



FOR IMMEDIATE RELEASE

Heartland Video Systems Successfully Configured New Mexico PBS with AI Language Translation for Live ATSC 3.0 OTA Broadcast

PLYMOUTH, Wis. — October 16, 2025 — Heartland Video Systems, Inc. (HVS), a premier video systems integration, consulting, and expert ATSC 3.0 implementation firm announced that it has recently completed configuration of the New Mexico PBS encoding system, powered by Ateme's advanced encoder technology, with live Artificial Intelligence (AI) language translation solution for the station's ATSC 3.0 OTA broadcast signal. The process is completed virtually in real time through cloud translation services from LingoPal.

New Mexico PBS operates two OTA stations, KNME-TV licensed to Albuquerque and KNMD-TV licensed to Santa Fe. New Mexico PBS created their own ATSC 3.0 Lighthouse when KNMD-TV transitioned to ATSC 3.0 in June of 2021. That conversion included a full solution from HVS, including an Ateme encoder that processes 2x HD programs and 3x SD programs, which is a simulcast of programming available on KNME-TV. New Mexico PBS and HVS have continued to evolve the functions and capabilities of the ATSC 3.0 OTA system over the last several years, most recently to provide AI-powered language translation.

The existing KNMD-TV Ateme ATSC 3.0 encoder was re-configured by the HVS engineering team to send an SRT English-only audio stream to LingoPal's cloud-based service. The 5.1 English audio track (no need to send SAP audio) was processed through the AI system, which live translated the original audio into Spanish, Portuguese, and Korean tracks. These new audio streams, delivered in 2.0 downmix mode and lip-synced with the video, were returned to the TV station's ATSC 3.0 Ateme encoder. HVS then published a copy of the KNME-HD service with the extra audio tracks, replacing the original KNME-HD with only English. Once configured, this solution provided seamless end-to-end audio translation services, enhancing the NextGenTV OTA broadcast experience for viewers.

"Sometimes technology advances enough to unlock features that previously could not be imagined. The hope, in that case, is that the process isn't too complex or require so many resources so that it can't be readily used. I was very pleased to find that neither drawback applied to this feature set. The entire configuration took about an hour, not including the work LingoPal did to prep the service beforehand. And worked as advertised the first attempt." states Mike Schmidt, ATSC 3.0 Technologist at HVS

"New Mexico PBS is proud to be working with Heartland Video to advance the technology around delivering emergency messaging. The benefit to our viewing audience with this project can't be overstated. The ability to communicate with our viewers in their native language gives us the chance to serve our complete audience with all of the important details they need in times of an emergency." states Jason Quinn, Director of Engineering for New Mexico PBS

"We're proud that AteMe's encoding technology continues to enable ATSC 3.0 innovation," said Robin Herin, Director of Technology & Standardization, AteMe. "This collaboration with HVS, and LingoPal demonstrates how open, standards-based systems can integrate seamlessly to bring new levels of accessibility and engagement to viewers."

"Technology is moving fast, and what unlocks it for broadcasters is the tight, day-to-day collaboration between our teams and partners like AteMe, aligning encoding, delivery, and real-time translation so it just works inside existing workflows. When we build shoulder-to-shoulder, we turn cutting-edge advances into push-button localization that opens new audiences and revenue in minutes, not months."

<https://www.linkedin.com/in/schneidercasey/>

Founder & CTO for Lingopal

Heartland Video Systems will be exhibiting at the National Association of Broadcasters New York event (NAB-NY) at the Javits Center in New York City, NY. The event takes place October 22-23, 2025. HVS will be in booth 465.

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About Heartland Video Systems

Heartland Video Systems (HVS) has been supplying the U.S. with quality communication equipment, professional installation services, and ongoing technical support for 20+ years. HVS is a proud member of the Society of Broadcast Engineers (SBE), honored recipient of a 2010 Engineering Excellence Award, and a voting member of ATSC.

HVS has partnered with a multitude of major communication equipment manufacturers to provide technologies for all links in the broadcast chain. HVS offers a wide selection of manufacturers, enabling customers to easily choose the products they need while enjoying excellent customer service. HVS caters to many multimedia production platforms, including television stations, broadcasting stations, colleges and universities and postproduction facilities. We look forward to the opportunity to assist you in the audio and video equipment supply field.

For further information:
Heartland Video Systems, Inc.
Website: www.hvs-inc.com

Contact:
Joseph Turbolski
Director of Sales
Tel: +1 920-893-6752
Email: jturbolski@hvs-inc.com