

## ARK ECHO ATSC - Total coverage is no longer a utopia

### Screen Service Broadcasting Technologies uncovered the best way to reach all the previously unreachable areas.

**New York, NY February 2012** – Screen Service America is proud to present the new version of the ARK ECHO ATSC - FCC Certified - Digital Repeater On Channel with Superior Echo cancellation for ATSC and ATSC/MH.

The total coverage of the territory is difficult to accomplish, particularly if there are physical obstacles between the transmitting site and the areas we are trying to reach. Obstacles such as natural mountains or artificial buildings can interrupt a signal assigned to a valuable area which has to be covered. With the new ARK ECHO ATSC this is no longer a problem.

This new Screen Service America's product includes, in only 1RU for the 15W or 2 RU for the 30w and the 125W, the ability to receive an off-air DTV signal to amplify, and to down-convert it to an intermediate frequency (IF), which after a filtering and equalization process, is ready to be up-converted on the same frequency and with the same data of the original signal.

This process offers the chance for any broadcaster to provide a complete digital coverage with echo cancellation. The ARK ECHO ATSC ensures that the area does not receive overlapping signal by canceling system feedback between transmit and receive antennas.

The ARK ECHO ATSC Digital Repeater On Channel with superior Echo cancellation does not only provide the complete coverage of the territory but also a superior quality signal. It can be considered the best solution for the ATSC-MH where the target to be reached is not an antenna on the roof but people on the go.

ARK ECHO ATSC is a cutting-edge product completely designed and developed by Screen Service as an answer to market needs with the rise of Mobile DTV.

#### About Screen Service America and RRD USA

Screen Service America and RRD USA have joined together in order to offer an unmatched array of products and services to the American Broadcasting market.

Screen Service has a worldwide presence dealing with the Broadcast Industry needs from high and low power transmitters to microwave links. RRD is positioning itself to merge the digital needs of the broadcast operators by adding value to their services with Mobile TV services and remote monitoring solutions.

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ARK-ECO - Digital Repeater On Channel

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