

Hitachi Kokusai Electric Comark and GAIAN Solutions Announce Partnership Agreement for Cloud-based ATSC 3.0 Interactive and Datacasting Services

SOUTHWICK, MA, October 14, 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 GAIAN Solutions. This agreement appoints COMARK as an authorized reseller, integrator, and service provider of GAIAN’s suite of software and cloud-based solutions for NextGenTV deployments. COMARK will be focusing on the North American broadcast DTV market for its NextGenTV solutions.

COMARK re-launched Comark Digital Services (CDS) in 2018 to assist customers with navigating their migration from ATSC 1.0 to ATSC 3.0. CDS currently operates a full laboratory for equipment testing, integration, and customer demonstrations and provides market-leading solutions with the best-of-breed technology and system expertise to help customers jump into the exciting possibilities offered by the new DTV standard.

With this agreement, CDS will offer GAIAN’s GAIATV3.0 / Edgeplex Starter Suite of solutions for either lab or field NextGenTV deployments, including test receivers. These Starter Suite solutions provide the fundamental tools that broadcasters require to test new potential revenue streams through ATSC 3.0’s capabilities, including dynamic ad insertion, broadcast/receiver app generation, OTA signage/digital kiosks, lower third ads as a service, as well as automotive apps (maps, traffic, weather). These turnkey packages include standard app templates and training and can be used with any ATSC 3.0 transmitter solution.

“We can easily provide, integrate, and deploy NextGenTV headend stacks to broadcast customers,” says Tim Hosmer, Director of Comark Digital Services, at COMARK. “GAIAN’s cloud suite in conjunction with a NextGenTV headend stack allows broadcasters to start exploring the benefits of A/344’s dynamic interactive content and datacasting opportunities.”

“We are excited to begin this partnership with Comark. We consider them to be a valuable partner in our NextGenTV journey, states Ashwini Koppiseti, Head of Marketing at GAIAN. “The market is at a place where solutions that point broadcasters to revenues and new business models is the need of the hour. The GAIAN platform addresses precisely this problem. The GAIAN platform is not just a technology solution but a business and go-to-market solution with mature and proven business models featuring NextGenTV solutions for broadcasters.”

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About GAIAN Solutions:

GAIAN Solutions offers dynamic content delivery products and solutions to the new generation television ecosystem of broadcasters (television channel providers), MSOs (DTH, Satellite, and Cable Operators) and enterprises (Retail, Large Corporate, and Government). The products and solutions affect a wider network of entities, primarily, the advertising fraternity, SMEs, and end consumers. Gaian installations are spread across the globe including US, Mexico & APAC. For information on GAIAN, please visit www.gaiansolutions.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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