



News

For Immediate Release

Mobile DTV Consumer Showcase Launched in Nation's Capital

***Lawmakers, Broadcasters, Washington VIPs Try Out New Technology
Being Introduced to Washington-Area TV Viewers***

WASHINGTON, May 24, 2010 – Marking the launch of the Washington, D.C. Mobile Digital Television Consumer Showcase, a four-month consumer experience of mobile digital television (Mobile DTV) devices and services, lawmakers and regulators joined broadcasters and technology companies today to see and hear the latest in Mobile DTV technology.

Demonstrated today at the Knight Conference Center of Washington's Newseum are an array of consumer devices, including Mobile DTV-equipped Samsung phones, Dell Inspiron Mini 10 netbooks, portable DVD players from LG Electronics and Tivizen Mobile DTV receivers from Valups. All of these devices are the centerpiece of the DC Consumer Showcase launched this month with hundreds of area consumers who are being asked to provide feedback through daily diaries, market research and focus groups.

"The Washington Consumer Showcase represents another major milestone as the nation's broadcasters launch mobile digital TV for consumers on the go," said Brandon Burgess, CEO of ION Media Networks and Chairman of the Open Mobile Video Coalition, which is sponsoring the DC Showcase. "It's been just six months since adoption of the new mobile DTV broadcast standard and the Washington Showcase demonstrates the kinds of devices and programming that TV stations across the country are working to roll out to their viewers. We want policymakers to see first-hand what hundreds of area consumers are experiencing here this summer."

The Washington showcase involves nine DC-area TV stations broadcasting more than 20 Mobile DTV channels with dozens of programs that are now available throughout the Washington-Baltimore viewing area on specially-equipped Mobile DTV receiving devices. The showcase includes interactive consumer voting and polling, interactive educational content, "clipcasting" that delivers video on demand, interactive advertising, electronic service guides for program information, closed captioning and emergency alerts.



“The DC Showcase is a comprehensive demonstration of the scope and breadth of today’s Mobile DTV programming and devices,” said Dave Lougee, OMVC board member and president of Gannett Broadcasting. “We are looking forward to hearing how consumers use the technology and learning from their experiences.” Lougee said the following DC-area stations are participating in the showcase:

- WRC (NBC Universal)
- WTTG (Fox)
- WDCA (Fox)
- WPXW (ION Media Networks)
- WFDC (Univision)
- WHUT (PBS/Howard University/Public Radio)
- WUSA (Gannett Broadcasting)
- WNVC (MHz Networks)
- WNUV (Sinclair Broadcasting)

In addition to the local TV stations, national TV content providers, transmission and encoding vendors, device manufacturers, middleware companies and leading market research firms all are participating in the showcase, including:

- Wireless carrier Sprint;
- Global satellite operator SES WORLD SKIES, which is providing service development expertise for the Showcase;
- TV transmitter and encoder manufacturers Harris Broadcast, Rohde & Schwarz, and Thomson Grass Valley, and encoding equipment supplier Envivio;
- Equipment suppliers NagraVision, iSet, and DTVInteractive;
- Middleware and Electronic Service Guide providers Expway and Roundbox;
- Component supplier Hauppauge Computer Works;
- Professional service firms Harris Interactive, Rentrak Corporation, Tribune Media Services, and RRD;
- The Television Bureau of Advertising (TVB) and the Ad Council;
- Premium TV programmers Fox Cable, NBC Universal Cable, and others to be announced.



ABOUT THE OPEN MOBILE VIDEO COALITION

Representing nearly 900 TV stations across the country, the Open Mobile Video Coalition is a voluntary association of television broadcasters whose mission is to accelerate the development of mobile digital television in the United States. The OMVC is composed of 30 members that own and operate over 500 commercial television stations, as well as the Association of Public Television Stations, Corporation for Public Broadcasting and the Public Broadcasting Service, which represent an additional 360 public television stations. Membership in the OMVC is open to all U.S.-based television broadcasters. For more information, please visit <http://www.omvc.org>.

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