

Hitachi Kokusai Electric Comark Announces a Live end-to-end ATSC 3.0 Demonstration at NAB 2019

Southwick, MA, March 22, 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 announced a live end-to-end ATSC 3.0 demo at NAB 2019. This demonstration will be on display at the Hitachi Kokusai Electric Group’s booth (#C4409).

Comark Digital Services is the in-house integration, test, and deployment arm of our company that has already helped broadcasters with end-to-end solutions. We are focused on integrating technology and software solutions to meet the upcoming demands of Next Gen Broadcast Television (NGBT) with our team of experts.

Comark Digital Services will be showcasing the latest integrated technology and software solutions for our upcoming ATSC 3.0 / NGBT deployments. For NAB 2019, as a demonstration of a full ATSC 3.0 Glass-to-Glass demo, we will be receiving a live, 1080p60 HDR camera feed and then fully processing and transmitting its signal through to an ATSC 3.0 enabled DTV set on display. The demo will feature such technologies as multiple PLP’s, full announcement data (EPG), and picture enhancements, including High Dynamic Range (HDR) / Higher Frame Rate (HFR) / Wide Color Gamut (WCG).

We will also showcase ATSC 3.0 reception via a home gateway for signal redistribution to mobile devices. Key products featured in this demo will include HEVC encoding, a ROUTE server, a Broadcast Gateway / Scheduler, an ATSC 3.0 DTV Exciter, and QoS RF monitoring.

On the forefront of technology, Comark Digital Services has also just published a new whitepaper titled “**Software-Based Encoding**”. This whitepaper provides an excellent basis for the current trend to move away from hardware / legacy based encoding solutions to systems that have the flexibility to be deployed locally on bare metal servers, to datacenters, or even in the cloud. This new whitepaper is available for free on the company’s web site (www.comarktv.com).

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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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***Look for Hitachi Kokusai Electric Group at NAB
2019, booth # C4409.***

Information about products from COMARK is
available at www.comarktv.com.

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