

Damon Roach Joins Hitachi Kokusai Electric Comark as Business Development Manager at CDS

SOUTHWICK, MA, November 11, 2020 – 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 announced that Damon Roach has joined the organization as the Business Development Manager at Comark Digital Services (CDS). Damon will be specifically looking after ATSC 3.0 / NextGen TV projects and opportunities.

Damon’s most recent experience in the broadcast industry was with AWS Elemental, where he was the Federal Sales Manager of encoding and transcoding included Cloud MediaServices for US Federal Government Civilian Agencies and various non-profit organizations. Damon was responsible for the launch of powerful sales and marketing initiatives to attract organizations within the public sector and to establish a robust sales pipeline to exceed the company’s sales targets.

Prior to AWS Elemental, Damon spent over 10 years at Imagine Communications (formerly Harris Broadcast) where he fulfilled a critical role driving revenue for media software and video infrastructure solutions for broadcast and multichannel video programming applications. Prior to Imagine Communications, Damon also spent time at MRC, Tandberg Television, ParkerVision, and Sony Corporation of America.

“We are excited to add Damon to our group in this new position,” states to Joe Turbolski, VP of Sales and Marketing at COMARK. “His broad experience over the years will help COMARK continue to build our momentum and success in the ATSC 3.0 marketplace as well as help our customers have the best products, innovative NextGenTV systems, and great support.”

Comark Digital Services (CDS) was re-launched in 2018 to assist customers with navigating the migration to ATSC 3.0 and as we continue to build the team, Damon will be integral to the industry wide technology and strategy discussions. 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, and provides 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.

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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 entire 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 efficiency and performance initiatives for improving coverage and saving power.

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Information about products from Hitachi-Comark
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