

Hitachi Kokusai Electric Comark and BitRouter Announce Reseller Agreement for ATSC 3.0 Receivers

SOUTHWICK, MA, August 27, 2019 – 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 BitRouter.

This agreement appoints COMARK as an authorized reseller and service provider of BitRouter’s ATSC3pro Linux based ATSC 3.0 professional receiver product line. The ATSC3pro product fills a much-needed void of end-user reception devices for over-the-air technology trials, lab testing, and early adopters of ATSC 3.0 technology. The ATSC3pro device runs BitRouter’s ATSC3pak middleware, which can integrate the functionality of multiple ATSC 1.0 and 3.0 tuners, OTT, interactivity, and mobility. The professional receiver is a versatile video and data distribution solution that uses HDMI and Wi-Fi connectivity for both legacy DTV sets, smartphones and tablets.

COMARK has unprecedented market experience in MPEG encoding systems and designs. Looking to deliver a multitude of solutions to DTV customers, they originally formed Comark Digital Services (CDS) back in 1997 during the transition from analog to DTV and then re-launched the group in 2018 to assist customers with navigating the migration to ATSC 3.0. COMARK has been very active in the North American broadcast DTV market, forming partnerships and building a fully integrated end-to-end ecosystem for ATSC 3.0 solutions. CDS currently operates a full laboratory for equipment testing, integration, and customer demonstrations. They provide market-leading solutions with the best-of-breed technology and system expertise to help customers jump into the exciting possibilities offered by ATSC 3.0.

“Due to the lack of currently available commercial off-air DTV receivers on the market, we felt that the ATSC3pro would be an excellent addition to our portfolio,” says Tim Hosmer, Director of Comark Digital Services, at Hitachi Kokusai Electric Comark LLC. “We successfully tested the BitRouter ATSC3pro in our CDS lab and feel that it will provide end users with platform that can be used today while making it possible to add more ATSC 3.0 features in the future.”

“We are really pleased to have partnered with a DTV industry leader like Comark,” says Gopal Miglani, Founder and President of BitRouter. “BitRouter’s roadmap to full featured ATSC 3.0 consumer receivers is available at <https://bitrouter.com/products/atsc3pro/>. Comark’s reach can help us get ATSC3pro receivers quickly to the widest possible industry audience.”

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About BitRouter:

Since 2002 BitRouter's ATSC, Cable & IPTV software has been deployed in over 60 million receivers worldwide. BitRouter takes pride in exceeding its customers' expectations by providing robust, elegant, and cost-effective solutions. For information on BitRouter, please visit <https://bitrouter.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.

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Information about products from Hitachi-Comark
is available at www.comarktv.com.

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