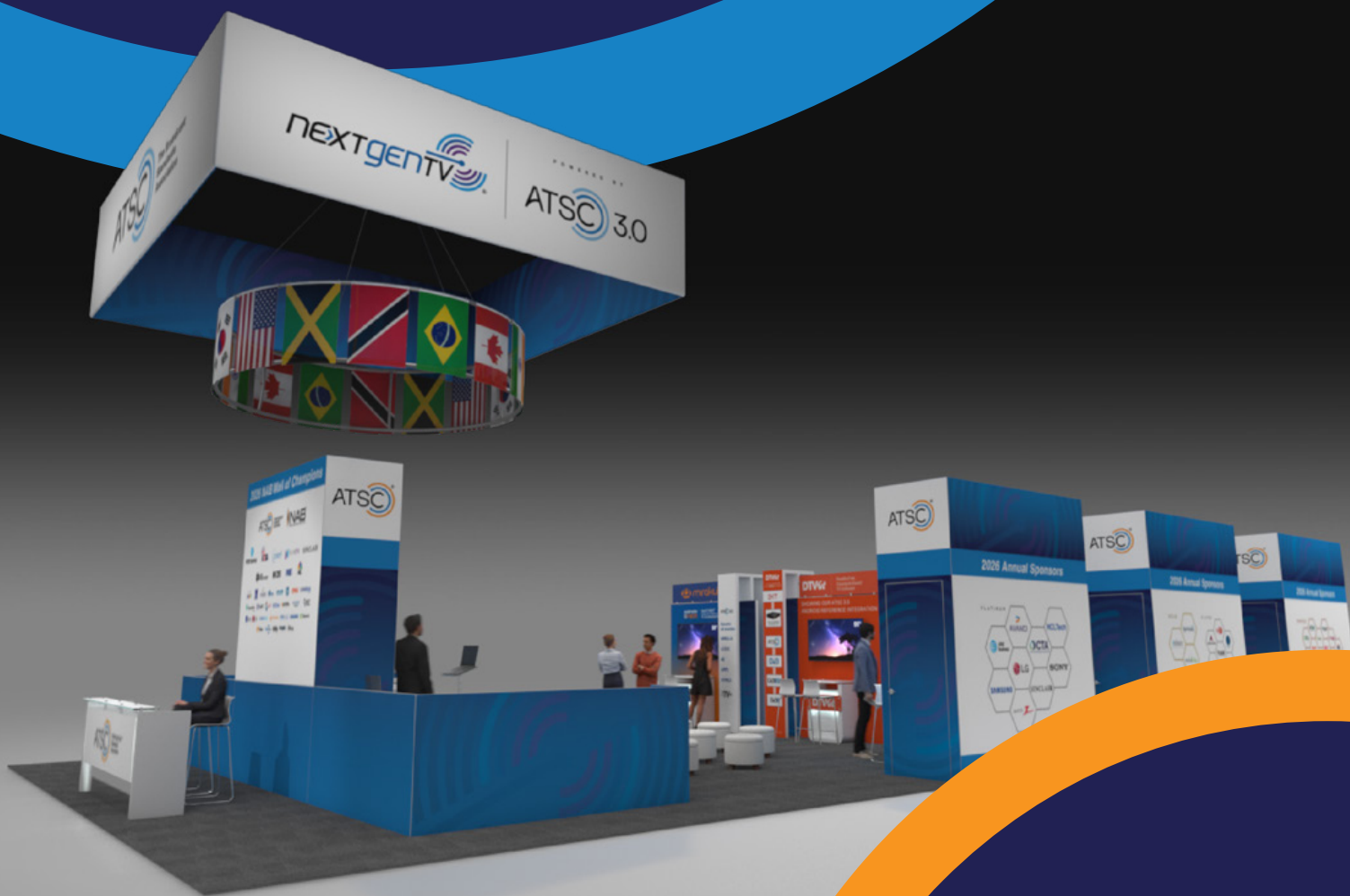




Guide to ATSC 3.0 at the Show



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Visit Us at
ATSC Booth
C1655

ATSC 3.0/NextGen TV NAB Show 2026 | Sessions

Saturday, April 18

11:00 a.m. | N256

Where ATSC 3.0 Goes Next: Brazil's TV 3.0, Hybrid Reliability and O-RAN Broadcast Futures

3:30 p.m. | N261

Broadcast Positioning System (BPS): Deployment Progress, Industry Collaboration and the Path Beyond GNSS

Sunday, April 19

3:00 p.m. | N256

Broadcast Positioning System (BPS): ATSC 3.0 Timing, Monitoring, SFN Deployment and PNT Coverage at Scale

3:30 p.m. | N261

PMVG: NextGen TV Developments in Public Media

4:00 p.m. | C2450

NextGen TV Tech in Motion: Inside Two Live ATSC 3.0 Lab Prototypes

Monday, April 20

9:30 a.m. | N256

ATSC 3.0 Everywhere: SFN Coverage, Hybrid Broadcast- OTT Delivery and 5G Core Integration

1:00 p.m. | N254

NextGen TV and TV 3.0: A Global Conversation on the Future of Broadcasting

2:00 p.m. | N261

Transforming Media Delivery: Live Sports Innovation and Broadcast-Broadband Convergence

2:00 p.m. | N256

Broadcast-Ready Innovation: Practical AI, Secure IP Links and NextGen Emergency Wake-Up

Tuesday, April 21

10:00 a.m. | N261

NATAS: Engineering Excellence: Defining and Advancing the Emmy Standard

3:15 p.m. | N261

Developing for ATSC 3.0 Through the PILOT NEXTGEN TV Fellowship

Wednesday, April 22

9:00 a.m. | N250

Society of Broadcast Engineers (SBE) Ennes Workshops, Emerging Technology: Your NextGen ATSC 3.0 Update!

**All times are listed in Pacific Daylight Time. Sessions subject to change.*

ATSC Booth Programming | C1655

Sunday, April 19

11:00 a.m.	Building America's Fourth Infrastructure Network: ATSC transforms broadcast spectrum into the internet's most efficient data platform. "Broadcast Reimagined" - <i>Mark Aitken, SVP, Sinclair</i>
1:00 p.m.	Building A Successful Transition: Insights from Consumer Research on Converter Boxes - <i>Anne Schelle, PearlTV; Bill Hague, Magid</i>
4:00 p.m.	Introducing EdgeBeam - <i>Joe Fabiano, CTO, EdgeBeam Wireless</i>

Monday, April 20

1:00 p.m.	From Station-Centric to Cloud-Centric: Transforming Broadcast Operations at Scale - <i>Atheer Sabti, Enterprise Solutions Architect; Denise Willsey, Director of Sales & Business Development, HCLTech</i>
4:00 p.m.	EdgeBeam Applications: Digital Signage - <i>Steve Brumer, Head of Sales, EdgeBeam Wireless; Dave Sallander, President, Ryarc; Ted Korte, CTO, USSI</i>

Tuesday, April 21

11:00 a.m.	ST 2094-50 Public Committee Draft: Headroom-Adaptive HDR Compositing using a Reference White Anchor - <i>Chris Cameron, Software Engineer, Google, Dr. Nicolas Bonnier, Camera, Apple</i>
1:00 p.m.	Are We There Yet? A mile marker check along the road to true T-Commerce - <i>Lincoln Berry III, CIO, GrabTV</i>
4:00 p.m.	EdgeBeam and Broadcast RTK - <i>Conrad Clemson, CEO; Mike Grill, General Manager, Monsen Engineering</i>

WEST HALL

Ateme Check our latest update on ATSC3.0 & TV3.0, including our Broadcast Appliance integrating the entire ATSC3.0 solution, DAI, NextGen Statmux, and more! **W1723**

DekTec ATSC 3.0 test modulators and receivers for SISO and MIMO. **W1951**

EiTV EiTV delivers next-gen TV and streaming platforms, white-label apps, FAST, AVOD/SVOD/TVOD, SSAI and ATSC 3.0 tools. **W3318**

ENENSYS TeamCast Inc Enensys leads NextGen Broadcasting with seamless ATSC 3.0/DTV+ redundancy on-prem and in the cloud, AdsReach monetization, and StreamProbe end-to-end monitoring. **W1417**

Fincons Group Future-proof solutions for Media: rights management, programming, metadata management, MAM, AI, cross-platform adv, OTT, Nextgen TV and DAI. **W2467**

Fraunhofer IIS We show MPEG-H Renderer integrations into DAWs and an AWS-empowered MPEG-H Audio production and transmission workflow in the cloud. **W2343**

Harmonic, Inc. Station-in-a-box for ATSC 1.0, ATSC 3.0, playout, and streaming, featuring AI-powered encoding, captioning, multi-language, and ad insertion. **W2831**

Heartland Video Systems, Inc. HVS has been supplying the broadcasters with ATSC 1.0 & 3.0 equipment, professional installation services, and technical support since 1997. **W2375**

LTN LTN leads the ATSC 3.0 transition, ensuring seamless migration, reliable transport, and 99.9999% uptime, powering superior video, audio, and interactive features. Please stop by and visit us in the West Hall Booth W2100 where we are excited to talk about ATSC 3.0. **W2100**

Mediaproxy Pty Ltd Mediaproxy showcases software-based ATSC 3.0 monitoring with software decryption, enabling secure to-air and off-air compliance without hardware. **W1423**

Synamedia Synamedia provides a complete ATSC 3.0 solution for transmitting, receiving and processing over-the-air ATSC 3.0 signals. **W2851 | W3059**

Zixi Zixi enables live IP video workflows for ATSC, delivering reliable contribution and distribution at scale, proven in real deployments in the US and Brazil. **W2057**

CENTRAL HALL

A3SA A3SA highlights receivers for consumers and broadcasters that are verified to seamlessly work with A3SA content protection. **C1655 (ATSC BOOTH)**

Advanced HDR by Technicolor Advanced HDR by Technicolor enables the SDR to HDR transition in ATSC3 & streaming by live dynamic conversion and a single (AVC) stream SDR/HDR format. **C1655 (ATSC BOOTH) | C3062**

American Tower American Tower is a leading provider of broadcast and wireless infrastructure with ~42,000 sites, offering a wide selection of tall broadcast towers. **C2863**

Anywave Broadcast Inc. Introducing the new Magma LP liquid cooled transmitter for lower power levels that is simple like an air cooled. Also the Exciter+ for ATSC 3.0. **C2262**

AT&T AT&T Business will demonstrate enhanced connectivity and engagement with ATSC 3.0, enabling instant and reliable communications at venues and in high-traffic environments. **C1655 (ATSC BOOTH)**

Avateq Corp. Discover the latest ATSC 3.0 BPS receivers, MIMO signal analyzers, and our new log data analytical tool for superior signal monitoring and integrity. **C1962**

**Private meeting rooms listed in purple*



D2D Technologies D2D Technologies will be showcasing its complete ATSC 3.0 solution including, signaling server, gateway, and transcoder to convert ATSC 1.0 content to ATSC 3.0. [C2135](#)

Digital Alert Systems Digital Alert Systems debuts DASDEC v6 with enhanced security & ATSC 3.0 readiness, and DAS-Link ATSC 1.0/3.0 receiver for emergency info redundancy. [C3452](#)

DTVKit DTVKit is showcasing our shared-source, royalty-free, standards-based ATSC 3.0 stack running on our Android White Label reference STB platform. [C1655 \(ATSC BOOTH\)](#)

EdgeBeam Wireless EdgeBeam Wireless is leveraging ATSC 3.0 as a last-mile, one-to-many data distribution network - delivering enterprise capacity efficiently and cost-effectively. [C1655 \(ATSC BOOTH\)](#)

GatesAir Future-proof, high-efficiency over-the-air transmission: ATSC 3.0 exciter innovation, proactive remote monitoring services, AVoIP STL, and much more. [C1026 \(ATSC BOOTH\)](#)

HCLTech HCL enables broadcasters streamline ATSC 1.0 & 3.0 operations w/a cloud-ready model & unified control plane centralizing monitoring and workflows. [C1655 \(ATSC BOOTH\)](#)

Mirakulo Discover AstroTV NEXT by Mirakulo, an all-in-one platform for live TV, OTT, hybrid interactivity, metrics and DAI. Built for ATSC 3.0 & Brazilian DTV+. [C1655 \(ATSC BOOTH\)](#)

Pearl TV Pearl TV will showcase low-cost NEXTGEN TV converter prototypes developed with industry partners and announce the program's specifications, requirements, and consumer benefits — demonstrating a clear, scalable path to adoption. [C1655 \(ATSC BOOTH\)](#)

Rohde & Schwarz R&S showcases its liquid-cooled, high-power TE1 transmitter—native ATSC 3.0, high efficiency, simplified maintenance, and lower operating costs. [C2050](#)

RUN3TV Run3TV showcases the interactive application platform built natively for ATSC 3.0, now deployed by key broadcasters. [C1655 \(ATSC BOOTH\)](#)

Silicondund Bring your ATSC 1.0 channels to ATSC 3.0 BEST with Silicondund AVSend, the turnkey no-upfront-cost solution. Meet us at the ATSC booth today. [C1655 \(ATSC BOOTH\)](#)

Sinclair Broadcast Once. Deliver Everywhere. The same high-quality ATSC 3.0 content delivered simultaneously across TV, tablet, and mobile devices. [C1655 \(ATSC BOOTH\)](#)

Televes Televes will showcase NextGen TV solutions spanning OTA reception, signal distribution, ATSC 3.0 test/measurement, and transmission technologies. [C2252](#)

Telos Alliance Broadcast and intercom solutions that demonstrate NextGen Audio, ATSC 3.0, AI-driven processing, and virtualized workflows for radio, TV, and streaming. [C1819](#)

TitanTV, Inc. TitanTV's MediaStar enables ATSC 3.0 broadcasters to manage schedules, enrich ESG metadata with attributes and links, and deliver rich media experiences to viewers. [C1859](#)

Tolka Tolka features ATSC 3.0 mobile devices, conditional access, affordable receivers, network tuners, and solutions for datacasting and OEMs. [C1655 \(ATSC BOOTH\)](#)

Triveni Digital Most complete delivery platform for ATSC 3.0 and TV 3.0, including broadcast chain, stream analysis and monitoring, broadcast chain orchestration, redundancy, and translator solutions. In addition, new ISDB-t support in our StreamScope product line. [C1655 \(ATSC BOOTH\)](#)

VBox VBox Communications is an expert in digital TV, delivering live broadcast services (DVB-T/T2, DVB-C, DVB-S2, ISDB-T/ATSC1&3) to IP streams with years of product development and manufacturing. [C1655 \(ATSC BOOTH\)](#)

NORTH HALL

IEEE Broadcast Technology Society Innovation, Insights and Industry Connections: IEEE Broadcast Technology invites you to visit our booth where highlights include an award-winning user interface for streaming applications; a must-see. [NL4](#)

Society of Broadcast Engineers The Society of Broadcast Engineers, the Association for Broadcast and Multimedia Technology Professionals, provides certification, education, and more to its members. [NL5](#)

Thank You Event Sponsors

Please Join Us!

Sunday, April 19

Happy Hour
4:30 p.m. to 5:30 p.m.



AMERICAN TOWER®

Monday, April 20

Coffee Break
1:30 p.m. to 2:30 p.m.



Monday, April 20

International Reception
4:30 p.m. to 5:30 p.m.
IT4 and IT7



Tuesday, April 21

Happy Hour
4:30 p.m. to 5:30 p.m.



Rohde & Schwarz Presentations | C2050

Sunday, April 19

1:00 p.m.	Transmitter Fundamentals: Training, Service, and Real-World Support - <i>Glen Hurst, Rohde & Schwarz</i>
2:30 p.m.	ATSC 3.0 and DTV+: More than a Standard Adoption - <i>TV Globo</i>
4:00 p.m.	Power Density, Thermal Management, and RF Chain Impacts in Next-Generation TV Transmitters - <i>Keith Pelletier, Dielectric</i>

Monday, April 20

10:00 a.m.	ATSC 3.0 Deployment Update - <i>Madeleine Noland, ATSC</i>
11:45 a.m.	ATSC 3.0 Data Casting - <i>Apoorva Jain, EdgeBeam</i>
1:00 p.m.	State of Broadcasting & ATSC 3.0 Update - <i>Anne Schelle, Pearl</i>
2:30 p.m.	Cavity Filters for DTV+ on the extended VHF Frequency - <i>Davide Valenti, COM-TECH</i>

Tuesday, April 21

10:00 a.m.	Studio-to-Transmitter Link Transport Protocol (STLTP) Protection - <i>Heartland Video Services</i>
11:45 a.m.	Breaking the Bottleneck: How MIMO Unlocks ATSC 3.0's True Potential - <i>Avateq</i>
1:00 p.m.	A Real-World Coverage Analysis of Potential ATSC 3.0 BPS Implementation - <i>Jim Stenberg & Paul Shulins, Over the Air Consulting</i>
2:30 p.m.	DTV+ Success Story in Brazil - <i>TV Globo</i>
4:00 p.m.	90 Days to Air-Ready AI: The Fast-Track Playbook for Broadcasters Who Can't Afford to Wait - <i>Lee Miller, Advanced Television Broadcasting Alliance (ATBA)</i>

ROHDE & SCHWARZ



Pioneering a new era of sustainable broadcasting

R&S® TE1 LIQUID-COOLED TRANSMITTER

- ▶ First ATSC 3.0-native transmitter design, enabling new business opportunities
- ▶ Equal power output for ATSC 1 & ATSC 3.0
- ▶ Optimized for high power applications up to 96kW
- ▶ Up to 51% System Efficiency
- ▶ Unparalleled 100% liquid-cooled amplifier design
- ▶ Peace-of-mind solution with our full range of service offerings: SLA, PPM & Guardian Pro



Scan here to take the full guide with you on the go

