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Samsung Electronics, Sinclair Broadcast Group, ONE Media, Pearl TV and TeamCast demonstrate live ATSC 3.0 over-the-air transmission with UHD/HDR 4K content at CES 2016

Las Vegas, Nevada – January 6, 2016 – At CES 2016, Samsung Electronics, Sinclair Broadcast Group, ONE Media, Pearl TV and TeamCast are demonstrating the broadcast and receiving capabilities of ATSC 3.0, the cutting-edge terrestrial TV standard. The demonstration includes reception of Ultra High Definition (UHD) High Dynamic Range (HDR) 4K content using ATSC 3.0 in a live transmission originating from a local broadcast TV station to a Samsung S-UHD TV with ATSC 3.0 receiver at the Samsung Electronics booth in the Las Vegas Convention Center. This demonstration is a product of the Memorandum of Understanding signed in June 2015 by Samsung, Sinclair and the Pearl TV partnership.

The over-the-air TV signal is radiated from a transmitter at Sinclair’s facility on Black Mountain near Las Vegas. With the help of Acrodyne Services and TeamCast, Sinclair converted a standby station transmission system using the exTra3.0, the very first ATSC 3.0 real-time exciter available today on the market and designed by TeamCast.

John Godfrey, Senior Vice President, Public Policy, Samsung Electronics America said, “Samsung is leading the world with the best UHD HDR TVs and continues to be at the forefront of ATSC 3.0. We are excited that almost all parts of the standard have reached Candidate Standard status. ATSC 3.0 will give TV broadcasters the ability to utilize and participate in the dazzling UHD and HDR 4K ecosystem.”

“Enhancing our core television business with stunning content will attract more viewers and advertisers. Adding new capabilities will drive value and enhance revenue opportunities across our broadcast infrastructure,” said **Sinclair’s Mark Aitken, Vice President of Advanced Technology**.

“ATSC 3.0 provides the opportunity for NextGen TV to transform the broadcast landscape,” said **ONE Media’s EVP of Strategic Development and CTO, Kevin Gage**. “We are only just beginning to scratch the surface of new B2B and B2C services that the NextGen broadcast platform will enable.”

“Next-generation television is one step closer to reality with the incredible over-the-air demonstration of High Dynamic Range delivered with an ATSC 3.0 transmission from Sinclair’s Las Vegas station. We salute Samsung for showing CES attendees how the future of TV will be even bigger, better, and more immersive,” said **Pearl TV Managing Director, Anne Schelle**.

Eric Pinson, Business Unit Manager, TeamCast said, “We are proud to contribute to this incredible over-the-air demo and to illustrate in real operation our new exTra3.0 exciter. The exTra3.0 has been especially designed to meet broadcaster’s demand for early testing of this new ATSC 3.0 technology during the standard finalization period.”

For more information on this press release including related Samsung Newsroom articles, please visit news.samsung.com/global/samsung-and-partners-demonstrate-live-uhd-hdr-tv-broadcast-via-atsc-3-0-at-ces-2016.

About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. inspires the world and shapes the future with transformative ideas and technologies that redefine the worlds of TVs, smartphones, wearable devices, tablets, cameras, digital appliances, printers, medical equipment, network systems, and

semiconductor and LED solutions. We are also leading in the Internet of Things space with the open platform SmartThings, our broad range of smart devices, and through proactive cross-industry collaboration. We employ 319,000 people across 84 countries with annual sales of US \$196 billion. To discover more, and for the latest news, feature articles and press material, please visit the Samsung Newsroom at news.samsung.com.

About Samsung Electronics North America

Samsung Electronics North America (NAHQ), based in Ridgefield Park, NJ, is an arm of Samsung Electronics Co., Ltd. The company markets a broad range of award-winning consumer electronics, information systems, and home appliance products, as well as oversees all of Samsung's North American brand management including Samsung Electronics America, Inc. and Samsung Electronics Canada, Inc. As a result of its commitment to innovation and unique design, Samsung is one of the most decorated brands in the electronics industry. For more information, please visit www.samsung.com. You can also Fan Samsung on www.facebook.com/SamsungUSA or follow Samsung via Twitter @SamsungTweets.

About Sinclair Broadcast Group

Sinclair Broadcast Group, Inc. (NASDAQ: SBGI) is the largest and one of the most diversified television broadcasting companies in the country. Including pending transactions, the Company owns, operates and/or provides services to 172 television stations in 81 markets, broadcasting 432 channels and affiliations with all the major networks. Sinclair is the leading local news provider in the country, as well as a producer of sports content. Sinclair's broadcast content is delivered via multiple platforms, including over-the-air, multi-channel video program distributors, and digital platforms. The Company regularly uses its website as a key source of Company information which can be accessed at www.sbgi.net.

About ONE Media, LLC

ONE Media was established as a joint investment between Sinclair Broadcast Group, Inc. and Coherent Logix 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.

About Pearl

Pearl TV is a partnership of U.S. broadcast companies with a shared interest in exploring forward-looking broadcasting opportunities, including innovative ways of promoting local broadcast TV content and developing digital media and wireless platforms for the broadcast industry. Its membership, comprising more than 200 network-affiliated TV stations, consists of nine of the largest broadcast companies in America including: Cox Media Group, the E.W. Scripps Company, Graham Media Group, Hearst Television Inc., Media General Inc., Meredith Local Media Group, Schurz Communications, Raycom Media, and TEGNA, Inc. Pearl TV is directly involved in the process to adopt and implement the next generation broadcast television transmission standard in the U.S. For more information, please visit: www.pearlTV.com

About TeamCast

TeamCast is a renowned and highly active member of the Digital TV ecosystem worldwide, with innovative technology offerings based on a solid expertise in Satellite and Terrestrial Digital TV transmission. Created in 2003, and based at Rennes in France, TeamCast is deeply involved in the development, definition and verification of numerous broadcasting standards including ATSC 3.0. TeamCast is an active member of the ATSC forum and actively participated to the definition of the ATSC 3.0 physical standard. Today, major clients in the Broadcasting Industry from 50 different countries invest their confidence in TeamCast and its products. TeamCast has offices in Elmira (New York) and in Singapore to support the development of its business in North America and Asia, and to provide local sales and technical support services to its customers. For more information, please visit www.teamCast.com.

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