

## **Hitachi Kokusai Electric Comark and Triveni Digital Announce Reseller Agreement for ATSC 1.0 and 3.0 Solutions**

**Southwick, MA, March 15, 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 reseller agreement with Triveni Digital, Inc. for transmission, test and monitoring systems used in ATSC 1.0 and ATSC 3.0 integrated solutions.

COMARK’s unprecedented market experience in encoding system designs began with the formation of Comark Digital Services during the original transition from analog to DTV. Comark Digital Services was re-launched in 2018 with a mission to help broadcasters navigate the Federal Communications Commission (FCC) repack and migrate headend solutions for both ATSC 1.0 and ATSC 3.0. Comark Digital Services continues 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 of Triveni Digital hardware and software solutions, including program guide generators, metadata management, data broadcasting, and test and monitoring systems. COMARK, through Comark Digital Services, will be focusing on the North American broadcast DTV market for ATSC 1.0 and ATSC 3.0 solutions. Comark Digital Services provides integration and system design services for TV stations to ensure a smooth installation process.

“Partnering with Triveni Digital is a natural fit for the growing product and service portfolio of our Comark Digital Service business,” said Joe Turbolski, VP of Sales and Marketing at Hitachi Kokusai Electric Comark, LLC. “Triveni Digital has a rich history in ATSC and offers market leading solutions for Next Gen Broadcast Television (NGBT) deployments.”

“As the industry undergoes tremendous change with ATSC 3.0 deployments starting, broadcasters need DTV solutions that enable a seamless transition to the next era of television,” said Ralph Bachofen, Vice President of Sales and Marketing at Triveni Digital. “COMARK has a longstanding history in the broadcast market, offers end-to-end integration services, and is a local U.S.-based provider with nationwide reach, which will enable us to better address the needs of broadcasters during this exciting time.”

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***About Triveni Digital:***

Triveni Digital is a leading provider of program guide and metadata management, data broadcasting, and video quality-assurance solutions for broadcasters and service providers. Renowned for their ease of use and innovative features, Triveni Digital's solutions enable customers to deliver enhanced programs and services to television viewers. Working with leading industry partners, Triveni Digital employs an open and standards-compliant approach to the digital television market. As a leader in ATSC 3.0 solutions, a key contributor to standards development, and active participant in next-generation ATSC trials and deployments, Triveni Digital is leading the charge to a new, exciting broadcast television future. More information is available at [www.TriveniDigital.com](http://www.TriveniDigital.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.

Emmy® is a registered trademark or trademark of The National Academy of Television Arts and Sciences, Inc. and Academy of Television Arts and Sciences Corporation.

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

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

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