



## **FOR IMMEDIATE RELEASE**

### **SINCLAIR BROADCAST GROUP AND LG ELECTRONICS CONDUCT FIRST ATSC 3.0 ADVANCED EMERGENCY ALERT BROADCAST**

*Life-Saving Next Gen TV Technology Highlighted at 2016 NAB Show*

**LAS VEGAS, April 18, 2016** – LG Electronics (KSE: 066570.KS) and Sinclair Broadcast Group (Nasdaq: SBGI) today conducted the first over-the-air broadcast of advanced emergency alerting using the emerging ATSC 3.0 standard for next-generation television transmission and reception.

Advanced emergency alerting is a key element of ATSC 3.0, and at the 2016 NAB Show, Sinclair and LG are showing TV industry executives and policymakers how “AWARN” technology will significantly enhance communications with the public and first-responders during emergencies. AWARN – the Advanced Warning and Response Network – is the first implementation of advanced emergency alerting for ATSC 3.0.

Developed by various Advanced Television Systems Committee members in parallel with the ATSC standardization process, AWARN leverages ATSC 3.0’s higher data throughput, more robust transmission and improved indoor reception. Using a standard alerting protocol, AWARN alerting can wake-up a device and includes rich-media features such as video, evacuation routes and HTML pages.

In this week’s first-ever AWARN broadcast, rich-media emergency alerts – including video and public safety information related to a severe weather emergency – are being transmitted by Sinclair from Las Vegas’ Black Mountain on Channel 45, under an experimental FCC license obtained by ONE Media, Sinclair’s joint venture. Next-generation broadcast equipment was provided by GatesAir and Triveni Digital.

The ATSC 3.0 signal carrying AWARN data is being received with a simple antenna at the Las Vegas Convention Center and the new ATSC 3.0 chip tuner/demodulator from LG Electronics. In addition to embedded ATSC 3.0 upper-layer ROUTE and DASH firmware, the LG Ultra HD TV features an intuitive user interface that enables simple navigation between rich-media elements. Simulated emergency program information is provided by Capitol Broadcasting’s WRAL-TV.

LG and Sinclair, along with ONE Media and LG’s U.S. R&D subsidiary Zenith Electronics, are key contributors, both to the ATSC 3.0 standard and to AWARN. ONE Media technology is at the heart of the newly standardized “bootstrap” signaling system, while LG/Zenith technology is included in the majority of the ATSC 3.0 physical layer transmission system Candidate Standard, which is moving toward final standard status in the coming weeks.



These companies, together with Pearl TV and PILOT (formerly NAB Labs), are joining other broadcasters and technology companies in the AWARN Alliance, a new technology and public policy group, whose primary mission is to accelerate deployment of ATSC 3.0 emergency alerting.

“The first AWARN broadcast is timely as the FCC considers adoption of the next-generation broadcast standard. Sinclair views advanced emergency alerting as one of the major enhancements enabled by Next Gen TV. Combining robust transmission, single-frequency networks and rich media alerts will mean reaching millions of Americans simultaneously during emergencies, regardless of device,” said Mark Aitken, Sinclair’s Vice President for Advanced Technology.

“After years of development, ATSC 3.0 and AWARN are ready for prime time – as demonstrated by the successful test ATSC 3.0 broadcast in Las Vegas. Advanced emergency alerting represents a core benefit of Next Generation TV for broadcasters and viewers alike,” said Dr. Jong Kim, Senior Vice President, LG Electronics, and President of LG’s Zenith R&D Lab.

“Enabling AWARN is one of the most important public benefits of ATSC 3.0. AWARN will save lives by reaching millions of consumer devices simultaneously, even if the cellular network is congested and the electric grid is down,” said AWARN Alliance Executive Director John Lawson. “By delivering rich-media emergency alerts that include video, storm tracks, evacuation maps, multilingual alerts and specific instructions, AWARN represents a disaster communications system for a 21<sup>st</sup> Century America.”

The AWARN broadcast demonstration can be seen at the NAB Show in “ATSC Consumer Experience” exhibit, LVCC South Hall, upper level.

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#### **About Sinclair Broadcast Group Inc.**

Sinclair (NASDAQ: SBGI) is one of the largest and most diversified television broadcasting companies in the United States. Including pending transactions, the company owns, operates and/or provides services to 171 television stations in 81 markets, broadcasting 475 channels and having affiliations with all the major networks. Sinclair is the leading local news provider in the country, as well as a producer of live sports content. Sinclair’s 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](http://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](http://www.onemediallc.com).



**About LG Electronics, Inc.**

LG Electronics, Inc. (KSE: 066570.KS) is a global leader and technology innovator in consumer electronics, mobile communications and home appliances, employing 83,000 people working in 119 locations around the world. With 2015 global sales of USD 48.8 billion (KRW 56.5 trillion), LG comprises four business units — Home Entertainment, Mobile Communications, Home Appliance & Air Solution, and Vehicle Components — and is one of the world’s leading producers of flat panel TVs, mobile devices, air conditioners, washing machines and refrigerators. LG Electronics is a 2016 ENERGY STAR Partner of the Year. For more news and information on LG Electronics, please visit [www.LGnewsroom.com](http://www.LGnewsroom.com).

**About LG Electronics USA**

LG Electronics USA Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics, Inc., a \$49 billion global force and technology leader in consumer electronics, home appliances and mobile communications. LG Electronics, 2016 ENERGY STAR Partner of the Year-Sustained Excellence, sells a range of stylish and innovative home entertainment products, mobile phones, home appliances, commercial displays, air conditioning systems and solar energy solutions in the United States, all under LG’s “Life’s Good” marketing theme. [www.LG.com](http://www.LG.com)

**About Zenith Electronics LLC**

Zenith Electronics LLC, founded in 1918, is a leader in digital television technologies and inventor of the current U.S. digital HDTV transmission system adopted by the FCC. Zenith’s Emmy-award-winning technologies include digital HDTV, flat-screen TVs, stereo television and TV remote controls. As a key contributor to next-generation television standards, Zenith capitalizes on its vast digital television knowhow and on the extensive technologies and resources of its parent company, LG Electronics Inc. The Zenith R&D Lab is in Lincolnshire, Ill. [www.Zenith.com](http://www.Zenith.com)

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