

ATSC Guide to ATSC 3.0 at the Show

Visit Us at ATSC Booth W3056

Wall Exhibitors:

- AT&T Business
- HCLTech
- Sinclair and ONE Media
- Tejas Networks



Kiosk Exhibitors:

- Advanced HDR by Technicolor
- Fraunhofer
- Happiest Minds
- Mirakulo
- Run3TV
- Tolka
- Vbox

ATSC 3.0 Consumer Products:

- Yotta Media
- Hisense NEXTGEN TV
- Panasonic NEXTGEN TV
- RCA NEXTGEN TV
- Samsung NEXTGEN TV
- Sony NEXTGEN TV
- TCL NEXTGEN TV
- ADTH Upgrade Accessory Receiver
- MyVelo Upgrade Accessory Receiver
- Stavix Upgrade Accessory Receiver
- VBox Upgrade Accessory Receiver
- Zapperbox Upgrade Accessory Receiver
- Zinwell Upgrade Accessory Receiver
- Teledes Antenna reception

Thank You to Our ATSC Champions!



AT&T Business

HCLTech

SINCLAIR



You're Invited!

NAB Show Receptions at ATSC Booth W3056

Sunday, April 6
4:00 PM-5:00 PM

hosted by American Tower



AMERICAN TOWER

Tuesday, April 8
4:00 PM-6:00 PM

hosted by IT4 Brazil





Many NAB Show conference sessions will cover the various elements of the ATSC 3.0 standard. Separate admission required.

Subject to change

Friday, April 4

Public Venture Media Group TechConnect '25	9:00 AM – 5:00 PM PDT	W108–W109
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Saturday, April 5

Media Over IP Essentials, Day 2, NEXTGEN ATSC 3.0 Update: State of Broadcast Industry and its IP Future Icebreaker	9:00 AM – 9:30 AM PDT	W224–W225
Media Over IP Essentials, Day 2, The “IP” of ATSC 3.0	9:30 AM – 10:00 AM PDT	W224–W225
BPS Project Update, Leader-Follower Deployment, and eLoran Demo	11:45 AM – 12:15 PM PDT	W222–W223
Beyond the Antenna: Cloud-Native Broadcasting with ATSC 3.0 – A Blueprint for the Future of Broadcast Operations	1:30 PM – 1:50 PM PDT	W220–W221
ATSC 3.0 and TV 3.0 in the Cloud	1:50 PM – 2:10 PM PDT	W220–W221
Cloud Advantages and Problematics for NEXTGEN TV	2:10 PM – 2:30 PM PDT	W220–W221
Optimizing ATSC 3.0 Spectrum Utilization with Dynamic Resource Allocation and Management	3:00 PM – 3:20 PM PDT	W220–W221
Broadcast Using Cloud and Broadband Technologies: Deployment Challenges and Use Cases	3:20 PM – 3:40 PM PDT	W220–W221
NEXTGEN Incident Response Communication System – Using ATSC 3.0	3:40 PM – 4:00 PM PDT	W220–W221

Sunday, April 6

BPS Mesh Network – Initial Deployment Report	11:00 AM – 11:20 AM PDT	W220–W221
Field Test of ATSC 3.0/BPS Precise Time Distribution	11:20 AM – 11:40 AM PDT	W220–W221
The Future of Content Delivery: An Open Capacity Marketplace	11:25 AM – 11:55 AM PDT	W4143 Startup Stage
Transferring Traceable Time to BPS-Enabled ATSC 3.0 Station	11:40 AM – 12:00 PM PDT	W220–W221
Broadcast and Digital Out of Home (DOOH) – A Convergence Thru Datacasting	1:30 PM – 1:50 PM PDT	W220–W221
NEXTGEN TV + NEXTGEN Streaming: Expanding Local Revenue in 2025	2:00 PM – 2:15 PM PDT	Beethoven, Encore Hotel
NEXTGEN TV: The New Frontier for Content Interactivity and Immersive Experiences	3:30 PM – 4:00 PM PDT	W222–W223
Cloud-Based Advanced Emergency Information (AEI) System for ATSC 3.0 and IP Delivery	3:20 PM – 3:40 PM PDT	W220–W221

Monday, April 7

Keeping Radio and TV Stations Connected in Emergencies	10:30 AM – 11:15 AM PDT	W231–W232: TV and Radio HQ
Developing for ATSC 3.0 Through the PILOT NEXTGEN TV Fellowship	12:30 PM – 1:15 PM PDT	W231–W232: TV and Radio HQ
Public Media Prototyping for NEXTGEN TV	2:00 PM – 3:00 PM PDT	W222–W223
Optimizing Dynamic Ad Insertion for ATSC 3.0 in Low Broadband Access Markets	4:10 PM – 4:30 PM PDT	W222–W223

Tuesday, April 8

Overcoming Hurdles to Full ATSC 3.0 Deployment	11:45 AM – 12:30 PM PDT	W2631 Theater 2
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WEST HALL

A3SA content security protects content owners, broadcasters, and consumers against viruses, hacking, and theft. **W3056 (ATSC Booth)**

Advanced HDR by Technicolor is the HDR standard of choice for NEXTGEN TV High Dynamic Range (HDR), delivering premium live sports viewing in low bandwidth. **W3056 (ATSC Booth)**

American Tower is a leading provider of broadcast and wireless infrastructure with 42,000 sites, including the largest selection of tall broadcast towers. **W2876**

AT&T Business Utilizing our extensive fiber and wireless infrastructure, AT&T Business provides a powerful portfolio of internet access, networking, IoT, and cloud-based video solutions. **W3056 (ATSC Booth)**

Ateme Discover our latest ATSC 3.0 innovations, including Broadcast Enhanced (BEST) channels, High Dynamic Range (HDR) conversion and generation, and the ATSC 3.0 Cloud Headend. **W1643**

Avateq specializes in RF signal analysis, providing advanced solutions for broadcasting, including ATSC 3.0 MIMO and BPS technologies. **W3361**

DekTec Test modulator DTA-2116 now supports MIMO. Great for product validation, demos and field trials. DTU-331 USB-3 analysis and capture device with detailed RF and content analysis. **W2943**

Digital Alert Systems NEXTGEN TV emergency services via ATSC 3.0, offering solutions for EAS, Advanced Emergency Info, & datacast alert messaging. **W3837**

Dolby @ NAB: Dolby AC-4 immersive audio, dialogue level control and audio choice; Dolby Vision for live; Dolby Cloud solutions low latency playback. **W2849, W2479, W2379**

DTV Innovations will showcase our latest development in ATSC 3.0, translator, edge transcoding, secure IP video streaming and remote network monitoring system. **W2751**

EiTV USA Solutions for TV broadcasters: ATSC 3.0 analyzer box, broadcast stream generator, broadcast app automation suite and advanced alert information (AEA). **W3472**

ENENSYS Teamcast, Inc Showcasing our comprehensive ATSC 3.0/DTV+ solution supporting MIMO/LDM features within the SmartGate ATSC, broadcast gateway and the VortexIII, MIMO exciter. **W3255**

Eon Media Corp. Driving media innovation using secured & fully in-house AI: Monetize Your Video Archives & Maximize Brands' ROI. **W4143E**

Fincons Group Rights management, Programming, Reimagined content supply chain, Cross-platform and targeted ADV, OTT, NEXTGEN TV, DAI, Cloud solutions, AI for Media. **W2766 and W2775MR**

Fraunhofer IIS MPEG-H Audio ensures the best quality for streaming applications. Brazil's new DTV+ with ATSC 3.0 and MPEG-H Audio delivers an outstanding experience. **W2857 and W3056 (ATSC Booth)**

GatesAir NEXTGEN TV transmitters and exciters featuring enhanced efficiency and remote monitoring capabilities for ATSC 3.0 broadcast deployments. **W2720**

Happiest Minds Technologies Unlock the power of ATSC 3.0 with our NEXTGEN TV app to enable enhanced engagement, personalized content and location-aware TV with value-added services. **W3056 (ATSC Booth)**

Harmonic Inc. Discover how Harmonic XOS streamlines both Playout and Encoding into a single platform for effortless broadcast delivery—an innovation unmatched in the industry. **W2821**

HCLTech featuring a stunning AI-based portfolio for broadcasting, studio and media clients, including the award-winning Broadcast Core acquired by HPE. **W3056 (ATSC Booth)**

HDR10+ Technologies LLC is demonstrating TV sports content in High Dynamic Range with HDR10+ metadata on the latest compatible ATSC 3.0 televisions from Panasonic and Samsung. **W3056 (ATSC Booth)**

LTN leads the ATSC 3.0 transition. The LTN Network delivers broadcast-quality transmission through a fully monitored and managed global network. **W2601**

Mediaproxy LogServer ATSC 3.0 groundbreaking A3SA development offers broadcasters software-based tools to monitor, analyze streams for compliance purposes. **W1417**

Mirakulo presents AstroTV NEXT, integrating hybrid interactivity, OTT, live TV, metrics, and DAI into one platform, ready for NextGenTV (ATSC 3.0). **W3056 (ATSC Booth)**

MPEG-5 LCEVC Showcasing applications of LCEVC in broadcasting, pay-TV, OTT streaming, social media, XR, and cloud gaming. **W1252 and W1253**

NAB PILOT will show ATSC 3.0 demos, including BPS time accuracy with eLORAN and NEXTGEN TV apps developed by students via PILOT's NextGen TV Fellowships. **W4042**

Rohde & Schwarz GmbH & Co.KG Experience the innovative R&S TE1 liquid-cooled transmitter, designed for ATSC 3.0 broadcasting, unlocking new business opportunities for broadcasters. **W3043**



Run3TV Come learn about the business case for Smart Broadcasting and how broadcasters will grow their OTA business dramatically with ATSC 3.0. [W3056 \(ATSC Booth\)](#)

SBTVD Forum is showcasing the results of its studies on the future of free-to-air digital terrestrial TV in Brazil, DTV+. Learn more at forumsbtvd.org.br/tv3_0/. [W3343](#)

Shift2Stream MyVelo TV Premiere, a revolutionary streaming device combining the best of Free Over-the-Air live broadcast TV and streaming in one sleek package. [W3056 \(ATSC Booth\)](#)

Sinclair Inc. A demonstration of the remarkable experience ATSC 3.0 can enable when broadcasters can sunset their ATSC 1.0 signals and access the full capabilities of their spectrum. [W3056 \(ATSC Booth\)](#)

Stavix/GoTech NEXTGEN TV ATSC3.0 Certified for Excellence! Crystal-clear 4K HDR content with ATSC3.0, blending live TV and OTT services effortlessly. [W2972](#)

Suitest enables end-to-end test automation for ATSC 3.0 apps with remote control, real-time logs, and private cloud solutions for scalable testing. [W3842](#)

TATA We empower hyperconnected media, entertainment and sports ecosystems. With the world's largest media network & media-native cloud for your every need. [W2101](#)

Tejas Networks' D2M revolutionizes content delivery by integrating broadcast & broadband, enabling data-free, real-time media access with low network congestion. [W3056 \(ATSC Booth\)](#)

Televes specializes in innovative transmitters, gap-fillers, test equipment and receiving solutions for ATSC 1.0 and 3.0 and other worldwide standards. [W4015 and W3056 \(ATSC Booth\)](#)

TitanTV empowers broadcasters in the ATSC 3.0 transition with MediaStar, delivering scheduling updates & ESG data attributes like HDR, E/I flags, EIDR & more. [W3151](#)

Tolka powers ATSC receivers for TVs, set-top boxes, automotive, signage, and mobile devices. We'll showcase ATSC 3.0 work in the U.S., Jamaica, Brazil, India (D2M) and more. [W3461 and W3056 \(ATSC Booth\)](#)

Triveni Digital See our broadcast chain Station Manager, BPS and NOC software, StreamScope XM products, ATSC 3.0 translator, datacasting, and emergency communications. [W3067](#)

VBox communication LTD We will introduce the fifth generation VBox TV gateway with broadcaster customized and ATSC 3.0 datacasting terminal. [W3056 \(ATSC Booth\)](#)

V-Nova technologies and standards accelerate AI workflows, enhance immersive entertainment, and optimize video delivery across all platforms. [W1454](#)

Yotta Media Labs will demonstrate how broadcasters can add stations on ATSC 3.0 via a hybrid model, using magicBOX for station delivery, Event Streams, exciter protection, and DAR. [W3056 \(ATSC Booth\)](#)

ZapperBox NEXTGEN TV Tuner, DVR and Gateway. [W3056 \(ATSC Booth\)](#)

Zinwell NEXTGEN TV box, manufactured in Taiwan, is the world's first ATSC 3.0 STB certified in unconnected mode, and has the most completed product lineup. [W3056 \(ATSC Booth\)](#)

NORTH HALL

SBE – Society of Broadcast Engineers will be showcasing our current offerings including certifications and inspection guides. Limited inventory of merchandise for sale as well. [NL2](#)

Sony Electronics Creativity Connected: See how Sony is connecting creators with the latest tools and techniques that can help enhance their workflows in creative new ways. [N439](#)

Telos Alliance The LA-5300 is a complete audio solution for ATSC 3.0 and 1.0 services. It provides loudness control, upmixing, Dolby, Verance, and Nielsen encoding. [N721](#)

SOUTH HALL

Actus QA Compliance Logger & Multiviewer is a capable ATSC 3.0 television/OTT quality monitoring & compliance system deployed over 2,000 times since 2005. [SL3307](#)

Cobalt has path to ATSC 3.0 with the 9905-MPx multi-function Quad-Path Up/Down/Cross Converter/Frame Sync/Embed/De-Embed openGear processor with HDR sppt. [SL5123](#)