

Quality Mobile Broadcasting GuideBuilder Mobile

ATSC Mobile DTV

Today's broadcasters are faced with more challenges than ever before. A decrease of advertising funds, the need to effectively use all available bandwidth, new ventures such as mobile digital TV and the fact that television consumers expect the highest-quality in high definition video, are just a few of the many issues facing the broadcast industry.

However, the new ATSC Mobile standard brings the promise of new revenue streams and new viewers. Included in the standard is a new set of metadata for signaling and ESG. While in many ways, this metadata is similar to that for PSIP, there are considerable differences in content and encapsulation. However, the sources for the scheduling information will be the same workflow elements for ATSC Mobile as for current DTV broadcasting. The task of managing the ATSC Mobile metadata, especially with consideration of changes during the broadcast cycle, is again similar to the current processing of PSIP information. Making new technology not disruptive to the current workflow is crucial as broadcasters' enter into ATSC Mobile DTV.

GuideBuilder Mobile, PSIP and NRT

GuideBuilder Mobile allows broadcasters to introduce mobile digital TV services as an extension of their current operations. Integrated mobile DTV metadata management and generation enables transmission of required schedule information to mobile ATSC receivers, allowing viewers to select and view channels. Seamless workflow integration of both legacy and mobile DTV from a single platform is cornerstone to the ultimate success of this emerging service.



BENEFITS

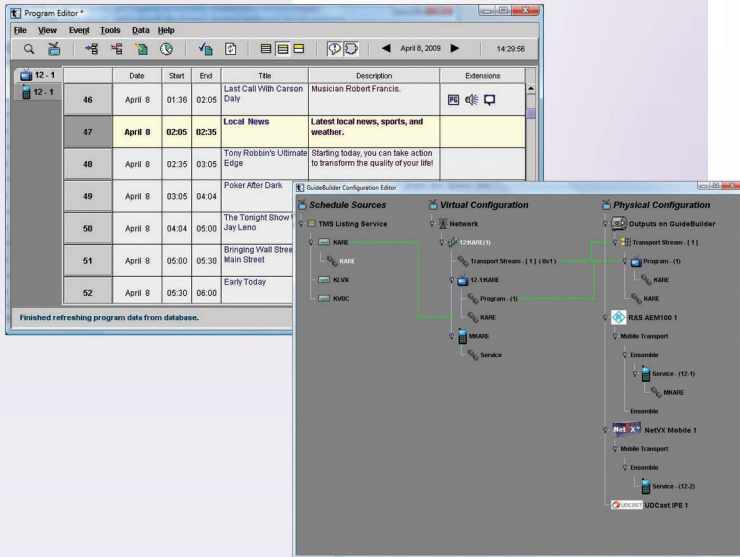
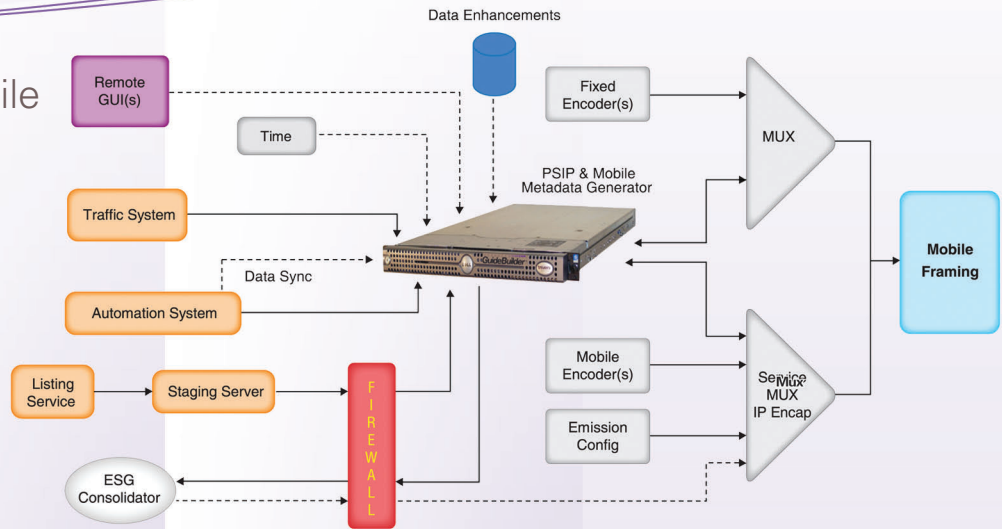
- Consistent workflow for legacy and mobile ATSC
- ATSC Mobile, PSIP and NRT in a single solution
- Support of Non-Real-Time Service
- Unified handling of schedule information sources for fixed and mobile
- Utilize existing systems and interfaces by adding mobile support to existing GuideBuilder PSIP metadata generators
- Unique features through tight integration with MobiTV client SW
- Support for Mobile Signaling and ESG
- Integrates smoothly with existing fixed multiplexers, new mobile multiplexers, listing services, traffic systems, and automation
- Supports centralized metadata generation for terrestrial and mobile broadcasting
- Allows GuideBuilder users to repurpose existing investment in information and metadata management systems



GuideBuilder®

Quality Mobile Broadcasting

GuideBuilder Mobile Network Topology



Easy Workflow integration

The GuideBuilder Configuration Editor allows Station Managers to easily define which sources are delivering the up-to-date schedules throughout the selected network. Multiple outputs can be selected, addressing the variety of multiplexer vendors.

The Program Editor displays both the legacy PSIP and mobile DTV schedules/ESG. These schedules can be unified or can be managed separately.

specifications

GDBR-LC Form Factors:

1U Rack-mountable chassis

17.09" (43.4 cm) W x 1.69" (4.3 cm)

H x 24.12" (61.5 cm) D [w/o RAID]

17.10" (43.4 cm) W x 1.67" (4.2 cm)

H x 24.00" (61 cm) D [w/ RAID]

38 lbs (172 kg) [w/ RAID]

33 lbs (15 kg) [w/o RAID]

GDBR-RE Form Factors:

1U Rack-mountable chassis

18.99" (48.2 cm) W x 1.68" (4.3 cm)

H x 30.39" (77.2 cm) D

39 lbs (17.7 kg)

environmental

Operating Temperature: 10° to 35°C
(50° to 95°F)

Operating Relative Humidity: 20% to 80%
(noncondensing)

Vibration 0.25 G's 0-Peak, 3-200 HZ sweep
@ 1/2 Octaves/minute

data communications

Two RJ-45 10/100 BaseT Ethernet connectors

Optional DVB ASI card

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