

ZENITH ELECTRONICS CORPORATION

Hosted by KTVU-2 - Sponsored by LARCAN

In conjunction with SBE Chapter 40 present

ATSC's *Digital* VSB

TRANSMISSION SYSTEM SEMINAR

Saturday, October 27, 2001

8:30 a.m. to 5:15 p.m.

KTVU

2 Jack London Square

Oakland, CA 94607



Presented by

**Gary
Sgrignoli**

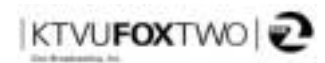
**Staff Consulting
Engineer,
Zenith Electronics
Corporation**

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A one-day seminar will be presented on the ATSC's digital television (DTV) vestigial sideband (VSB) transmission system. This seminar is aimed at broadcasters, broadcast consultants, equipment manufacturers, translator/LPTV operators and cable operators. The seminar will develop a basic understanding of the digital VSB transmission system and its performance attributes. There will be demonstrations of commercial and consumer DTV transmission and reception equipment throughout the seminar.

Hosted by:



This seminar is open to the public

The seminar will open with a brief HDTV demonstration, followed by PowerPoint presentations in the morning and afternoon. The following topics will be covered:

- NTSC and DTV: Past, present and future
- Basic Data Communication and modulation theory review
- Brief ATSC system overview
- ATSC VSB transmission system tutorial
- VSB lab test plan, methodology and test results
- VSB transmitter measurements, ATSC and FCC compliance
- Introduction to the FCC channel allocation factors (OET 69)
- ATSC cable carriage methodology
- ATSC repeater technology (Translators and on-channel repeaters)
- VSB field test plan, methodology and test results
- DTV receiver improvements

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DAVE HILL

Phone: (650) 692-7000

VSB hardware demonstrations will include:

Basic lab test methodology and results

Transmitter site compliance and measurements

Field test methodology and results

DTV receiver improvements

Questions?

Contact: Mike Gianneschi
Zenith Electronics

Phone: 847 941-8043

Email: Mike.Gianneschi@zenith.com



Time for Q and A will be allowed and encouraged during the Power Point presentation and the hardware demo. In-depth seminar notes and reference material will be handed out to all attendees. A light lunch will be provided. **Enrollment is limited to 75 people, so please RSVP soon.** Cost is \$75 per person. Make checks payable to Zenith Electronics. Oakland, CA has a wide variety of hotels that offer very attractive rates for Friday through Saturday.

Hurry! Registration deadline is October 24!

Registration Form

Contact name

Company

Address 1

Address 2

City

State

Zip

Phone

Fax

Please enclose \$75 for each participant in the seminar.

List names below:

- 1) _____
- 2) _____
- 3) _____
- 4) _____

Method of payment Total enclosed: \$.

☐ Check enclosed to: **Zenith Electronics Corp.**

☐ Visa

☐ MasterCard

Card number

Exp. date

Signature

Mail to: Mike Gianneschi - Zenith Electronics - 2000 Millbrook Drive - Lincolnshire, IL 60069
Or email to: Mike.Gianneschi@zenith.com