

Contact: Jim Donovan/Sharon Sebaly
Publications and Information Office
(404) 894-3405

BROADCASTERS ENLIST GEORGIA TECH TO
IMPROVE UHF TV ANTENNA PERFORMANCE

January 11, 1978

For Immediate Release

ATLANTA, GA.....Buying a good UHF TV antenna has been mostly luck in past years. A buyer has had but two guidelines: the salesman's word and the assumption that the higher the cost, the better the antenna. Georgia Tech's Engineering Experiment Station (EES) has been commissioned by a group of broadcasting organizations to help solve the problem.

A coalition of Public Broadcasting Service, Corporation for Public Broadcasting and the Council for UHF Broadcasting (CUB), which represents these three organizations and also the National Association of Broadcasters, the Association of Maximum Service Telecasters and other industry organizations, is sponsoring an EES project which will aid both consumer and manufacturer by providing guidelines and measuring performance of a variety of UHF antennas.

The importance of UHF to the future development of American television is so crucial, according to broadcasters, that a project of this nature has long been needed. Over 60 percent of public television is now on UHF channels, and future commercial stations are facing the prospect of depending on UHF frequencies. To gain viewers, improved performance of UHF antennas is crucial. Currently, there

-more-

are few, if any, guidelines for consumers as to UHF antenna performance under local conditions with locally available channels.

According to Georgia Tech project director William Free, "The broadcasting industry is depending on the program to provide guidance and support in establishing standards which are technically sound and uniform for measuring performance of UHF receiving antennas. With advancement of technology today, there is no need for consumers to be at the mercy of salesmen or to buy a product using an outdated assumption. The Experiment Station's 25 years of expertise in the antenna field makes this program a natural for Georgia Tech."