WEST HALL

Ateme, W3512: Industry-leading compression for the highest quality of experience, featuring Dynamic Ad insertion, emergency alerting, ultra-high definition and more.

ATOS IT Solutions & Services, W4620: Overall understanding on integration needs and execution.

Avateq Corp., W7824: Innovative Spectrum Utilization Analysis for ATSC 3.0

AWARN, W9022: AWARN is about leveraging NextGen TV features that enable Advanced Emergency Information (AEI), including all-IP interoperability in emergency ‘mesh networks.’

CeWi Networks, Inc., W9022: We are introducing a new protocol which enables live, linear digital datacasting with virtually zero latency.

D2D Technologies, W9014: D2D will be demonstrating our broadcaster App plus showing progress on our ATSC 3 Packager/Scheduler.

DekTec, W7809: Test ATSC 3.0 modulator and receivers.


DTV Innovations, W9211: ATSC 3.0 station in a box solution (Encoder, ROUTE, Signaling, security, Broadcast Gateway).

ENENSYS Technologies, W4509: Datacasting & Linear TV end-to-end delivery and monitoring.

ETRI, W5730: ATSC 3.0's high-throughput capability (more than 100Mbps) through MIMO and OTA/OTT convergence.

Fincons Group, W10105: Connected Media/IP Pavilion + ATSC booth: New audience interaction and monetization models based on content and advertising to help broadcasters leverage their assets and remains competitive.

GatesAir, Inc., W7426: GatesAir’s Maxiva line of transmitters, powered by the award-winning Maxiva XTE exciters, are America’s ATSC 3.0 solution of choice.

Harmonic Inc., W6428: Harmonic’s XOS media processor, a cloud-native solution that runs on COTS servers for both ATSC1 and ATSC3.

Heartland Video Systems, Inc., W6429: As an experienced integrator involved in over thirty ATSC 3.0 market launches, NextGen Now by HVS. Inc. showcases 3.0 equipment from multiple manufacturers and explains their function within the air-chain.


Gaian Solutions, W9002: Gaian’s Mobius TV cloud platform enabling innovative ATSC 3.0 application services. Providing a pathway to new revenues. Powering the broadcast internet.

Mediaproxy Pty Ltd, W7409: Compliance Logging.


NAB PILOT, W5730: Live hybrid broadcast/broadband transmission using Scalable HEVC (HD over-the-air and UHD enhancement over broadband) received by consumer TV set.

NAGRA, W5508: New technologies will be front and center of our NAB conversations as we focus on the opportunities presented by ATSC 3.0/NextGen TV in mobility and datacasting use cases for IoT.

ONE Media / Sinclair Broadcast Group, W9022: Broadcast Apps, Advanced Emergency Informing (AEI), and SL-HDR1 (Advanced HDR by Technicolor).

Pearl TV, W9022: Pearl TV broadcaster members are showcasing the RUN3TV common application platform, a launchpad for broadcasters to introduce interactive and on-demand content.

Sinclair Broadcast Group, Private suite at Wynn: SL-HDR1/Advanced HDR by Technicolor.

Thomson Broadcast, W8022: We will showcase ATSC 3.0 transmitters, NextGen TV solutions and OTT platform.


Triveni Digital, W9418: Triveni Digital will showcase end-to-end ATSC 3.0 solutions for optimized delivery of revenue-enhancing datacasting services.

Unisoft Corporation, W8624: Dynamic Ad Insertion, an Emergency Alert Application and Educational Datacasting.

VBox Communications Ltd., W9513: VBox TV Gateway now supports Broadcast Apps, Datacasting reception, LLS and signaling detection and PD/CD app demo.

Video Flow, W8616: Complete transport solution, from Lightweight connectivity through STLTP and SFN delivery.

NORTH HALL

Cobalt Digital, N3713: Demonstrations of Advanced HDR by Technicolor for best HDR/SDR viewing plus its new Reversible ITM technology incorporated into Cobalt 9904-UDX.

IEEE Broadcast Technology Society, North Hall Lobby LN3: Broadcast Technology Society is a collaborative working group driving the advancement of technology in the industry.

Rohde & Schwarz, N3625: Supporting PLP, multiple subframes and SFN for optimal spectrum utilization and LDL, helping network operators maximize coverage in different reception scenarios, including fixed and mobile reception.

CENTRAL HALL


Fraunhofer IIS, C3926: MPEG-H is mandatory for Brazil’s TV 3.0 system. We present an S-ADM over IP workflow, AI-based Dialog+ features and mobile playback.

Hitachi Kokusai Electric Comark LLC, C4409: Comark Digital Services has a mission to help broadcasters navigate ATSC 1.0 Encoding System upgrades and migrate to ATSC 3.0.

ZapperBox, Inc., C4409: ATSC 3.0 set-top box - ZapperBox M1

Guide to ATSC 3.0 at the Show

...
ATSC 3.0 Sessions Planned for 2022
NAB Show in Las Vegas

A mix of 15 technical and station management sessions will discuss all facets of ATSC 3.0, including applications, capabilities, and plans as consumers buy NEXTGEN TV receivers to tune to local ATSC 3.0 broadcasts. Refer to www.nabshow.com/2022/ for more detailed information on each session.

SUNDAY, APRIL 24

ATSC 3.0 / Next-Gen TV Applications
9:15AM - 10:15AM
Location: W307-W309
NAB Show Conference Pass required

What's Now and What's Next with NEXTGEN TV
10:35AM - 11:35AM
Location: N258-N260
NAB Show Conference Pass required

ATSC 3.0 / Next-Gen TV Datacasting
10:35AM - 11:35AM
Location: W307-W309
NAB Show Conference Pass required

Life in the Fast Lane – Today’s In-Vehicle Infotainment Insights
12:35PM - 1:35PM
Location: N259-N261
NAB Show Conference Pass required

Deployment of Advanced Emergency Alerting and Informing (AEA&I) Services: A Progress Report
1:45PM - 2:15PM
Location: W6428 Connect Experiential Zone
NAB Exhibits Pass required

NEXTGEN TV Executive Q&A
3:00PM - 3:30PM
Location: LNU4- Networking Lounge
NAB Show Conference Pass required

What’s ATSC 3.0 Got to Do with Web 3.0 and the Metasphere? or Next-Gen TV Beyond 5G/6G
3:15PM - 3:45PM
Location: W6428 Connect Experiential Zone
NAB Exhibits Pass required

TUESDAY, APRIL 26

How the ATSC 3.0-Enabled Broadcast App Personalizes Services for TV Users and Opens Opportunities for Stations
10:00AM - 10:30AM
Location: W6428 Connect Experiential Zone
NAB Exhibits Pass required

How the ATSC 3.0-Enabled Broadcast App Personalizes Services for TV Users and Opens Opportunities for Stations
12:20PM - 12:40PM
Location: W10619 - CMIP Debate Theater
NAB Exhibits Pass required

Using ATSC 3.0 Broadcaster Apps to Provide a Richer Viewer Experience
12:40PM - 1:00 PM
Location: W10619 - CMIP Debate Theater
NAB Exhibits Pass required

A Complete Station Solution for ATSC 3.0 Transmission
2:40PM - 3:00PM
Location: W10619 - CMIP Debate Theater
NAB Exhibits Pass required

Developing for ATSC 3.0 Through the PILOT NextGen TV Fellowship at Howard University
3:00PM - 3:30PM
Location: W6428 Connect Experiential Zone
NAB Exhibits Pass required

ATSC Presentation Zone in W9022
Sponsored Sessions about ATSC 3.0

SUNDAY, APRIL 24
12 Noon Monetizing Audiences with the RUN3TV Application Platform, presented by Pearl TV
3 PM Consumer Insights on NEXTGEN TV Marketing Campaign, presented by Pearl TV
5 PM Welcome Reception, presented by Hewlett-Packard Enterprise

MONDAY, APRIL 25
10 AM ATSC 3.0 in Your WiFi? - Here’s Why, presented by Mediathand
11 AM NextGenTV Experiences in the Industry 4.0 Era - A TAIC-SIMO Model Perspective, presented by Gaian Solutions
12 Noon Advanced Emergency Information Services Consumer Facing Research, presented by Sinclair Broadcast Group
1 PM Linear Digital Streaming Using Datacasting, presented by CeWi
2 PM Advanced Advertising Technology for NextGen TV, with an afternoon coffee, presented by MadHive
5 PM Reception, presented by American Tower

TUESDAY, APRIL 26
10 AM HDR in Today’s Market, presented by Sinclair Broadcast Group
12 Noon Rebuilding Emergency Manager-Local Station Relationships with Advanced Emergency Information, presented by AWARN
2 PM NextGenTV: Success Stories, Future Trends and Priorities, presented by Fincans
5 PM Reception to Celebrate the SBTVD Forum’s Progress on Its TV3.0 Project, presented by ATSC 3.0 Brazil Implementation Team