



ARK Multicasting Chooses Digital Alert Systems for Its ATSC 3.0 Station Rollout

LYNDONVILLE, N.Y. — Dec. 7, 2021 — Digital Alert Systems, the global leader in emergency communications solutions for video services providers, today announced that ARK Multicasting — the largest unencumbered ATSC 3.0 network in the nation — has adopted the DASDEC™ emergency messaging platform for its ATSC 3.0 station rollout across the United States.

“DASDEC is the gold standard for EAS/CAP equipment within the television environment. No other manufacturer has the breadth and depth of knowledge, experience, and support to tackle the varieties of equipment and interfaces ARK encounters,” said Joshua Weiss, co-founder and CEO of ARK Multicasting.

ARK Multicasting is a NextGen TV company that is using the power of TV broadcasting, adding an IP multicast extension to the unicast internet. The DASDEC platform gives ARK reliable equipment that can not only be monitored and maintained remotely but also communicate over IP networks with other equipment in the overall solution.

ARK is deploying the model DASTVR units, which include three integrated AM/FM/WX receivers and multiple CAP decode channels. The alert messages are processed and forwarded to network-connected encoders where they present a text crawl and accompanying audio. This all-IP message handling simplifies the wiring and presents an easy to manage interface accessible over ARK’s network management.

“While ARK will primarily operate as a data provider, we must still be committed to meeting the FCC’s current EAS requirements for television broadcasters. ARK believes DASDEC offers the most flexible and robust EAS system on the market,” added Weiss.

ARK has an unparalleled nationwide footprint of 300 exclusive Low Power TV FCC spectrum licenses covering more than 100 million people in the U.S. The company’s affiliate relationships double that reach to 66% of the country. ARK has deployed the DASDEC equipment in 10 racks

currently and will also be installing Digital Alert Systems' HALO™ enterprise management system for monitoring Emergency Alert Systems equipment and messages.

“It's so gratifying to be part of ARK Multicasting's unique business model, which transforms a traditional low power broadcaster into a key player of the NextGen TV and datacasting ecosystem,” said Bill Robertson, vice president of business development for Digital Alert Systems. “There's almost no better company to showcase all of DASDEC's capabilities. And with 300 stations around the country, ARK Multicasting represents a big opportunity for Digital Alert Systems as they convert more and more of those stations to ATSC 3.0 with their goal of improving data delivery.”

Further information about Digital Alert Systems and its products is available at www.digitalalertsystems.com.

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About ARK Multicasting, Inc.

ARK Multicasting, a leading-edge NextGen TV company, is based in Dallas. ARK is leveraging the power of TV broadcasting, adding an IP multicast extension to the unicast internet. ARK is on the forefront of Broadcast Internet Service development with solutions to relieve congestion for internet service providers and provide datacasting services for many verticals, including distance learning, the connected car market, smart agriculture, telehealth, and over the top video streaming providers. ARK's footprint of ~300 broadcast assets covering 1/3rd of the United States and ~100 million people is leading the industry in NextGen TV ATSC 3.0. For further information, visit www.ARKMulticasting.com.

About Digital Alert Systems

Digital Alert Systems is the leading innovator of next-generation Common Alerting Protocol (CAP) and Emergency Alert Systems (EAS) for radio and television broadcasters. In 2009, Digital Alert Systems merged with Monroe Electronics, whose EAS products are the widely accepted standard for CATV. From its headquarters in Lyndonville, New York, Digital Alert Systems provides R&D, manufacturing, sales, and customer service for all Digital Alert Systems and Monroe Electronics One-Net™ brands and maintains its hard-earned reputation for quality, reliability, and service to valued customers around the world.

More information is available at www.digitalalertsystems.com.

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Description: Bill Robertson, Digital Alert Systems, and Joshua Weiss, ARK Multicasting

Photo Link: www.wallstcom.com/DigitalAlertSystems/Weiss-and-DASDEC.jpg

Description: Joshua Weiss, co-founder and CEO of ARK Multicasting, and the Digital Alert System DASDEC™

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