

When Mobile TV Really Starts Rolling—Will Your Signal Be Up to Speed?

If you haven't thought about maximizing your system coverage in the digital television transition environment—you should. Yes, as if they don't have enough on their plate, chief engineers now have one more priority item, and that is making sure their signal is prepared for Mobile TV.

As more and more consumers turn to mobile/handheld devices, they compound problems that may already exist for stations that began experiencing signal gaps when their existing analog transmitters were turned off. For some stations, this has resulted in poor ATSC coverage, including areas where there are holes or low signal concentration. The relatively simple answer is to fill in those gaps—and Linear Industries does just that with their Linear ATG Series of Gap-fillers.

“Our ATG Series of Gap-fillers can help your signal fill these holes or it can be used to target special locations and events such as arenas, sports stadiums, shopping malls, trains, tunnels or other important to reach places,” said Perry Priestley, Linear's Vice President of Sales. “In a nutshell, the Linear ATG Series can provide on-channel, “cellular-like” coverage—everywhere.”

Linear's ATG Series of Gap-fillers have been designed to cover shadows and extend to lost zones, and this in turn will help your station recoup lost audiences and advertising revenues that may have fallen by the wayside.



The Linear ATG Series will also help to eliminate the need for a high power (and more expensive) transmitter to reach lost customers—while at the same time preparing you for the signal density you'll need to deliver truly seamless Mobile TV.

So, how will you know the extent of the problems your signal will face when Mobile TV accelerates in your direction? One way to find out is to consult with Linear Industries sales experts right now. You may find that major gaps in your current ATSC coverage are a possible indication of a much bigger gap you may experience when Mobile TV takes off. True, Mobile TV is more robust than ATSC, but the reception will be more difficult and it pays to be sure.

Contact Perry Priestley at Linear Industries, 1-410-750-2165, or via e-mail at perry.priestley@linear-tv.com and he'll be glad to share technical information and Gap-filler solutions with your engineering team.

“Our Linear ATG Series Gap-filler is very much in keeping with our mission to offer industry-leading solutions that empower broadcasters to do more with less,” said

Priestley. “We're very excited about the solution it presents for Mobile TV and we have some interesting field studies to help you better understand how it could help your particular problem areas.”

Linear Industries, Inc. has been serving broadcasters' needs since 1977. Linear is a reliable provider of advanced TV broadcasting and signal transport equipment and has manufactured and installed over 32,000 transmitters in more than 40 countries. Linear Industries' line of equipment includes VHF and UHF TV transmitter solutions from 10W to 15,000W, as well as analog and digital microwave systems.



NAB Show Booth #SU8512