



**SpectraRep**

# **Who We Are and Why Partner with Us**



# SpectraRep Snapshot

SpectraRep, LLC, is a 20-year-old technology company based in Washington, D.C., that has pioneered the development of a technology called "datacasting."

Datacasting converts a portion of a TV broadcast signal into a one-way transmission of encrypted IP data out to targeted receivers; in short, it enables users to send files out over-the-air to any receiver within range of the TV signal.

Our datacasting technology is in active use by emergency management and broadband first responders (IncidentOne™) and educators and students (EduCast™).

The Company has received four U.S. Utility Patents for its technology and currently has equipment in 84 public television stations, representing approximately 25% of the U.S. population. We also have discussions with stations in play throughout the country to greatly expand our reach to local communities.

Datacasting brings benefits to television stations, such as service to your local community. Some clients have landed funding for ATSC 3.0 upgrades to enhance their datacasting efforts.

**Adding SpectraRep's datacasting services to your station's portfolio brings new opportunities to the other good work you are already doing to support your local community.**

Plus, when you choose SpectraRep, our solution allows you to deliver both public safety and educational broadband solutions simultaneously. It's a powerful win-win.





# Public Safety Solutions

Working with public safety clients, SpectraRep has developed a broad range of software products and services under the trade name IncidentOne™ that include:

1. Video ingestion from a variety of sources into a dashboard service accessible from the Internet and hosted in a private cloud.
2. A mobile app for the streaming of live video from the field into its dashboard.
3. Dynamic content management of video, large files and audio content.
4. Optional encryption and distribution of this IP content via dashboard control to an unlimited number of targeted receivers simultaneously over digital television broadcast transmissions.

SpectraRep has conducted successful pilots with DHS Science & Technology related to school safety, public facilities communications, Coast Guard communications, earthquake preparedness, and law enforcement training.

Statewide networks are deployed in Tennessee and Nevada, in addition to a system for Houston Police, and a drone video service in the state of Washington.

**SpectraRep technology has won prestigious awards: International Association of Chiefs of Police Excellence in Technology Award for a School Safety Solution in Las Vegas. Security Innovation Platinum Award at the Secured Cities Conference in Houston.**



# Educational Solutions

Responding to the COVID-19 pandemic in early 2020, the Company expanded its capabilities to use datacasting technologies and services to support remote learning in households without access to reliable broadband services.

This new service line is offered under the trade name EduCast™. SpectraRep has built out remote learning solutions in South Carolina, Indiana, Kentucky, and South Dakota – and is also in progress with installs in additional states.

Now, with students and teachers (mostly) back in the classroom, we are focused on using EduCast to narrow the digital divide that exists for kids that don't have broadband access.

Working closely with educators, SpectraRep has developed applications to replicate the broadband experience for students, integrating with learning management systems such as Google Classroom and Canvas.

The SpectraRep team's experience around the nuances from school to school, and teacher to teacher, is derived from countless hours of interaction, problem solving and solution delivery.

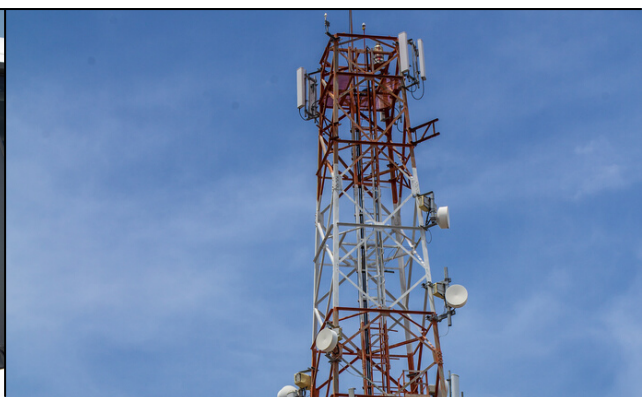
Now, while much of the work SpectraRep has done to date has involved ATSC 1.0, the current television broadcasting standard, they were also the first company to provide solutions over ATSC 3.0, the new standard which will allow for mobile reception, better building penetration, and will greatly expand the bandwidth for datacasting.



**In Dec 2021, New Mexico Department of Education is rolling out SpectraRep's EduCast™ to deliver classroom content to students without broadband.**

**Pilot project is the first U.S. educational datacasting deployment using ATSC 3.0.**

# Delivering Powerful Solutions for Public Safety and Security over ATSC 3.0



Recently, SpectraRep has deployed its EduCast™ and IncidentOne™ solutions in ATSC 3.0 in New Mexico in partnership with public television. Additionally, in conjunction with One Media, ATSC 3.0 is on the air over Sinclair Broadcasting's WIAV station in the Washington D.C. market. The thousands of datacasting receivers that SpectraRep has deployed are capable of receiving content via both varieties of ATSC standards.

**In fact, given current supply chain issues, SpectraRep has invested in thousands of additional receivers and is currently the only company deploying datacasting receivers in the United States.** SpectraRep's datacasting solutions deliver necessary, reliable, and secure solutions for public safety and education whether in ATSC 1.0 or 3.0.

## The APTS Relationship

SpectraRep has established a unique relationship with America's Public Television Stations ("APTS") and its member stations. Given their mission to support their local communities, partnering with public television stations is a perfect match for the services SpectraRep provides.

APTS member stations have each committed a portion of their digital broadcast capacity on each of their transmitters to support a nationwide datacasting network that could be managed by SpectraRep to support public safety, education, and other use-cases. **In fact, SpectraRep is the sole technology strategy advisor to APTS under a long-established paid consulting arrangement.**

Over our successful 20-year history, the management team at SpectraRep has strong relationships with general managers at public television stations across the nation, has done multiple webinars for them on datacasting and is often the first call when a general manager identifies a school or public safety prospect.





# Management Team

The management team at SpectraRep has a collective 120 years serving the television industry.

- **CEO Tom Buono** started parent company BIA Financial Network in 1983 and works closely with many key commercial television broadcasting executives.
- **COO John McCoskey** has had an extensive career in public television and was the first CTO at PBS.
- **President & CTO Mark O'Brien** is the driving force behind SpectraRep and has led decades of collaborations with public television stations.
- **CIO Rodney Herrmann**, a highly-experienced developer with more than twenty years developing enterprise grade solutions, joined SpectraRep in 2006 and leads the development of its software products.

**The thousands of hours spent by this team on datacasting applications makes them the clear leader in this space.** The combined SpectraRep team has unrivaled experience working both in datacasting, and with public television.

## Contact

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