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Advances in Mobile DTV Highlighted During Second CEA 'PlugFest'

ATSC Mobile DTV PlugFest

ARLINGTON, Va.--([BUSINESS WIRE](#))--The Consumer Electronics Association (CEA)[®] today announced successful completion of its second “ATSC Mobile DTV PlugFest.” CEA PlugFest is a technology event that allows participating companies to test interoperability of their devices. More than three dozen engineers from around the world participated in PlugFest2, which focused on testing the recently approved ATSC A/153 Mobile DTV standard. ATSC Mobile DTV makes local, digital broadcast TV portable for consumers to watch on the go.

CEA’s Vice President of Technology and Standards Brian Markwalter said, “From supporting development of the mobile ATSC standard to outreach and education, CEA has taken a leading role in promoting mobile DTV. As more products are available in more markets, we are pleased that the major stakeholders are utilizing this critical interoperability checkpoint. We are excited to participate as this technology truly takes off this year.”

This event expanded on the success of CEA’s first ATSC Mobile DTV PlugFest last December and hosted 19 companies and 38 participants (up from 15 and 28 respectively). The PlugFest utilized six independently developed transmission systems to test against several receiver systems that consumers will buy as the ATSC Mobile DTV service rolls out in U.S. cities beginning in 2010.

The participating companies in PlugFest2 included: Acrodyne Services, ArcSoft Inc., Axcera, Axel Technologies, BnCom, DTVinteractive Co., Ltd, Elgato Systems, Expway, GMIT GmbH, Harmonic Inc., Harris Corp., JVC-Kenwood, Linear Industries, Rohde & Schwarz, Roundbox Inc., Thomson Grass Valley, Triveni Digital, Zenith/LG Electronics and more.

The ATSC Mobile DTV standard was initiated with a call for proposals in 2007 and culminated in final approval on Oct. 15, 2009. ATSC developed the Mobile DTV standard, while the Open Mobile Video Coalition and consumer electronics manufacturers worked through a CEA special interest group to move the technology from concept to standard to working products.

CEA leads technology manufacturers in fostering CE industry growth by developing industry standards and technical specifications that enable new products to come to market and encourage interoperability with existing devices. CEA maintains an unmatched reputation as a credible and flexible standards making body and has earned

ANSI accreditation. Through more than 70 committees, subcommittees, and working groups, the CEA Technology and Standards program provides a unique and efficient forum where technical professionals throughout the industry develop a unified technology roadmap and address technical issues critical to CE industry growth. For information about CEA Technology and Standards, visit www.CE.org/standards.

About CEA:

The Consumer Electronics Association (CEA) is the preeminent trade association promoting growth in the \$165 billion U.S. consumer electronics industry. More than 2,000 companies enjoy the benefits of CEA membership, including legislative advocacy, market research, technical training and education, industry promotion, standards development and the fostering of business and strategic relationships. CEA also sponsors and manages the International CES – The Global Stage for Innovation. All profits from CES are reinvested into CEA's industry services. Find CEA online at www.CE.org.

(photo below added, not part of the original press release)



The Linear AT7001 M/H ATSC A/153 Digital Exciter interfaced with the Rohde & Schwarz AEM100 Multiplexer at PlugFest 2 confirming the S.5 Standard (proposed).

