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Rohde & Schwarz ready for ATSC Mobile/Handheld

Columbia, MD — Rohde & Schwarz, the world's #1 manufacturer of TV transmitters, and the leading supplier of mobile TV broadcast transmitters in the US, announced that it will support the ATSC M/H technology and will offer television broadcasters the products to implement mobile digital TV quickly and effortlessly.

Rohde & Schwarz currently offers DTV transmitters and exciter that are ATSC M/H ready, and will offer the ATSC M/H technology as a firmware upgrade for existing users of the R&S@SX800 exciter platform. This exciter has been introduced and deployed in the US for ATSC and NTSC transmitters since 2006, both in the newest air-cooled and liquid-cooled transmitter series, as well as in transmitters from other manufacturers. "Our R&S@SX800 is ready to support this new standard, just as it supports the other worldwide TV standards, including DVB-H, ISDB-T and MediaFLO™" said Dave Benco, Program Manager. "We are pleased to let our current users know that their DTV transmitters using the R&S@SX800 exciter are ready to be switched to ATSC M/H without hardware changes. Any broadcaster investing in a Rohde & Schwarz TV transmitter today, can be confident that his investment is safe and that his transmitter will be ATSC M/H capable."

Samsung and LG Electronics, Inc. recently announced that they have reached an agreement to cooperate and merge their proposals currently under consideration by the ATSC. The announcement will likely accelerate the standardization of ATSC M/H.

Rohde & Schwarz has been at the forefront in inventing and developing technologies to improve ATSC systems for over 3 years, including the A-VSB technology which was developed in conjunction with Samsung. Rohde & Schwarz has made significant contributions to mobile TV technology including advanced techniques for synchronization of multiple transmitters in single frequency networks (SFN).

"Rohde & Schwarz is committed to the standards-making process and is happy to have been able to contribute to such an important development for broadcasters," said Eddy Vanderkerken, Director of Sales. "We will continue to contribute to the technology as we have done from the beginning and we look forward to the exciting days ahead. Broadcasters can continue to rely on Rohde & Schwarz to lead the way in technology for ATSC M/H, both for transmission products and test & measurement solutions."

Press contacts:

North America: Chris Petrole, Phone: 410-910-7836, e-mail: chris.petrole@rsa.rohde-schwarz.com

Europe (headquarters): Patrizia Mühlbauer, Phone: +49 89 4129-13818, Fax: +49 89 4129-13208, e-mail: press@rohde-schwarz.com

Contacts for readers:

Customer Support Europe: Phone: +49 89 4129-13774, Fax: +49 89 4129-63778, e-mail: customersupport@rohde-schwarz.com

Customer Support Americas: Phone: 888-837-8772, From outside the US: +1-410-910-7988, e-mail: customer.support@rsa.rohde-schwarz.com

Customer Support Asia: Phone: +65 65130 488, Fax: +65 68461 090, e-mail: customersupport.asia@rohde-schwarz.com

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, radio monitoring and radio location, as well as secure communications. Established 75 years ago, Rohde & Schwarz has a global presence and a dedicated service network in over 70 countries. It has approx. 7200 employees and achieved a net revenue of €1.4 billion (US\$ 1.9 billion) in fiscal year 2006/2007 (July 2006 to June 2007). Company headquarters are in Munich, Germany.

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