



## Press Release

### **ENENSYS SHOWS RECENTLY DEPLOYED ATSC 3.0 TECHNOLOGY AT NAB 2017**

**NAB, Las Vegas, 10th April 2017, Booth SU7813 and N328FP – the ATSC 3.0 Pavilion:** [ENENSYS](#), designers and manufacturers of digital TV transmission technologies, is showing its already-deployed ATSC 3.0 solutions for the first time at NAB. ENENSYS is exhibiting on booth **SU7813** and also in the ATSC 3.0 Pavilion.

Richard Lhermitte, VP of Sales and Marketing with ENENSYS, said, “ATSC 3.0 is a sea change for digital terrestrial broadcasting in those markets where the IP-based standard will underpin deployment. Our ATSC 3.0 product range has already been deployed successfully by Korean terrestrial broadcasters, including SBS. It has rolled out our [ATScheduler](#) and [IPGuard](#) changeover switches as key components of its new system.”

The product range utilizes the company’s global DTT knowledge to create ATSC 3.0 technologies that allow broadcasters to maximize MultiPLP management while operating Single Frequency Networks. ENENSYS has used its experience to create a premium grade broadcast solution, including 1+1 seamless redundancy thanks to its [IPGuard](#) supporting ATSC 3.0’s STL protocol.

On show is the company’s [ATScheduler](#) (a broadcast gateway), which is central to ATSC 3.0 network operation. Running at the station or central headend, the ATScheduler 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 signalling information and the interactive applications. It outputs the resulting

ATSC-compliant multiplex using the STL (Studio to Transmitter Link) protocol through IP.

Also on show is ENENSYS' ATSC 3.0-compatible [IPGuard](#) that provides seamless redundancy. It uses the STL protocol that's central to the standard. IPGuard provides instant switchover from main to back-up 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.

Additionally, [IPGuard](#) can also now operate as a seamless RTP switch to permit switching between undefined, identical RTP streams.

Lhermitte adds, "We will be part of multiple ATSC 3.0 demonstrations at the show including a live Las Vegas broadcast from local station KLSV-LD and targeted ad insertion in the NextGen TV Hub in the Grand Lobby. Our technology will also support demonstrations on the Triveni booth, GatesAir and Unisoft as well as on both of our booths (see above for detail)."

***ENENSYS is presenting a conference paper: Event 1612 - Hidden Depths: ATSC 3.0 Frequency Sharing and Regionalisation Explained***

***Location: LVCC, N260, Sunday 23<sup>rd</sup> April at 4pm***

**About ENENSYS:**

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 Networks develops equipment for digital Terrestrial TV, Targeted Content Insertion and Switches and IP Transport. Products are designed for us 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, visit [www.enensys.com](http://www.enensys.com).

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