## ATSC Mobile DTV Chip Developed with LG Electronics

Published on Wireless Design & Development (http://www.wirelessdesignmag.com)

## ATSC Mobile DTV Chip Developed with LG Electronics

Siano's advanced SMS1530, which supports the Advanced Television Systems Committee (ATSC) A/153 Mobile Digital TV Standard, was developed in collaboration with LG Electronics, principal developer of the ATSC M/H (mobile/handheld) broadcast standard. Optimized for transmission to mobile and handheld devices, ATSC Mobile DTV was developed to support a variety of services including free (advertiser-supported) television and interactive services delivered in real time, subscription-based TV, and file-based content download for playback at a later time. The standard can also be used for transmission of new data broadcasting services. The SMS1530 is fully compatible with the ATSC A/153 Standard. In addition, it supports FM radio, and has the necessary on-chip provisions for conditional access for pay-TV services. The high-performance, low-power SMS1530 targets a wide range of mobile and handheld devices, including mobile phones, portable navigation devices, in-vehicle TVs and portable media players.

## Source URL (retrieved on 03/11/2014 - 8:27am):

http://www.wirelessdesignmag.com/product-releases/2010/11/atsc-mobile-dtv-chip-developed-lg-electronics?qt-most\_popular=0

Page 1 of 1