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**WHD-TV DEDICATED AS MODEL HDTV STATION
BROADCASTS FIRST LIVE, ON-AIR GRAND ALLIANCE HDTV SIGNAL**

Washington, D.C., August 6, 1996 -- WHD-TV, the Model HDTV Station funded by equipment manufacturers and some 250 television stations nationwide, was formally dedicated today with the first public on-air demonstration of the broadcast and reception of live and taped digital high definition television (HDTV). The broadcasts used the Grand Alliance system on which the proposed FCC digital television standard is based.

WHD-TV, which became the first commercial station to broadcast and receive live HDTV on July 30, is operated at host station WRC-TV (Washington, D.C.), owned and operated by NBC.

WHD-TV has obtained an experimental license from the FCC to operate on channels 27, 30 and 34. Its purpose is to provide broadcasters and equipment manufacturers hands-on experience with the design, operation and evaluation of equipment needed to transition the nation's analog NTSC broadcast system to the digital era. The Model HDTV Station Project is sponsored by the Association for Maximum Service Television (MSTV) and the Consumer Electronics Manufacturers Association (CEMA), a sector of the Electronic Industries Association (EIA). The project is being implemented by the David Sarnoff Research Center.

"We are delighted that both the broadcast and reception of a Grand Alliance HDTV signal were successful and ahead of schedule," said Jim McKinney, Model HDTV Station Project Director. "Both video and audio signals were broadcast as were data signals. Importantly, full high definition television pictures and digital audio signals were received, decoded and displayed as part of the first transmissions."

"This adds tremendous momentum toward HDTV's real-world introduction," said MSTV President Margita White, Chairman of the Model HDTV Station Project. She and CEMA President Gary Shapiro expressed appreciation to the Grand Alliance for its support in committing its equipment to the Model Station's use and to WRC-TV for its outstanding facilities, staff and equipment support. Shapiro added, "This is a great step forward for HDTV. As soon as the digital HDTV standard, recommended by the FCC Advisory Committee, is adopted by the FCC, HDTV will become a reality."