

FOR IMMEDIATE RELEASE

## Contemporary Research HDTV Tuner Keeps Helicopter News Broadcasts In Sync With Studio Needs



DALLAS, April 19, 2009 - The Contemporary Research 232-ATSC HDTV Tuner has become standard equipment for operators of TV station helicopters when they race to cover breaking news.

Once overhead and hovering, the helicopter's electronic news gathering system allows the pilot and reporter to synchronize with the studio and enables them to anticipate the take for the shot and the hand-off from newscaster to helicopter reporter.

ENG is an application going through a digital transition. In the past, CR's 232-series analog TV tuners have been handling the task; now operators are upgrading to the 232-ATSC HDTV Tuner.

"Employing digital TV is part science, part art, and mostly trial and error," states one company's video engineer. "Bristling with advanced avionics and HD ENG gear, a helicopter is a hotbed of EMI to begin with. The spinning rotors overhead add another layer of interference, and the metal body of the aircraft can block reception as well. Add to that the fact that ATSC was never designed for moving TV reception, and you've got a big challenge.

"Our solutions are always evolving as we experiment with placement of multiple high-end antennas for the best reception. Once we hover for the shot, we can lock in to the station's signal and manage the broadcast in full HD."

**Attention NAB attendees:** To see a CR-232-ATSC installed, please visit Helicopters Inc.'s booth C3646 where you will see an actual news helicopter equipped with our 232-ATSC HDTV Tuner. And also please visit CR at Booth SL6428.

### About Contemporary Research

Contemporary Research designs and creates solutions for an HDTV world, offering cutting-edge products, HDTV display control, digital signage, and tuning. In addition, CR supports a

proven line of analog TV tuners, closed-captioning tools, as well as commercial and educational media systems. For more information about Contemporary Research products, visit us on the web at [www.crwww.com](http://www.crwww.com) or call (888) 972-2728.

**Contact:**

Janine Davis  
Sales Director  
Contemporary Research  
888-972-2728  
janine@crwww.com