# Screen Service Announces Live ATSC Mobile DTV Demonstration at NAB 2011

## Screen Service, in collaboration with Sinclair Broadcast Group, will demonstrate the capability of the Mobile Multiplexer for ATSC A/153 Mobile DTV in Las Vegas April 11-14, 2011

**New York, NY April ---, 2011** – Screen Service Broadcasting Technologies, through its subsidiary Screen Service America, announces a live over-the-air demonstration of ATSC Mobile DTV transmission technology at the 2011 National Association of Broadcasters Show, April 11th through April 14th, at the Las Vegas Convention Center (LVCC) in Las Vegas, Nevada.

At NAB 2011, Screen Service will participate in the demonstration of a live ATSC Mobile DTV signal, which will be received by a variety of receiving devices. Screen Service is a global leader in the mobile media transmission equipment industry. The ATSC Mobile DTV demonstration will allow visitors to the NAB 2011 to see this state-of-the-art transmission solution, and to experience the technology by viewing program content on a mobile receiver. The demonstration will encompass a complete end-to-end transmission solution, including Screen Service's new ATSC Mobile DTV SPEED Multiplexer Mobile, XBT 667, along with equipment from Harmonic, Rohde & Schwarz and DTV Innovations to prove the complete interoperability of Screen Service products, to consumer receivers from a variety of suppliers. Overall on-site integration and configuration of the demonstration was provided by Acrodyne Services, after comprehensive evaluation of the interoperability of the system equipment elements in the company's Mobile DTV lab in Maryland. The transmission will be from KVMY-TV on UHF Channel 22, and will support all legacy (main service) ATSC programming in a live 24/7 broadcast television station environment in addition to the Mobile DTV services. KVMY-TV, the MyNetworkTV affiliated television station for Las Vegas, is owned by the Sinclair Broadcast Group along with sister station KVCW-TV, the Las Vegas CW Network station.

The SPEED Multiplexer Mobile preprocesses and incorporates all Mobile DTV service data, such as Mobile DTV audio and video streams and Electronic Service Guide (ESG), seamlessly into the existing broadcast, without interfering with the Legacy ATSC operation. Screen Service will showcase their full turn-key solution including Encoder H.264 for ATSC A/153 (ENC325), ESG Service Platform Coordinator (XBT 167) and the ATSC A/153 Multiplexer  (XBT667) at booth SU6321

Harvey Arnold, Corporate Director of Engineering for Sinclair Broadcast Group, noted, "Sinclair is happy to cooperate with equipment manufacturers to help insure that all pieces of a mobile DTV system integrate and play well with each other. We are happy to see that many more equipment manufactures are developing products and services now that ATSC Mobile is gaining acceptance in the United States."  Andy Whiteside, General Manager of Acrodyne Services, added, "We welcome the opportunity to evaluate the interoperability of the SPEED XBT667 Multiplexer with Mobile DTV equipment from different manufacturers in a real world situation, thus helping to provide broadcasters with multiple solutions as they implement the new service."

For more information on ATSC Mobile DTV transmission technology and on Screen Service or any of its products, please visit www.screenservice.net.

*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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> XBT 667 - Multiplexer Mobile

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