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TV TechCheck



The Weekly NAB Newsletter for Television Broadcast Engineers

ATSC Mobile DTV Receiver Now Available in USB Format

The development of the ATSC Mobile DTV Standard and the testing of this new service now underway has been an exciting and important development within the local television industry. A new receiver product is now available which can enable ATSC Mobile DTV on a computer.

Consumer electronics manufacturer Coby Electronics Corporation (COBY, Lake Success, N.Y., www.cobyusa.com) is now selling a USB flash drive-sized Mobile DTV receiver, the DTV111 (see picture at right). This receiver will work with computers using a Microsoft Windows operating system (XP, Vista, or Windows 7) with at least 1 Gbyte of system RAM.

In addition to the small, telescoping antenna shown in the picture, the DTV111 is also shipped with a longer, external monopole antenna which connects to the USB receiver with a coaxial cable (also included). Some other features and specifications of the DTV111 include the following:

- **Video decoding:** H.264/AVC, frame size 416x240 pixels
- **Audio decoding:** HE AAC+v2, sampling range 24/48 kHz, stereo/mono
- **Power consumption:** under 140 mA, average 80 mA in power saving mode
- **Antenna connector:** AMB type, 50 ohm impedance
- **Time shift:** when enabled, can pause, rewind or fast forward live TV or audio broadcasts. Maximum record time for time shift is 60 minutes.
- **Reserve recording:** receiver can be set to record multiple future programs (but only one program may be recorded at a time).
- **Other features:** screen capture, sleep timer, file playback (.mp4 files), software updates may be available from COBY in the future.



Additional information about the COBY DTV111 is available on the COBY Web site at www.cobyusa.com/?p=prod&prod_num_id=478&pcat_id=1012. In addition to detailed information on the DTV111, COBY has published a listing of local TV stations which are currently offering Mobile DTV service or may be in the near future (see www.cobyusa.com/files/general_docs/1012/MDTV_broadcasting_coverage.pdf). The DTV111 is available for purchase on the Internet for about \$80 from a number of online vendors including Amazon.com (see www.amazon.com/Coby-TV-Receiver-DTV111-Black/dp/B003TJVP80).

TVB Releases Mobile DTV Advertising Study

On November 8, TVB released a report titled *Project Roadblock: Mobile Advertising Case Study*. This case study focuses on the findings of the Project Roadblock: Mobile Advertising Test that was conducted as part of the Open Mobile Video Coalition (OMVC) Mobile DTV Consumer Showcase currently taking place in Washington, D.C. The Showcase is designed to demonstrate the utility of mobile digital television. There are approximately 375 consumers and nine broadcast stations participating in the Showcase. Each consumer participant was given an enhanced mobile device able to receive and play the mobile DTV signals.

The OMVC together with TVB and the Ad Council planned and executed the 3-week Project Roadblock: Mobile Campaign that was based on the longstanding local TV "Project Roadblock" PSA campaign designed to raise awareness of the dangers of drunk driving (see: www.tvb.org/projectroadblock/Project_Roadblock_VIEW.asp). The mobile campaign included three advertising elements: 30-second spots, interstitial billboards that appeared during channel changes and interactive banner ads that appeared on the mobile DTV channel guide. One hundred forty seven consumers participated in the case study which showed that the recall of drunk driving advertising increased significantly as a result of available DTV viewing. A copy of the case study report as well as other information about the Showcase is available on OMVC's Web site: <http://www.openmobilevideo.com/>.

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