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Harris Unveils Next-Generation ATSC Mobile DTV Launch Kit

Solution supports consumer-friendly Mobile500 Alliance business model while helping broadcasters get on the air quickly

DENVER, October 3, 2012 — Harris Broadcast Communications announces its next-generation ATSC Mobile DTV (MDTV) launch kit to help expedite channel launches for broadcasters. The solution meets requirements to support the advertising-supported business model of the Mobile500 Alliance, with applications for banner ad placement on program guides, channel-change advertising, audience measurement, and DVR-like capabilities to record and playback content.

The Mobile500 Alliance represents more than 430 U.S. television stations with plans to launch MDTV services. According to John Lawson, executive director of the Mobile500 Alliance, the organization's business model extends ATSC MDTV programming to new viewers and less-watched dayparts through support for more consumer devices. This includes its new MyDTV app, which enables compatibility with Apple iPhones and iPad tablets.

"Mobile500 'speaks broadcaster,'" said Lawson. "Consumers win because they get the ad-supported content they value, without a new data plan or monthly subscription. Broadcasters win because we create a platform for new advertising inventory that our sales teams know how to sell."

Harris, a central figure in the development of ATSC Mobile DTV standards and technology, leads the U.S. market with more than 90 stations on the air today with MDTV. Its new launch kit includes all hardware and software required to support over-the-air MDTV channels, pre-assembled and ready to plug into existing DTV transmitters. Components include the Harris® Selenio™ media convergence platform for signal encoding, Harris® Apex M2X™ software-defined exciter technology, and middleware from Expway to support program guides and other on-air services.

The solution also supports content protection through integrated conditional access software, and Harris plans to add Mobile EAS capability in 2013 to support emergency alerting for TV stations — a significant upgrade in the eyes of Lawson.

"Harris' appointment as a reseller of Expway products to offer a seamless deployment of the MyDTV platform for Mobile500 member stations is a hugely positive development," he said. "Harris



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has a trusted brand, a huge installed base at stations across the country, and a proven commitment to innovation in Mobile DTV. Their leadership in Mobile EAS is a big plus, and the integrated solution with Expway, a leader in Mobile DTV commercialization around the world, creates a highly attractive offer that will accelerate the commercial rollout of Mobile DTV by our members.”

About the Mobile500 Alliance

The Mobile500 Alliance was created in 2010 by a consortium of broadcast companies to launch national/local Mobile DTV services and a new growth industry for the U.S. The Alliance has embraced a Statement of Principles for the MDTV industry calling for standards-based systems and maximum interoperability. The [Alliance](#) currently has 51 member companies, including eight public broadcasters, which hold licenses to 437 television stations. These stations reach 94% of U.S. TV households with their current DTV signals.

About Harris Broadcast Communications

Harris Broadcast Communications offers products, systems and services that provide interoperable workflow solutions for broadcast, cable, satellite and out-of-home networks. The Harris ONE™ solution brings together highly integrated and cost-effective products that enable advanced media workflows for emerging content delivery business models. Additional information about Harris Broadcast Communications is available at www.broadcast.harris.com.

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