

Detroit Section November 2018 Meeting Notice

On [October 26, 2018](#) By [Frank](#)

Society of Motion Picture and Television Engineers

Detroit Section Meeting Notice

November 2018

Date: **Wednesday, November 7, 2018**

Time: **7:30 pm**

Location: **WKBD & WWJ-TV**, 26905 W. 11 Mile Rd., Southfield, Mich. 48033 (Studio A – Enter at rear of building)

Speakers: **Tim Hosmer**, Director of Comark Digital Services, Hitachi Kokusai Electric Comark LLC; and **Richard Lhermitte**, Vice-President, Solutions and Market Development, Enensys

Subject: **ATSC 3.0**

ATSC 3.0 is the latest version of the television broadcast standard developed by the Advanced Television Systems Committee. Replacing the 22-year-old ATSC 1 standard currently in use by broadcasters, ATSC 3.0 overhauls digital transmission by allowing 4K resolution, enhanced audio, and a more robust signal that improves mobile and indoor reception. It holds the promise of bringing viewers back to broadcast television with vastly-improved services.

But before the public can enjoy ATSC 3.0's benefits, broadcasters must be prepared to transmit it. Transmitter manufacturers are gearing up to provide solutions for broadcast stations to employ as the technology transitions to the new standard.

This month, we welcome **Tim Hosmer** from **Hitachi Kokusai Electric Comark Ltd.** and **Richard Lhermitte** from **Enensys**. Tim will be presenting a high-level view of the ATSC 3.0 standard and the advantages it will bring for broadcasters. His presentation will touch on high-efficiency video coding (HEVC) and orthogonal frequency-division multiplexing (OFDM), two components of the ATSC 3.0 transmission standard. Richard will provide a deeper look into the A/321 section of

the standard, which deals with system discovery and signaling, a key component in providing new wireless-based services.

Please join us for an interesting and informative look into the future of television broadcast technology.

PLEASE INVITE YOUR COLLEAGUES

No charge to attend – Non-members and friends welcome.

There will be a no-host **Managers' Dinner** prior to the meeting at 5:30 pm at **Ruby Tuesday**, 31066 Twelve Mile Road (at Orchard Lake), Farmington Hills. (248) 932-9393. All are welcome to join us. Please contact Frank Maynard (248) 355-7129 or via the [contact form](#) if you plan on attending so we may reserve enough space.