

## **Linear Industries to offer Rohde & Schwarz multiplexer for A/153 ATSC Mobile DTV transmission systems**

■ **Columbia, MD, May 31, 2010 — Rohde & Schwarz announced that Linear Industries will incorporate the R&S AEM100 as the ATSC Mobile DTV multiplexer for its A/153 compliant exciter and transmission product line-up for the US market.**

The R&S AEM100 emission multiplexer was a perfect fit with the Linear Industries AT7001 exciter, which worked together without hesitation from the first time they were connected. All the tests went smoothly and the interoperability was easily confirmed to be successful, a key architectural aspect to the openness of the ATSC A/153 standard.

The R&S AEM100 includes the ATSC Mobile DTV multiplexer with complex error protection mechanisms and a signaling generator. This single RU high product fully supports ATSC Mobile DTV and SFN operation, and is easily integrated into existing installations, leaving the standard ATSC A/53 multiplexer in place, and is fully compliant to the final standard A/153 as adopted on October 16th, 2009. Likewise, the Linear AT7001 DTV exciter with its optional A/153 Mobile DTV ready software integrates seamlessly with transmission system line-ups that are written to the standard, providing distinct advantages in open architecture environments.

The R&S AEM100 also comes with the SFN function already integrated. This function, which can be optionally activated, makes it possible to supply the ATSC Mobile DTV transport stream from the multiplexer to several transmitters. This allows simultaneous transmission on the same frequency in SFNs. The advantages for network operators are obvious: they can address coverage problems to serve more viewers without having to apply for additional frequencies.

“The AEM100 Multiplexer was a ‘natural’ fit with our exciters and transmitter system solutions, thanks to the cooperative spirit built into the standard, and within Rohde & Schwarz”, said Perry Priestley, vice president at Linear Industries. “With this supply agreement, our customers will be in a better position to go Mobile faster— and at a better price point - than before.”

“We are pleased to work with Linear Industries and to enable them to offer complete solutions for the A/153 ATSC Mobile DTV”, said Eddy Vanderkerken, Director of Sales for broadcast products at Rohde & Schwarz Inc. “This cooperation will make it easier for broadcasters to deploy ATSC Mobile DTV transmitters and complete SFN networks, using this most efficient and uncomplicated product in affordable solutions.”

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**Rohde & Schwarz**

**Rohde & Schwarz is an independent group of companies specializing in electronics. It is a leading supplier of solutions in the fields of test and measurement, broadcasting, radiomonitoring and radiolocation, as well as secure communications. Established more than 75 years ago, Rohde & Schwarz has a global presence and a dedicated service network in over 70 countries. It has approx. 7400 employees and achieved a net revenue of € 1.2 billion (US\$ 1.7 billion) in fiscal year 2008/2009 (July 2008 to June 2009). Company headquarters are in Munich, Germany.**

**Linear Industries**

**Linear Industries is a leading provider in the delivery of TV broadcast transmission solutions, for low, medium and high power markets. A wholly owned subsidiary of Linear Equipamentos Eletronicos, the company enjoys a reputation for delivering reliability and performance at an exceptional price point. Headquartered in Minas Gerais, Brazil, Linear Equipamentos Eletronicos is a market leader in the design and development of TV broadcast solutions with more than 37,000 transmitters installed in over 40 countries. LINEAR's AT7001 Series of exciters are Mobile DTV ready and provide linear and non-linear pre-correction, at the touch-of-a-button. Linear Industries, Inc. is based in Elgin IL.**

All press releases are available on the Internet at <http://www.rohde-schwarz.com/usa>.

A press photo for download is also provided there.