Las Vegas Convention Center

NORTH HALL

SBE - Engineers (Lobby North Hall)
SBE - Engineers (Lobby North Hall)
North Hall (automotive)
IEEE Broadcast Tech (Lower N3)
ETRI (N231)
Eurofins Digital Testing (N231)
LowaSIS, Inc. (N231, N1134FP)
PILOT (N1037)
AWARN Alliance (N1435)
Wipro Limited (N1831)
Airwavz.tv (N1831)
BitRouter (N1831)
GatesAir (N3303)
Triveni Digital (N3908)
Psyx Research, Inc. (N4120)
UniSoft and S&T (N4131)
Thomson Broadcast (N4206)
Digital Alert Systems (N4813)
Avateq Corp (N5012)
TitanTV (N6227)
Broadcast Electronics (N6406)

SOUTH HALL

Rohde & Schwarz (SL6404)
Harmonic (SU810)
Dolby Laboratories (SU1702)
DVEO (SU3306)
NAGRA KUDELSKI (SU3624)
The Telos Alliance (SU3921)
Fraunhofer IIS (SU4816)
ATEME (SU6005)
Enensys (SU6102)
KAI MEDIA (SU6506)
PixTREE (SU6607)
ATBiS Co., Ltd (SU6905)
DS Broadcasting (SU6907)
WideOrbit (SU7102)
DTV Innovations (SU7821)
Fincons Group (SU9024C)
APPS Bred Software (SU9526CM)
Alticast (SU10521)
Intertrust Tech (SU13801MR)

CENTRAL HALL

American Tower (C1633)
Comark (C4409)
Sony Electronics (C11001)

WYNN & RENAISSANCE

RESERVATIONS NEEDED
Airwaves USA (WYNN)
Saankhya Labs (WYNN)
ONE Media (WYNN)
Sinclair Broadcast (WYNN)
Verance (WYNN)
Coherent Logix (RENAISSANCE)

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NORTH HALL

Society of Broadcast Engineers (Lobby North Hall)
Technical educational programs and later in 2019, a new SBE certification on ATSC 3.0 SK Telecom/Sinclair Broadcast Group

Society of Broadcast Engineers (Lobby North Hall)
Technical educational programs and later in 2019, a new SBE certification on ATSC 3.0

North Hall (automotive)
Sinclair Broadcast Group and SK Telecom (in conjunction with Harman International/Samsung) will show ATSC 3.0 smart car services for Harman's connected Maserati

IEEE Broadcast Technology Society (Lower N3)
ATSC 3.0 Roadshow seminar, being hosted at multiple locations throughout the U.S.

ETRI (N231)
Seamless convergence of broadcast and broadband networks, Terrestrial 8K broadcast using ATSC 3.0 channel bonding, ATSC 3.0 master antenna TV System

Eurofins Digital Testing (N231)
Test Harness and suite of test tools enabling automated playout of conformance test materials for testing devices against ATSC 3.0 standards

LowaSIS, Inc. (N231, N1134FP)
ATSC 3.0 set-top box to support OTA and OTT, Smartphone cradle to receive ATSC 3.0 channels, Home Media Gateway, to support targeted advertisement, and ATSC 3.0 receiver supporting Advanced Emergency Alert System

PILOT (N1037)
Demonstration of interoperability of ATSC 3.0 receivers for interactive services, ATSC 3.0 content swapping and Next Generation TV user interfaces

AWARN Alliance (N1435)
Advanced emergency alerting and digital news integration

Wipro Limited (N1831)
ATSC 3.0 Receiver solution on Android OTT Box integrated with USB tuner/demod (from our partner Airwavz.tv) showing features like Live TV Playback, Channel Navigation, ESG Guide

Airwavz.tv (N1831)
RedZone Receiver and TvXplorer video player for ATSC 3.0

BitRouter (N1831)
ATSC 3.0 set-top box, gateway and client

GatesAir (N3303
Transmitters and exciters equipped with ATSC 3.0 with operational SFN NAB and various partners (N2512, N1037, CL3) Single Frequency Network (SFN) inside the LVCC North Hall and Central Lobby delivering signals to moving portable tablets outfitted with ATSC 3.0 tuners

Triveni Digital (N3908)
New StreamScope XM Verifier, a software application for receiving, verifying, and recording ATSC 3.0 broadcast streams via RF, ROUTE, MMTP, or STLTP protocols IP

Psyx Research, Inc. (N4120)
Complete, ATSC 3.0 compatible, real time 3D workflow and delivery suite, including a 3D visualizer and 5.1.4 headphone virtualization for monitoring

UniSoft and S&T (N4131)
ATSC 3.0 Delivery System with S&T ATCaster Signaling/ROUTE/MMT/ESG/ NRT Server, S&T ATMonitor, and more from other partners

Thomson Broadcast (N4206)
Thomson Software Defined Television, ATSC 3.0 demonstrations showing content distribution system, real-time cloud-based encoders and media asset management, playout automation, integrated playout, IP Security monitoring

Digital Alert Systems (N4813)
ATSC 3.0 Advanced Emergency Information (AEA) with the DASDEC EASNet AEA module that aggregates emergency messages and multimedia, and generates a station's Next-Gen TV emergency information messaging for transmission

Avateq Corp (N5012)
ATSC 3.0 RF analyzers targeted to meet broadcasters' everyday needs including the transmitter output, coverage area signal quality and SFN monitoring, and remote ALP streaming

TitanTV (N6227)
ESG Data Service and MediaStar Scheduler

Broadcast Electronics (N6406)
New series of ATSC 3.0 transmitters

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CENTRAL HALL

American Tower (C1633)
Single Frequency Networks modeling to prepare for deployment, such as the first commercial-grade ATSC 3.0 SFN in Dallas

Comark (C4409)
The Parallax liquid-cooled, solid-state Doherty DTV transmitter that now encompasses UHF, VHF band 3 and VHF band 1, Exact-V2 DTV exciter, full ATSC 3.0 Glass-to-Glass demo.

Sony Electronics (C11001)
Private demonstrations of solutions for broadcasters

WYNN HOTEL

Airwaves USA
Next Gen TV spectrum consolidator

Saankhya Labs/ONE Media/Sinclair Broadcast
5G Broadcast demo with Saankhya SDR Chip

Verance
ATSC 3.0 Interactivity and Personalized Audio demonstrations powered by the Verance Aspect watermark

SOUTH HALL

Rohde & Schwarz (SL6404)
ATSC 3.0 software-based implementation on its entire transmitter EVO portfolio, which includes both UHF high power liquid cooled transmitters and also the new EVO VHF liquid cooled transmitters product lines

Harmonic (SU810)
ATSC 3.0 Encoding/Packaging with Electra X encoders, Hybrid Services, and VOS360 Software-as-a-Service

Dolby Laboratories (SU1702)
Demonstration of end-to-end ATSC 3.0 audio workflow and dialogue enhancement features with Dolby AC-4

DVEO (SU3306)
ATSC 3.0 encoding and transcoding

NAGRA KUDELSKI (SU3624)
A NAGRA ATSC 3.0 STB Stack implemented with NAGRA CAS, DRM and QR

The Telos Alliance TV Solutions Group (SU3921)
Linear Acoustic LA-5291 Professional Audio Codec provides decoding, encoding

Fraunhofer IIS (SU4816)
ATSC 3.0 next-generation audio standard with an MPEG-H Audio end-to-end chain for broadcast

ATEME (SU6005)
ATSC 3.0 encoding and transcoding

Enensys (SU6102)
MediaCast, SmartGate, VCC modulator

KAI MEDIA (SU6506)
ATSC 3.0 HEVC Encoder and Decoder

PixTREE (SU6607)
ATSC 3.0 Live Video Encoder supporting real time HDR10+

ATBiS Co., Ltd (SU6905)
SFN Scheduling Gateway, Change Over and Simulator

DS Broadcasting (SU6907)
ATSC 3.0 UHD encoder, ATSC3.0 Multi-channel encoder (up to 12 FHD/HD channels), ATSC 3.0 IRD

WideOrbit (SU7102)
WO Streaming as the targeted ad server, fully integrated with Digital Orders and Multicast logs in WO Traffic for the complete monetization platform from order to on-air/ad serving, reconciliation and invoicing

DTV Innovations (SU7821)
Next generation of PSIP Pro/Central platforms with full ATSC 3.0 Signaling and Service Announcement

Fincons Group (SU9024C)
Next Gen TV Broadcaster and OTT apps, Interactive and Addressable Advertising, TV Rights Management

APPS Bred Software (SU9526CM)
ATSC 3.0 Interactive Advertising

Alticast (SU10521)
Cloud-based solution designed to enable a seamless user experience for content consumption on various devices in the home with ATSC 3.0 broadcast streams

Intertrust Technologies (SU13801MR)
Intertrust ExpressPlay XCA is an open standard Marlin technology and cloud architecture for ATSC 3.0

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All broadcasters are invited to join ATSC experts at the "Riding the Road to ATSC 3.0" Presentation Stage in North Hall N2512 for detailed talks about the many facets of Next Gen TV.

Monday, April 8

> Dallas Deployment Update
> Consumer Research on ATSC 3.0
> ATSC 3.0 National Deployment Update: Pearl
> Phoenix Model Market Technical Update
> ATSC 3.0 Consumer Device Panel
> ATSC 3.0 Conformance Testing
> Audio Enhancements for ATSC 3.0
> Real World ATSC 3.0 in Santa Barbara, CA

Tuesday, April 9

> PBS ATSC 3.0 WKAR @ Michigan State
> Panel: Building Out the ATSC 3.0 Station
> Watermarking in ATSC 3.0
> AWARN with Next-Gen TV
> Channel Security with ATSC 3.0
> ATSC 3.0 Deployment in Korea
> Cleveland Station Update

Wednesday, April 10

> Advanced Advertising and ATSC 3.0
> Measurement and ATSC 3.0
> European Interactivity Experiences
> Sessions Repeat The Rest Of Wed/Thu

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