

News Release

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WRC-TV, THE NBC OWNED STATION IN WASHINGTON, D.C.,
BECOMES THE FIRST TELEVISION STATION TO
SIMULCAST ADVANCED DIGITAL HIGH DEFINITION TELEVISION

September 30, 1992, Washington, DC.....Today at a special press conference held at the Park Hyatt Hotel in Washington, NBC's WRC-TV made television history as the first TV station in the country to simulcast in high definition television (HDTV) and NTSC. The live simulcast took place during "NEWS4 at 5" which aired from 5:00 to 6:00 P.M.. Within that broadcast, NEWS4 aired a specially prepared segment explaining the innovation of HDTV.

NBC has a long and proud tradition of being on the cutting edge of technological advancement. NBC was the first network to begin experimental TV broadcasting in 1931, and the first to inaugurate a regular coast-to-coast television network service in 1951. In 1953 NBC began the first compatible color broadcast, and in 1965 "The Today Show" was the first regularly scheduled program to use communications satellite transmission. More recently, in 1984, NBC was the first network to broadcast in stereo.

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This year and next are pivotal years for HDTV in America. "WRC-TV is proud to be part of this milestone in television broadcasting," said Allan Horlick, President and General Manager of WRC-TV. "With advanced digital high definition television, viewers will experience unmatched picture quality and superior sound resolution unavailable through NTSC."

Though this is the first official simulcast, testing of other proposed HDTV transmission systems is currently underway, and in early 1993 an FCC advisory panel will recommend one of five systems to be adopted as the official standard for HDTV broadcasting in the United States.

The unique system simulcast today was developed by the Advanced Television Research Consortium, a precedent-setting alliance of some of this country's most prestigious researchers, developers and manufacturers: the David Sarnoff Research Center, North American Philips, Thomson Consumer Electronics, Compression Laboratories, and NBC - the original American broadcast network.