

January 10, 2011

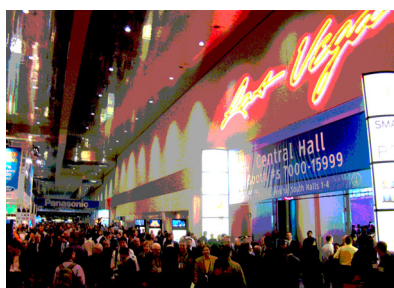


TV TechCheck



The Weekly NAB Newsletter for Television Broadcast Engineers

Mobile DTV, “Smart TV” Take Center Stage at 2011 International CES



Last week the focus of the consumer technology world was on Las Vegas and the annual International Consumer Electronics Show (CES, www.cesweb.org). Digital TV technology was front and center as was the proliferation of tablet computers which were perhaps the newest rage, virtually nonexistent at last year’s show. The three most interesting and exciting DTV developments were in the areas of mobile DTV, “smart TV,” and 3D.

Mobile DTV TechZone – the center of focus for new mobile DTV technology, this special area was located in the Las Vegas Convention Center Central Hall and sponsored by the Open Mobile Video Coalition (OMVC,

www.openmobilevideo.com). A wide assortment of new products and technology demonstrations were featured including:

- LG and Harris demonstrated the world’s first Mobile DTV broadcast of 3D TV, to an LG handheld mobile DTV receiver, with no glasses needed (“autostereoscopic”). LG and Harris also demonstrated “non-real time” data transmission of electronic coupons from a TV station to a mobile phone equipped with Mobile DTV reception capability;
- The Tivizen iUS-100 mobile DTV receiver, from Korean manufacturer Valups, plugs into Apple iPad, iPhone, and iTouch devices. This will reportedly be available for consumer this June at a cost of \$99;
- Winegard’s cioTV, with the industry’s largest (10.2”) display for the automobile;
- New USB receivers from DTVinteractive and Hauppauge ComputerWorks;
- iPhone Mobile DTV reception and new tablets from Cycle;
- Mobile Digital TV Wi-Fi stations from iMovee and Crestech;
- Exhibits by the mobile DTV consortia Mobile Content Venture and the Mobile500 Alliance, which together represent hundreds of broadcast stations, demonstrating services and discussing 2011 launch plans for Mobile DTV.



A number of local broadcasters in the Las Vegas area were supporting the mobile DTV exhibits at CES including stations KLAS, KLVX, KVMY, KCVW, and KBL.

2010 Mobile DTV Consumer Showcase
Washington, DC
Executive Summary Report - CES
1/4/11

OMVC Mobile DTV Consumer Showcase – at CES, OMVC released results from a Consumer Showcase of Mobile DTV technology conducted in May through October 2010, with nearly 350 consumers getting “hands on” opportunities to use mobile DTV on prototype cell phones, netbooks and a DVD player equipped with mobile DTV capability. A comprehensive presentation and white paper about the OMVC Consumer Showcase results is available online at www.tinyurl.com/ShowcaseResults. Among the findings:

Strong consumer interest – the majority of Showcase participants maintained a high level of excitement about mobile DTV throughout the

duration of the Showcase and were interested in continuing to receive the service going forward;

Live, local news ranks highly – Showcase participants found themselves tuning into their battery-powered mobile DTV devices when storms knocked out power to their home TVs or when breaking news unfolded while they were on-the-go. Local stations were considered essential to the mobile DTV viewing experience, but participants also liked having a variety of programming. Data shows more than 30 different program genres were viewed on the 23 available channels during the Showcase;

Mobile DTV means more TV – Showcase research suggests that mobile DTV will result in a net gain in overall TV consumption. 94% of viewers reported watching more or the same amount of TV as before. The average daily viewer spent 50 minutes watching mobile DTV and tuned in more than twice during the day.

“Smart TV” Products Abound – virtually every major TV manufacturer had numerous and extensive displays in their booths on Internet-connected Smart TVs, which provide for a multitude of services over both traditional (broadcast, cable, satellite) channels and by Internet delivery. The photos below, taken at the LG, Sony, Panasonic and Samsung booths, serve to highlight the variety of offerings as well as the different approaches and user interfaces being adopted by the various manufacturers. While most of the products on display had the Internet connectivity built-in to the set, LG was displaying the ST-600 Upgrader which allows viewers to transform their regular, non-Internet connected TV into a smart TV. The ST-600 will provide access to all of LG’s Smart TV functions including premium online content, “Smart Share” and all of the LG TV “apps.” LG is expected to have this new device available to consumers in the second quarter of 2011.



Autostereoscopic 3D TV – significant advances have been made since last year’s CES in “no glasses” 3D TV display technology (known more formally as “autostereoscopic,” in contrast to the more common “stereoscopic” 3D TV technology which requires the viewer to wear special 3D glasses). Shown in the photo to the right is a prototype 55-inch LG autostereoscopic display which had impressive 3D image quality and a much larger “sweet spot” for 3D viewing than have previous implementations of this technology. Major autostereoscopic exhibits were also found in the Toshiba and Sony booths. Sony was displaying a prototype 10.1 inch glasses-free portable 3D Blu-ray disc player as well as larger screen displays and a 3D “headset” which provided individual displays for left and right eyes.



NAB Participates in Tech Policy Summit – NAB Sr. Vice President, Science and Technology Lynn Claudy was a panelist at the CES Tech Policy Summit conference held on Friday, January 7. This panel (shown in the photo below), consisting of Mr. Claudy, Paula Boyd, Regulatory Counsel with Microsoft Corporation, Rebecca Hanson, Senior Advisor, Broadcast Spectrum with the FCC and Tom Wheeler, Managing Director of Core Capital Partners and recently appointed Chair of the FCC’s Technology Advisory Committee, engaged in a lively debate regarding the FCC’s Broadband plan and various issues surrounding the Commission’s plan to reclaim TV band spectrum for use by mobile broadband service providers. Opening this panel with introductory remarks was former Congressman Rick Boucher (D-VA, shown at the podium in the photo) who until recently represented Virginia’s 10th Congressional District and served as Chairman of the House Energy and Commerce Committee’s Subcommittee on Communications, Technology and the Internet.



Nominate the Best!

NAB is currently accepting nominations for the 2011 NAB Engineering Achievement Awards. Established in 1959, the NAB Engineering Achievement Award is presented each year to an individual for their outstanding accomplishments in the broadcast industry. In 1991, NAB began giving awards separately for achievements in radio and television. The award winners will be recognized at the Technology Luncheon at NAB 2011 on April 13 in Las Vegas, Nev.

Additional information and nomination form is available at <http://www.nab.org/events/awards/entryRules.asp?id=1991>. The deadline for nominations is **January 21, 2011**.

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