

ENENSYS NAB 2017 PREVIEW DOCUMENT

Booth no: SU7813 and N328FP – the ATSC 3.0 Pavilion

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Founded in 2004, ENENSYS Technologies designs and manufactures innovative professional hardware and software solutions enabling efficient video delivery over broadcast and telecoms networks.

The Broadcast Networks division of ENENSYS develops equipment for digital Terrestrial TV, Targeted Content Insertion and Switches and IP Transport. Products are designed for use in the distribution network between encoding/multiplexing and transmission, facilitating signal distribution over a wide variety of networks. Focused on innovation, the company has acquired 22 patents to protect its intellectual property. [For more information.](#)

ENENSYS reveals real-world ATSC 3.0 DTT technologies at NAB 2017

ATSCcheduler - NAB 2017 is the first chance to see ENENSYS' ATSC 3.0 product range on show following on from its successful recent deployment by Korean Terrestrial Broadcasters, including SBS. The company is highlighting two main products: its ATSC 3.0 Scheduler/Broadcast Gateway called **ATSCcheduler** and ATSC 3.0-compliant **IPGuard**.

As a broadcast gateway, ATSCcheduler is central to ATSC 3.0 network operation. Running at the station or central headend, the ATSCcheduler encapsulates the IP streams stemming from various HEVC encoders that deliver the compressed audiovisual content over ROUTE or MMTP protocols, and from the non-real-time

server generating the signaling information and the interactive applications. It outputs the resulting ATSC-compliant multiplex using the STL (Studio to Transmitter Link) protocol through IP. The ATScheduler runs in the HDc chassis that can embed up to 6x ATScheduler modules in 1U: the same chassis can output up to 6 STL streams over IP.

ATSC 3.0-compatible **IPGuard** provides seamless redundancy. It uses the STL protocol that's central to the standard. IPGuard provides instant switchover from main to backup without interrupting transmission. Redundancy is required at two levels to do this: STL to deliver the synchronised content to the headend; and at the scheduler level to ensure seamless switchover in a single frequency network environment.

Campaign Manager for AdsEdge launched at NAB 2017

AdsEdge solution, which provides targeted local content insertion in DTT and cable networks – typically ads, news, weather – has been upgraded and now includes **Campaign Manager**. AdsEdge is a combination of server and splicer and is placed at the edge of networks (Tx sites, cable POP...) to be able to provide dedicated targeted content insertion based on geographical location. **Campaign Manager** is a central server application that interfaces with the automation system (receiving playlists), with the content and advertising providers (ad agencies), and with AdsEdge to ensure that the right content is received correctly and is supplied to the splicer in the correct timeframe. It makes the necessary links between all the elements in the delivery chain. It also provides complete reporting capabilities to clearly and precisely show what has been broadcast and when.

OneBeam ISDB-Tb – ENENSYS will also demonstrate its comprehensive ISDB-Tb solution designed for Brazil and other Latin American countries. At transmission sites, the company's TbEdge is able to receive and decrypt the DVB-S signal in order to generate a BTS for MFN or SFN broadcasting. It can also update SI information such as the translation of DVB NIT into ISDB-T NIT, updating virtual channel names and service names, for instance. Additionally, it can reuse the DTH signal to build the ISDB-T multiplex to save satellite bandwidth capacity. From the DTH feed, the system selects the services at each transmission site to build the new ISDB-T/Tb signal. The same solution can be used across multiple regions to offer service regionalisation. ENENSYS' AdsEdge technology will also allow insertion of pre-recorded regional or local content such as advertisement or local news at transmission sites.