

For Immediate Release
August 1, 2005

Contact
David L. Donovan, MSTV
202-966-1956

Impressive Response to Request for Quote for Terrestrial Digital to Analog Converter Box

Washington, DC – Twelve consumer electronics firms have submitted responses to a “Request for Quote” issued by NAB and MSTV on June 20 for the development of a basic terrestrial digital to analog converter box prototype. The development of such a box is seen as key to the digital transition.

The 12 responses were received by the filing deadline, Friday, July 29th. The responses came from a variety of consumer electronics firms, including some of the largest consumer electronics companies in the world.

MSTV President David Donovan said, “We are delighted with the response. It demonstrates that there is considerable interest in the project by a significant number of consumer electronics firms. From the start, our goal has been to work with the consumer electronics companies to resolve one of the more difficult issues of the digital transition -- the construction of a low cost, yet high quality terrestrial digital to analog converter box. I am happy to see this marketplace-based solution has been embraced by many in the industry.”

Today, more than 21 million American homes rely exclusively on over-the-air antenna service. Moreover, there are more than 73 million TV sets that rely on over-the-air service. “The development of a low cost, high quality digital to analog converter box is essential to preventing countless millions of consumers from being left behind when analog broadcasts end,” said NAB President and CEO Eddie Fritts.

Project Manager Aldo Cugnini stated, “We intend to move forward rapidly with evaluating the responses. There is a tremendous amount of technical work analyzing the various proposals. Our goal is to complete the evaluation process on or about Labor Day.”

MSTV is the recognized industry leader in broadcasting technology and spectrum policy issues. Formed in 1956, MSTV has endeavored to ensure that the American public receive the highest quality, interference free, over-the-air local television signals. For the past decade, MSTV has been the leading advocate for advanced over-the-air digital television in the United States. For further information go to: www.mstv.org.

The National Association of Broadcasters is a full-service trade association that promotes and protects free, over-the-air local radio and television stations’ interests in Washington and around the world. NAB is the broadcaster’s voice before Congress, federal agencies and the courts. NAB also serves a growing number of associate and international broadcaster members. Information about NAB can be found at www.nab.org.

###