

EMERGING TECHNOLOGY LAB

ATSC MOBILE/HANDHELD RESEARCH

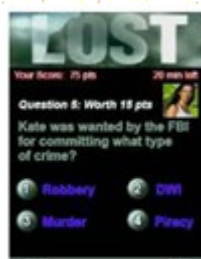


ATSC is an acronym for the Advanced Television Systems Committee (www.atsc.org). The ATSC is the standards body that developed our current digital television broadcasting standard. That standard is now delivering free over the air high-definition television to all of the United States. By August 2011 it will be the same delivery mechanism for Canadian TV stations that transmit along the border the United States.

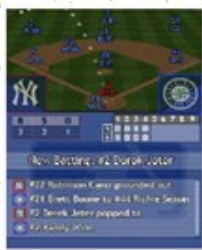
ATSC Mobile/Handheld (ATSC M/H) is a newly developed addition to the medium that will allow for the delivery of television and other data services to devices that have been specifically equipped to receive the broadcast. This delivery includes television to moving vehicles, delivery to walk around devices such as cell phones and delivery to Internet connected devices such as netbooks. The medium also allows for the delivery of data, including links, which allow for interaction with the Internet depending upon the capabilities of the receiving device.



Currently the ATSC has not completed the ATSC M/H standard but has seriously proposed the Open Mobile Alliance Rich Media Environment (OMA-RME) standard for content creation. OMA-RME is an umbrella standard that encompasses elements of application creation, delivery and control. It employs Scalable Vector Graphics Tiny 1.2 (W3C standard), DIMS: Dynamic and Interactive Multimedia Scenes (3GPP Standard) and ECMA Script Mobile Profile (Open Mobile Alliance Standard). The work undertaken within this room is to better understand how content can be created and transmitted in this environment employing the standards that will make up ATSC M/H.



Real time TV "play along"



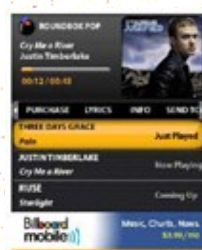
Real-time Sports Datacasting



"Hot or Not" real-time, group play along



Local Datacast - Maps



Visual Radio



Active Wallpaper Background distribute Real time headlines

Ultimately ATSC M/H will be incorporated into next generation Internet connected ATSC 2.0 TV sets providing the control standard for Interactive Broadcast Television.