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TV VIEWERS
TRUST
BROADCASTERS
TO DELIVER AN
EXTREME NEW WORLD
OF DIGITAL PROGRAMMING



BROADCASTERS
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TRUST.

A NEW AGE OF DIGITAL TELEVISION HAS BEGUN.
DTV OPENS THE DOOR TO HIGH-DEFINITION
PICTURES AND SURROUND SOUND.
BUT THAT'S JUST THE BEGINNING.
THE DIGITAL AGE OF TELEVISION WILL BE MORE
PERSONAL, PERVASIVE, INTERACTIVE AND MOBILE.

THE INFRASTRUCTURE TO SUPPORT NEW DIGITAL
PROGRAMMING IS THE BUSINESS OF HARRIS CORPORATION.
WE ARE WORKING WITH BROADCAST, CABLE, SATELLITE,
TELECOM AND OTHER MEDIA PROVIDERS WORLDWIDE
TO MAKE THE TRANSITION AND BENEFITS OF
DTV MORE REWARDING FOR BROADCASTERS
AND MUCH MORE EXCITING FOR CONSUMERS.
IN FACT, HARRIS IS BUILDING A BETTER FUTURE
FOR ATSC BROADCASTERS WITH A NEW
TECHNOLOGY PLATFORM FOR MOBILE DTV.
HARRIS APPLIES A SOLUTIONS APPROACH TO DELIVERING
COMMUNICATIONS AND INFORMATION TECHNOLOGY
TO CUSTOMERS IN MORE THAN 150 COUNTRIES
AROUND THE GLOBE.

WHEN SUCCESS IS YOUR ONLY OPTION,
YOU CAN TRUST HARRIS.

assuredcommunications® **HARRIS**®



THE CHALLENGE: Help broadcasters take full advantage of the new Digital Age by delivering television signals to mobile viewers — wherever they are or regardless of how fast they are traveling to get there.

THE HARRIS SOLUTION: Already a worldwide leader with a full array of interoperable broadcast workflow solutions, Harris has teamed with LG Electronics, Zenith Laboratories and Samsung to change the very concept of *broadcasting*. Harris and its teammates have developed a revolutionary, IP-based, over-the-air transmission solution that will enable broadcasters to deliver digital TV programming to mobile devices such as phones, portable media players, laptop computers, personal navigation devices and automobile-based infotainment systems. Broadcasters will be able to create multiple program streams to redirect local news, weather, sports, traffic information, entertainment and movies to consumers on the go, even in fast-moving vehicles.

It's a new paradigm. It's a new revenue stream. It's an extreme new world of television. Harris delivers it.



**WHEN SUCCESS IS YOUR ONLY OPTION,
YOU CAN TRUST HARRIS.**

Harris Broadcast Communications offers products, systems and services that provide interoperable workflow solutions spanning the entire media delivery chain. The Harris ONE™ solution brings together highly integrated and cost-effective products that are ideal for emerging media business models and for customers upgrading media operations to digital and high-definition services.



HARRIS CORPORATION (NYSE:HRS), with annual revenue of \$5.4 billion, has demonstrated a consistent track record of financial performance. Significant investments in engineering and R&D increase the flow of new products and systems that drive revenue growth and allow the company to expand served markets and enter new markets. Harris continues to capture new opportunities to win the trust of government and commercial customers whose demands for reliability are explicit: always deliver *assured communications*® — anytime, anywhere.

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With a presence in more than 150 countries, Harris has its metaphorical finger on the pulse of communications technology. Harris invents, innovates and inspires new markets, new business models, new technologies and new industries around the world.

- BROADCAST COMMUNICATIONS
- RF COMMUNICATIONS
- GOVERNMENT COMMUNICATIONS SYSTEMS

Quite revolutionary, for a company that is more than 100 years old. *Quite extraordinary*, in the turbulence of today's world economy. *Quite reassuring*.



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