**
Comprehensive ATSC3.0 solution from the studio with signalling, ROUTE/MMTP, datacasting, broadcast gateway, seamless STLTP switch to the TX site with modulator, RF monitoring. Live cloud demo at AWS and ENENSYS booth.

**Fraunhofer IIS W2857**
The audio system of Brazil's TV 3.0 is part of the ATSC 3.0 standard. It enables personalization, seamless ad insertion, and minimized production costs

**Harmonic, Inc. W2831**
ATSC1, ATSC3, Split Signal, OTT in One Box; Dolby Upmix; VVC Encoding; Satellite Distribution with Edge Playout; Cloud Distribution with HLS or SRT

**Heartland Video Systems W2674**
HVS is showcasing our ATSC 3.0 implementation, project management, and support services.

**Hitachi Kokusai Electric America Central 4516**
The CDS (Comark Digital Services) group of Hitachi integrates technology and software solutions for end-to-end implementation of ATSC 3.0 deployments

**IEEE Broadcast Technology Society W4430**
RadioDNS, in collaboration with BTS, will showcase Hybrid Radio: a seamless blend of broadcast radio and internet connectivity, for the connected car

**LPTV Broadcasters Association W102**
Annual gathering on Sunday, April 13 beginning at 10:00AM Pacific

**Mediaproxy W1322**
Mediaproxy, the global standard for software-based IP broadcast & streaming compliance monitoring will exhibit multi-format, multi-standard LogServer Software-based compliance recording and broadcast monitoring solution for ATSC 3.0

**Synamedia W2801**
Synamedia is showcasing its best in class encoding and stat mux, allowing a seamless migration from ATSC-1 to ATSC-3.0

**Tata Communications/The Switch W2601**
Media-Ready Solutions! Our media services transform how media businesses operate via network and cloud infrastructure customized for your content

**Telos Alliance Central 1808**
The LA-5300 is a total audio solution for both ATSC 3.0 and 1.0. It offers loudness control, upmixing, watermarking, and Dolby AC-4 and AC-3 encoding

**TitanTV, Inc W3259**
TitanTV's award-winning MediaStar scheduling tool continues to evolve to incorporate the enhanced set of available ATSC 3.0-specific features such as, "Start Over" capability, VOD flags, HDR, E/I Code flags, EIDR, and other unique program-level identifiers

**TRedess W3767**
Broadcast Transmitters, SFN Gap-Fillers, Test Equipment, Monitoring Equipment, OTA Antennas and distribution solutions

**Triveni Digital W3051**
ATSC 3.0 product line expands with a new suite of solutions to streamline and monetize NEXTGEN TV service delivery: Streamscope XM Monitor and Enterprise, ATSC 3.0 Translator, Datacasting, and full redundancy

**Verance Private meeting room**
Verance audio + video watermarks to reach 100% of HDMI & 1.0 homes. 3.0 Broadcast Apps. Measurement. Sports Betting. Digital Ad Insertion. Provenance & Generative AI.

# NAB Show: ATSC 3.0 Programming

A variety of conference sessions will cover the many elements of the ATSC 3.0 standard in Las Vegas this year, from pre-show engineering sessions through events at the Las Vegas Convention Center and beyond. **Separate admission is required for conference sessions.**

## Thursday, April 11 and Friday, April 12

**Public Media Venture Group Pre-Show TechConnect '24 Conference** TechConnect '24 focuses on RF, online tech, and business opportunities and innovation for technologists and executive leaders

## Saturday, April 13

| | |
|---|---|
| ATSC 3.0 and Wireless Emergency Alerting - A Great Match | **11:30 AM - 11:50 AM PT** \| W222-W223 |
| Applications of ATSC 3.0 Technology | **11:30 AM - 12:30 PM PT** \| W222-W223 |
| Translators for ATSC 3.0 | **12:10 PM - 12:30 PM PT** \| W222-W223 |
| NAB's Broadcast Positioning System (BPS) Project Update and Lessons Learned from Market Trial | **2:00 PM - 2:30 PM PT** \| W220-W221 |
| IEEE BTS: ATSC 3.0 Business Case and Monetization | **3:00 PM - 4:00 PM PT** \| W220-W221 |

## Sunday, April 14

| | |
|---|---|
| Broadcast Positioning System (BPS) - Why it Matters to Broadcasters | **11:00 AM - 11:30 AM PT** \| W231-W232 |
| ATSC 3.0 Broadcast Positioning System (BPS) Seminar Outcomes<br>*Humber College B²C Lab, Toronto, Canada* | **11:30 AM - 11:50 AM PT** \| W222-W223 |
| ATSC 3.0 Broadcast Positioning System (BPS) Mesh Network | **11:50 AM - 12:10 PM PT** \| W222-W223 |
| NEXTGEN TV: Merging Streaming and OTA for Unprecedented Reach | **2:00 PM - 2:30 PM PT** \| W3943 Connect Zone Theater |
| Monetizing the Future Today: A New Era of TV Service and Measurement Brought By NEXTGEN TV | **3:45 PM - 4:15 PM PT** Beethoven, Encore Hotel |

## Monday, April 15

| | |
|---|---|
| Developing for ATSC 3.0 Through the PILOT NEXTGEN TV Fellowship | **2:15 PM - 2:45 PM PT** \| W231-W232 |
| The Convergence Opportunity for ATSC 3.0 and 5G NR Multicast Broadcast Service | **3:00 PM - 3:20 PM PT** \| W222-W223 |
| The Evolution of Broadcast Delivery through ATSC 3.0 | **3:15 PM - 3:45 PM PT** \| W108-W109 |

## Tuesday, April 16

| | |
|---|---|
| ATSC 3.0 for Station Executives and Managers: Discussion Den | **9:00 AM - 9:30 AM PT** \| W231-W232 |
| CDN Offload via Hybrid Delivery over ATSC 3.0 for Video Streaming | **1:30 PM - 1:50 PM PT** \| W220-W221 |
| ATSC 3.0 Broadcast Core Networks: Serving Diverse Use-Cases Across a Heterogeneous Broadcast and Supplier Ecosystem | **3:30 PM - 4:00 PM PT** \| W220-W221 |

**Reception events are planned in the ATSC booth (W3056) on Sunday, Monday, and Tuesday afternoons**
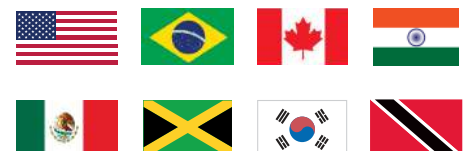
**AMERICAN TOWER®**

**FINCONS GROUP**

**SUNDAY, APRIL 14TH**
**from 5:00-6:00 PM PT:** Reception hosted by American Tower, including the official ATSC Ribbon Cutting

**MONDAY, APRIL 15TH**
**from 4:00-5:00 PM PT:** Reception hosted by Fincons

**TUESDAY, APRIL 16TH**
**from 4:00-6:00 PM PT:** Reception hosted by the ATSC International Implementation Teams