

# HARRIS MAKES MARK WITH INNOVATIVE SOLUTIONS

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**TV TECHNOLOGY**

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Harris' press conference, led by its new president, Tim Thorsteinson, announced new technology innovations and equipment designed to improve the art of broadcasting and introduce broadcasters to new market segments.

One of those key markets is the much-discussed realm of mobile broadcasting. Harris launched the Cool Play 1670, designed for 1670 MHz mobile applications.

Harris is putting the Cool Play 1670 to work alongside its Atlas digital UHF transmitter and FLO modulation technology, to broadcast content to handheld mobile devices on the show floor.

In the traditional transmission arena, Harris announced that Cordillera Communications Corp. will complete the DTV buildout of its television stations with Harris transmission technology, including the delivery of new Sigma CD UHF IOT transmitters and the upgrade of several lower-power Platinum CD digital UHF transmitters to full power.

Harris has a strong hand in the radio market as well, and announced that it would serve as the exclusive HD Radio supplier to Cumulus Broadcasting.

Harris addressed the industry's need for intelligent management of material with a host of IP-based content management demonstrations including a demo of the NewsNet digital newsgathering system and of a fully operational IPTV network.

Other major product announcements included the launch of NEXIO XS, a modular HD/SD transmission server housed in a 3 RU frame.

Harris introduced the high-powered 3DX 100 AM transmitter, a system compatible with HD Radio and DRM, which offers improved signal linearity, a Direct Digital Synthesis exciter system, and remote monitoring and control.

Harris also launched MasterLink-IP, a new IP-based audio platform, the Harris ZS low-power transmitter, and displayed its NeuStar line of products designed to improve the quality and efficiency of digital audio through codec preconditioning techniques and embedded Surround Sound technology.

In the test and measurement arena, Harris announced the release of the Videotek TVM-840 multiformat SD-SDI video and audio signal analyzer.

Harris has also been busy in the acquisition department, too. After acquiring Leitch in October 2005, Harris announced at NAB2006 an agreement to acquire Optimal Solutions Inc., a provider of air-time sales, traffic and billing software systems.