



NEWS Release

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ONE MEDIA SUCCESSFULLY DEMONSTRATES NEXT GENERATION TRANSMISSION PLATFORM

Austin, TX (November 11, 2014) – In the first complete system test of its Next Generation Broadcast Platform (NGBP), ONE Media announced today outstanding results in transmitting fixed, mobile and data services to set-top and tablet devices. Successful testing of signaling, bandwidth and robustness variability, doppler and impaired transmission environment performance are just a few of the parameters tested and passed by various ‘parameterized waveforms’ unique to this platform.

The Austin, Texas demonstration confirmed the unique capability to deliver flexible waveforms carrying video and other streams of IP data into a development platform and operate as a gateway to serve multiple mobile devices. “Rather than designing a broadcast television specific standard, ONE Media’s approach is to deploy an IP service agnostic platform which supports full 4K UltraHD and mobile broadcast television and also supports new one to many data distribution services, essentially future proofing broadcasters flexibility to meet future market demands,” said Kevin Gage, ONE Media’s EVP and CTO.

One Media’s intelligent, managed “IP Core” centric network architecture addresses today’s data-driven requirements of a flexible, heterogeneous broadband world. “Developing the ONE Media platform to this stage in under 5 months demonstrates the power of our parallel team approach with a powerful development platform. The flexibility of our technology to optimize the rich set of parameters broadcasters can employ to finely tune broadcast services that meet their needs can now be demonstrated,” added Gage.

The ONE Media standard can be configured to deliver robust and high data bandwidth to carry High Definition signals to fast and slow moving mobile devices (vehicles and pedestrians) along with deep indoor fixed receiver reception and, at the same time, supply ‘4K’ UltraHD to traditional ‘over-the-air’ antenna connected TV devices.

Full, 24-hour, over-the-air testing of the ONE Media system will commence at the newly commissioned Austin, TX transmission facilities by year-end. “These real-world verification demonstrations will be critical in establishing the suitability of ONE Media’s broadcast transmission platform as designed by and for U.S. broadcasters,” ONE Media’s President Tommy Eng added. In cutting its development time by more than a half to successfully test this phase of the platform, ONE Media has accelerated its timetable to bring the system for full consideration by broadcasters and equipment manufacturers. “This accelerated development highlights our uniquely flexible approach,” said Eng. “Our NGBP approach opens multiple business opportunities for broadcasters while significantly enhancing the core TV service.”



The rapid development of NGBP will verify its operational capabilities and provide confirmation of performance to the Advanced Television Standards Committee (ATSC) as it considers adoption of a new standard. Gage noted that, “Early adoption of the ONE Media proposal by the ATSC will align the U.S. broadcasters’ goal of coinciding adoption of a NGBP with the repack of the broadcasters’ remaining channels after completion of the spectrum auction and channel repack. That means an efficient and dramatically easier conversion for broadcasters and viewers.”

About ONE Media, LLC: ONE Media was established as a joint investment between Coherent Logix and Sinclair Broadcast Group, Inc. (NASDAQ: SBGI) with a vision to build the “Next Generation Broadcast Platform,” enabling broadcasting to be competitive across all platforms. To learn more about ONE Media and the developments occurring in the development of the Next Generation Broadcast Platform go to www.onemediallc.com.

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