

FOR IMMEDIATE RELEASE

Heartland Video Systems Hosts 4th Annual ATSC 3.0 Interop Tests / Plugfest at Wisconsin Headquarters

PLYMOUTH, Wis. — November 19, 2025 — Heartland Video Systems, Inc. (HVS), a premier video systems integration, consulting, and ATSC 3.0 implementation firm, successfully hosted its fourth annual ATSC 3.0 Interoperability Event from November 10–14, 2025, at its headquarters in Plymouth, Wisconsin. In collaboration with Pearl TV, the event brought together more than 25 organizations from around the world to advance NextGen TV standards. Multiple tests were conducted over the course of the week including:

- **Basic Service Testing:** Verification of a baseline channel across all air chains, ensuring full feature functionality, proper HDR/Atmos flagging, and no DRM or signal signing issues.
- **Basic Service (MMT):** Validation of MMT-based channel operations with full functionality, correct HDR/Atmos signaling, and clean DRM/signing performance.
- **Audio Accessibility:** Evaluation of 5.1, stereo, and Atmos channels with dialogue separation and accessibility features to confirm proper descriptive audio and dialogue enhancement behavior.
- **App-Based Services:** Assessment of app performance and “start over” functionality across all devices to ensure reliable playback and user experience.
- **Run3TV Framework:** Functional testing of the Run3TV framework app and backend to confirm successful launch and overall stability.
- **Virtual/BIP/BEST Channels:** Validation of virtual and hybrid broadcast-broadband channel functionality, including proper ladder operation on all devices.
- **Translator Testing:** Comprehensive evaluation of multiple translator configurations (frequency, GSID, channel name, and numbering changes) to ensure all devices locate and play translated services consistently.
- **BPS Testing:** Dual-phase assessment using a Denver pcap and local SFN setup to evaluate device behavior under varying signal conditions.
- **Datacasting:** Transmission of large, medium, and small files through each air chain to study file transfer behavior, prioritization, and carousel update response.
- **Event Stream Testing:** Processing validation of Zixi feeds containing embedded events and EAP, ensuring full device compatibility.
- **Dynamic Ad Insertion:** Multi-stage evaluation of timing and presentation offsets using OneMedia’s BA, from API support checks through end-to-end ad insertion and timing accuracy.
- **Physical Layer:** Retesting prior SLT change issues and new PLP configurations to verify stable playback across all devices.
- **STLTP Framesync:** Simulation of payload interruptions to confirm proper null-data insertion and prevention of exciter mutes.
- **Enensys Cloud Redundancy:** Failover testing between local and cloud broadcast chains using IPGuard to ensure seamless STLTP switching.

- **RSAT Testing:** Verification of TV handling of RSAT tables within the stream in a pass/fail configuration.
- **Recovery Channel:** OTT fallback evaluation to ensure smooth, undetectable handoffs in the event of OTA disruption or mobile transition.
- **CBCS DRM:** Validation of new encryption standards designed for improved Apple device compatibility.
- **Expiring Certificates:** Observation of system behavior as certificates expire mid-event to assess resilience and response.

“The ATSC3 interop events are so wonderful as they foster excellent cooperation and collaboration. With each passing event we make thrilling new discoveries, solve issues, and make NextGen TV the best it can be.” states Aaron Widmer, HVS Systems Engineer

This year’s interop brought together broadcasters, consumer electronics manufacturers, and broadcast equipment providers to collaboratively test, validate, and advance the newest capabilities of the ATSC 3.0 standard. The event played a vital role in fostering industry-wide cooperation and ensuring smooth interoperability as emerging technologies continue to shape the next generation of broadcasting.

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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.

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