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ATSC MOBILE DTV PAVILION AT NAB2009 **ATSC and Member Companies Demonstrate Mobile Technologies**

WASHINGTON, March 17, 2009 – The Advanced Television Systems Committee (ATSC) will host the *Mobile DTV Pavilion*, featuring new technologies, products and systems for implementation of the ATSC Mobile DTV Candidate Standard. The Pavilion will be showcased at the world's largest electronic media show; NAB2009, April 20-23 in Las Vegas, Nevada.

The *ATSC Mobile DTV Standard* will enable broadcast television delivery of digital television transmissions to mobile and handheld devices. A range of products and services utilizing the emerging ATSC Mobile DTV Standard will be shown in the Pavilion.

"NAB is thrilled to support the ATSC's development of the Mobile DTV Standard," said NAB President and CEO David Rehr. "Mobile DTV will be an important building block in the future of broadcasting, allowing TV stations additional revenue opportunities along with the chance to better serve their local communities. We encourage all television broadcasters to visit the ATSC Mobile DTV Pavilion at the NAB Show."

Participating companies include Axcera, DTV Innovations, ETRI, Expway, LG Electronics, Linear Acoustic, Pixtree, Rohde & Schwarz, RRD USA, Sarnoff, Sencore, Sinclair, Triveni Digital, Visteon, and Zenith.

"ATSC Mobile DTV will be one of the highlights of NAB2009 and the Pavilion will be the place to see the latest technologies that will enable broadcast services to mobile and handheld receivers" said ATSC President Mark Richer.

The *Pavilion* will be located in the Las Vegas Convention Center's Central Hall and will be open Monday through Wednesday, April 20 – 22, from 9 a.m. to 6:00 p.m. and Thursday, April 23 from 9 a.m. to 4:00 p.m. NAB2009 covers the development, delivery and management of professional video and audio content across all mediums. Complete show details are available at www.nabshow.com

About ATSC

The Advanced Television Systems Committee is an international, non-profit organization developing voluntary standards for digital television. The ATSC member organizations represent the broadcast, broadcast equipment, motion picture, consumer electronics, computer, cable, satellite and semiconductor industries. For more information visit www.atsc.org.

About NAB

The National Association of Broadcasters is a full-service trade association that promotes and protects free, over-the-air local radio and television stations' interests in Washington and around the world. NAB is the broadcaster's voice before Congress, federal agencies, and the courts. NAB also serves a growing number of associate and international broadcaster members. Information about NAB can be found at www.nab.org.

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