

press release

THIRTEEN/WNET NEW YORK TO DEVELOP EMERGENCY INFORMATION
DISSEMINATION SYSTEM TO PROVIDE CRITICAL DATA TO FIRST RESPONDERS IN
NATIONAL DISASTER AND HOMELAND SECURITY SITUATIONS

National Technology Alliance Selects Thirteen/WNET to Develop Use of Digital Spectrum for
Delivering Emergency Information in New York City

Contract Awarded to Thirteen by the National Imagery and Mapping Agency

Rosettex Technology & Ventures Group⁴ to Manage Project, Which Will Serve as National
Model

NEW YORK, NY - Thirteen/WNET New York, the flagship public television station of the New York metropolitan area, has received funding from the National Imagery and Mapping Agency (NIMA) to develop a prototype emergency alert system that will make use of Thirteen's digital spectrum for distributing emergency alerts, emergency response information, and command and control information to the public, first responders, and homeland security personnel.

The system is being developed by Thirteen in conjunction with Rosettex Technology & Venutres Group, under the auspices of the National Technology Alliance (NTA).

"The crisis of September 11, 2001 brought Thirteen and New York City together as never before," said William F. Baker, president of Thirteen. "Ever since that fateful day, Thirteen has been determined to harness its transmission resources to provide vital information that will help save lives in the event of a regional emergency. With this innovative project, Thirteen will make a vital contribution to the welfare and safety of our community. And we are hopeful that our work will lead to national deployment of a system that will save lives across America."

The initial award to Thirteen of more than \$500,000, will be used to develop and analyze an urban testbed project utilizing Thirteen's licensed Instructional Television Fixed Service



(ITFS) spectrum for effective dissemination of information to first responders acting in national disaster situations.

Television broadcasters have traditionally served the public interest by providing broadcast of emergency information, when needed, to millions of people instantaneously. The current transition to digital broadcasting affords much greater technical capabilities, including two-way transmission to numerous mobile units throughout an urban area. This capability is clearly suited to the needs of emergency responders and for activities related to homeland security. Using its transmitter location on the Empire State Building, Thirteen is positioned to lead the way in prototyping this new two-way, broadband emergency alert capability under the auspices of the NTA.

The five-year NTA program, which began in 2002, is managed by NIMA, the executive agent of the program for the Department of Defense and the intelligence community, which provided the funding to Thirteen. The broadband emergency alert project will be managed by Rosettex Technology & Ventures Group⁴, a joint venture between Sarnoff Corporation and SRI International.

The ability simultaneously to reach millions of people and broad areas in densely populated urban environments, as well as to provide coverage to sparse rural areas, makes broadcast a critical element of an effective information dissemination system. A terrestrial broadcast television licensee with both analog and digital channel allotments, Thirteen will contribute a portion of the digital spectrum on the ITFS band for development of the system.

The ultimate goal will be to create a hybrid system in which both the ITFS and normal DTV spectrum bands are used to provide a variety of information and two-way communications to first responders. For example, the DTV channel could be used to broadcast traditional emergency alerts to the general public as well as to deliver supplemental datacast information about evacuation routes, emergency treatment center locations or similar emergency information to those with data receivers. At the same time, the ITFS channel could be used to disseminate encrypted data such as building blueprints, procedures for handling dangerous materials and other sensitive information to targeted emergency responders, who in turn will be able to make requests for specific information from the field over the same system.

“This hybrid DTV/ITFS system, built on Thirteen’s licensed broadcast spectrum in New York City, will prototype a digital terrestrial infrastructure that will respond to terrorist

incidents, natural disasters, or other emergencies prior to the actual need arising,” said Becky Aiken, NTA director.

“Public television was created to serve the people and this unique effort will do just that - serve the people when they most need it,” said Baker. “Our community has given so much to us over the years. Today, in these anxious times, this is one way for us to give something of concrete value back to those who have so stalwartly supported us.”

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About the National Imagery and Mapping Agency

The National Imagery and Mapping Agency (NIMA) is a member of the National Intelligence Community and a DoD Combat Support Agency. It provides timely, relevant, and accurate Geospatial Intelligence in support of national security. Geospatial Intelligence is the analysis and visual representation of security-related activities on the Earth. Headquartered in Bethesda, Md., NIMA operates major facilities in the northern Virginia, Washington, D.C., and St. Louis, Mo. areas. In addition, NIMA Support Teams serve customers around the nation and the world. For more information, visit the Web site at www.nima.mil <<http://www.nima.mil>>.

About Rosettex

Rosettex Technology & Ventures Group, based in Rosslyn, Virginia, translates research and developmental technology into solutions using a unique business model. Rosettex has assembled a team of 64 partners representing major technology consulting firms, established and new companies, independent research institutes, premier academic institutes and government contractors. Rosettex includes the Rosettex Venture Fund, a venture capital fund that invests in technologies, products, and companies that address broad national security needs. For more information, visit the Web site at www.rosettex.com <<http://www.rosettex.com>>.

About Thirteen/WNET

Thirteen/WNET New York is one of the key program providers for public television, bringing such acclaimed series as Nature, Great Performances, American Masters, Charlie Rose, Religion & Ethics NewsWeekly, Wide Angle, Stage on Screen, EGG the arts show, and Cyberchase - as well as the work of Bill Moyers - to audiences nationwide. As the flagship public broadcaster in the New York, New Jersey and Connecticut metro area, Thirteen reaches millions of viewers each week, airing the best of American public television along with its own local productions such as The Ethnic Heritage Specials, The New York Walking Tours, New York Voices, Reel

New York, and its MetroArts/Thirteen cable arts programming. With educational and community outreach projects that extend the impact of its television productions, Thirteen takes television “out of the box.” And as broadcast and digital media converge, Thirteen is blazing trails in the creation of Web sites, enhanced television, CD-ROMs, DVD-ROMs, educational software, and other cutting-edge media products. More information about Thirteen can be found at: www.thirteen.org.

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