Transition to digital broadcasting is a hot topic. In the US, this migration is partly completed.

What are the strategic stakes?

Mark Richer – President of the ATSC organization will describe:

- the ATSC-Mobile transmission
- the ATSC-2.0 standard
- the ATSC non real time transmission
- future consideration such as 1080p format and 3D
- Receiving frequencies for portable digital TV units (White Space)

Mr. Richer first joined the ATSC after 16 years with the Public Broadcasting Service (PBS) as Vice President of Engineering & Computer Services. He was instrumental in the development of technological innovations, including the “Line 21 closed captioning encoding for the deaf” system for which PBS was awarded an Emmy for Engineering Development.

He was also responsible for the selection and implementation of digital video compression and transmission technology and led PBS efforts in the area of digital and high definition television.

ATSC-M/H Implementation of a digital transmission channel for mobile portable units

Traditional television advertising revenues are getting more and more diluted.

New tools allowing the development of new, non-traditional markets are becoming available.

ATSC-MH (Mobile Handheld) is a new standard that is about to be adopted by the ATSC.

It allows transmission of supplementary digital channels from an existing digital transmitter.

Mr. Stan Moote will give us an overall portrait of this new ATSC-MH standard and its applications.

Mr. Moote is Vice President of Corporate Development for Harris Corporation’s Broadcast Communications Division.

His responsibilities include generating future product concepts based on technology and customer trends, researching the technical feasibility of new business areas.