



TECHNICAL RESOURCES INTERNATIONAL, INC.

TRI Manages and Provides Technical, Logistical, and Communications Support to the USTDA Orientation Visit on Digital Television Standards for the Peruvian Delegation

Bethesda, Maryland – September 21-27, 2008, TRI manages and provides technical, logistical, and communications support to the U.S. Trade Development Agency (USTDA) Orientation Visit on Digital Television Standards for the Peruvian Delegation. In December 1996, the U.S. selected ATSC Standard as its standard for DTV broadcasting. For over a decade, the U.S. has been transitioning to DTV and now a plurality of television stations simulcast, broadcasting both analog and digital signals. American broadcasters have begun to take advantage of the numerous benefits DTV broadcasting has to offer. New opportunities have emerged to establish new interactive-based business models and to create new channels, which will be mechanisms to promote sector growth. Companies now have more communication channels to reach consumers, creating a ripple effect within the advertising market due to better opportunities to target messages.

ATSC is actively seeking to establish a hemispheric DTV standard and bring economies of scale to the more than 94 million households in the Western Hemisphere. By selecting the ATSC Standard and aligning with the growing number of Western Hemisphere nations who have adopted the ATSC Standard, such as the U.S., Canada, Mexico, and Honduras, Peru is poised to benefit from the economies of scale that a single DTV broadcasting standard can bring.

The Peruvian government created a Multisectorial Commission with participation from the Office of the Prime Minister, the Ministry of Production, the Ministry of Foreign Affairs, and the Consultant Committee of Radio and Television to spearhead Peru's DTV implementation. The Multisectorial Commission is tasked with evaluating the advantages and disadvantages of each of the differing DTV terrestrial broadcast standards.

The purpose of this Orientation Visit is to educate and promote the ATSC Standard, which is the standard developed and used by the U.S. for digital television and to encourage the Peru policy makers to choose this standard when Peru makes the transition from digital to analog.

TRI aides in the accomplishment of this goal by arranging meetings between the Peruvian delegation and various governmental agencies, non-profit organizations, and manufacturers involved in the U.S. transition to digital television. These meetings provide the opportunity to:

- Meet with policy makers, manufacturers, broadcasters, non-profit organization members to discuss the process of the digital implementation in the U.S.
- Learn how the U.S. adoption and current implantation of the ATSC Standard if favorable in the U.S. and how Peru would benefit from adopting the same standard in Peru.
- Demonstrate the digital transition in the U.S. and the future possibilities for additional technology.

About TRI: Technical Resources International, Inc. is a certified minority-owned full-service contract research and communications organization. We offer health and communications services to government agencies, the private sector, and non-profit organizations. Our areas of expertise include clinical trials management: site investigator selection & monitoring, data management, regulatory affairs & medical writing, quality assurance, safety & pharmacovigilance; health & environmental assessment, database design & support web site development, event management, and marketing & public outreach. Headquartered in Bethesda, Maryland, TRI has been repeatedly recognized among the Top 50 women-owned businesses in the Washington area.

For more information, please visit our website at: <http://www.tech-res.com> or contact our Business Development Specialist, Vanessa Lee at vlee@tech-res.com.

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