

## **Hitachi Kokusai Electric Comark and Ateame Announce Partnership Agreement for ATSC 1.0 and 3.0 Encoding Solutions**

**Southwick, MA, March 19, 2018** – Hitachi Kokusai Electric COMARK LLC (hereinafter “COMARK”), a manufacturer and supplier of DTV transmitters, encoding systems, and associated field services for over 45 years, has signed a partnership agreement with Ateame Corporation for ATSC 1.0 and ATSC 3.0 encoding solutions.

COMARK has unprecedented market experience in MPEG encoding system designs, dating back to the original transition from analog to DTV with the formation of Comark Digital Services (CDS). COMARK will continue to provide market-leading solutions with best-of-breed technology and system expertise to help customers jump into the exciting possibilities offered by ATSC 3.0.

The agreement appoints COMARK as an authorized reseller and service provider of the Ateame hardware and software products. COMARK will be focusing on the North American broadcast DTV market for ATSC 1.0 and ATSC 3.0 solutions. COMARK will also be providing integration and system design services for stations to ensure a smooth installation process.

“After careful evaluation of the encoding market and extensive product testing in our encoding systems lab at the Southwick, MA facility, we decided to work with Ateame.” says Dick Fiore, President and CEO of Hitachi Kokusai Electric Comark, LLC. “The ATEME Titan encoding solution offers best-of-breed encoding, flexibility of implementation, and a future-proof upgrade path for Next Gen Broadcast Television deployments.”

Walid Hamri, VP Business Development at ATEME, said: “We’re thrilled to extend our partnership with Comark to our TITAN software encoding. It’s enabling Comark to provide an End to End flexible solution for the DTV market, ready for Next Gen TV Broadcast”

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***About ATEME:***

ATEME (PARIS: ATEME), Transforming Video Delivery. ATEME is a global leader in HEVC, H.264, MPEG-2 video compression solutions for broadcast, cable, DTH, IPTV and OTT. More information is available at [www.ateme.com](http://www.ateme.com).

***About Hitachi Kokusai Electric Comark LLC:***

For over 45 years COMARK has been synonymous with broadcast expertise and innovation. A trusted partner to the world's leading broadcasters, COMARK has pioneered many developments that have shaped the industry, leading innovation in IOT & MSDC-IOT technology, transistorized solid-state technology, Digital Adaptive Pre-correction (DAP), and also winning multiple Emmy® Awards; and gaining numerous patents in technologies that have become fundamental to broadcasting. COMARK is now building on this great heritage with the release of an entirely new range of transmission products for terrestrial television broadcasting, and state-of-the-art products for scientific/industrial RF applications. With thousands of active COMARK transmission systems deployed worldwide and a global support presence, COMARK plans to continue to develop technologies for the future, with efficient performance initiatives that improve coverage and save power.

***Look for Hitachi Kokusai Electric Group at NAB  
2018, booth # C4309.***

Information about products from Hitachi-Comark  
is available at [www.comarktv.com](http://www.comarktv.com).

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