

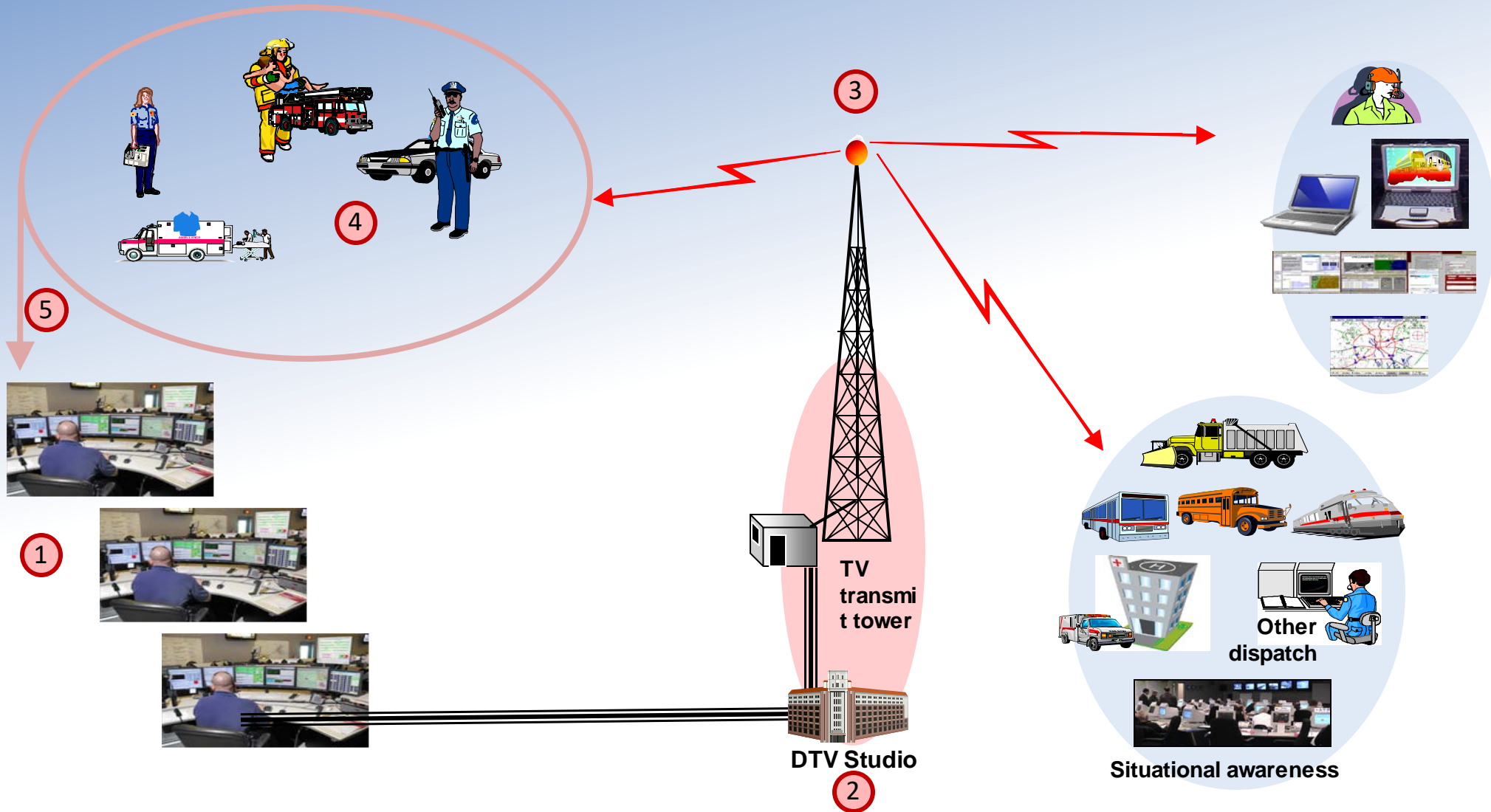


Broadcast Internet: Datacasting for Education and Public Safety

What is Broadcast Internet?

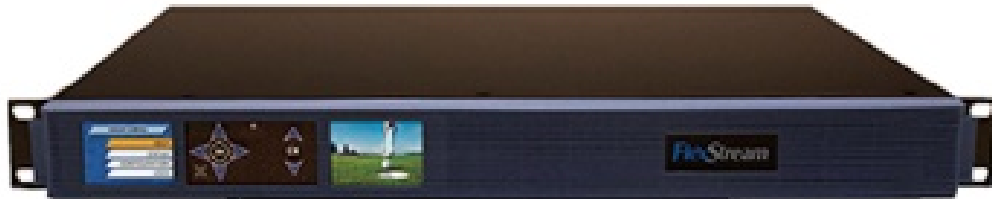
- Also known as Datacasting
- Data embedded in a broadcast signal that viewers cannot see
- Can be video, audio, PDF, any digital file format but especially HTML “Web page” files
- Completely controllable at the source
- The source can be a State, District, or individual teacher

Interoperable, Secure Content Distribution Over DTV - How it Works



Datacasting Technology

Station Gateway



- Only add one per transmitter – other infrastructure already in-place
- Low-cost
- High reliability
- Simultaneous supports multiple use-cases

Receiver/Antenna Devices

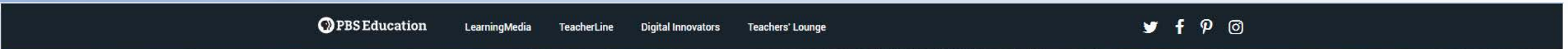


- Very low-cost devices
- Multiple options
- Wireless and wired
- Location-aware alerting
- Device control

What can it be used for?

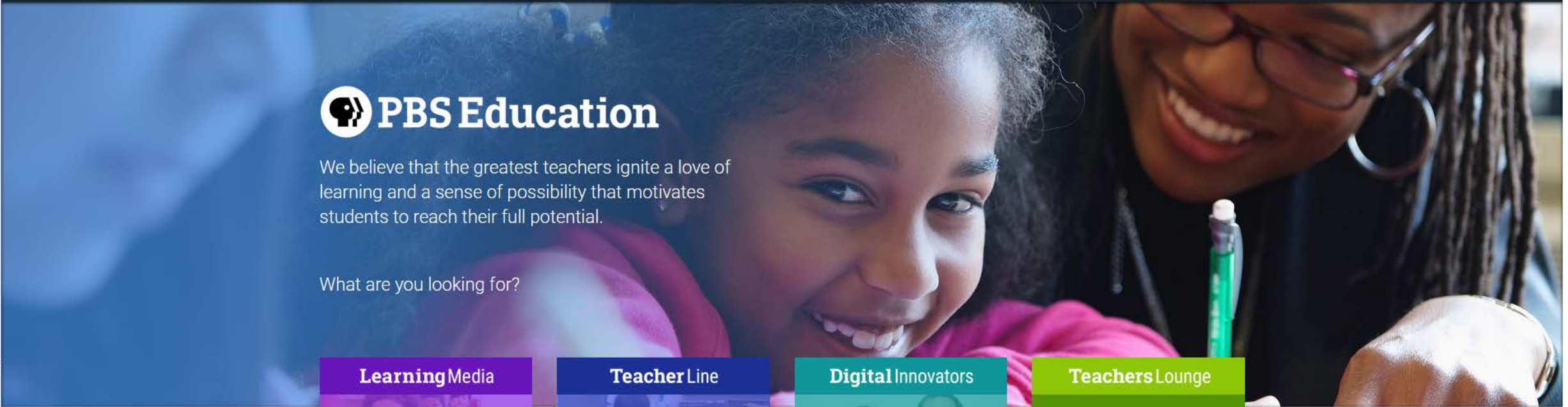
- Education – Web based **internet-like** experience for students without broadband
- Public safety – interagency information sharing, Helicopter and drone video, response plans
- Public and private alerting
- Internet of Things, Smart Cities

Outreach & Broader Impact



PBS Education LearningMedia TeacherLine Digital Innovators Teachers' Lounge

Twitter Facebook Pinterest Instagram



PBS Education

We believe that the greatest teachers ignite a love of learning and a sense of possibility that motivates students to reach their full potential.

What are you looking for?

Learning Media

Instructional Resources for Your Classroom

Teacher Line

Online Professional Development

Digital Innovators

Classroom Changemakers

Teachers Lounge

Fresh ideas and inspiration from educators like you

GO →

Outreach & Broader Impact

The screenshot displays the PBS LearningMedia website interface. At the top, the 'newmexico' logo and the PBS logo are visible, along with a navigation bar containing 'STUDENT SITE', 'ABOUT', 'LOG IN', and 'CREATE A FREE ACCOUNT'. A search bar is present with filters for 'All Grades', 'All Subjects', and 'All Types'. The main content area features a video player for 'Buffalo Soldiers in New Mexico'. The video description states: 'In this video, members of the Buffalo Soldiers Society of New Mexico share insights into the history of the Buffalo soldiers and how they contributed to New Mexico achieving statehood in 1912. They tell us of the challenges these soldier's faced, their hard work, and particularly of their bravery during the battle with Apache Chief Victorio at the isolated Massacre Canyon in the Black Range Mountains of southern New Mexico. The Buffalo Soldiers primary duties during the post civil war were to protect isolated settlements and to establish towns throughout the southwest. The soldiers established mail and stage routes across the west and maintained law and order throughout the southwest region. They guarded important mountain passes, water holes, isolated settlements and many other tasks. The Buffalo Soldiers got their name from the plains Indians not only because of their wooly-like hair but also because of their unmatched courage and their superior fighting skills.'

On the left side of the video player, there is an 'Info' sidebar with the following details:

- Grades: 6-12
- Permitted Use: Stream Only
- 45 Favorites
- 2418 Views

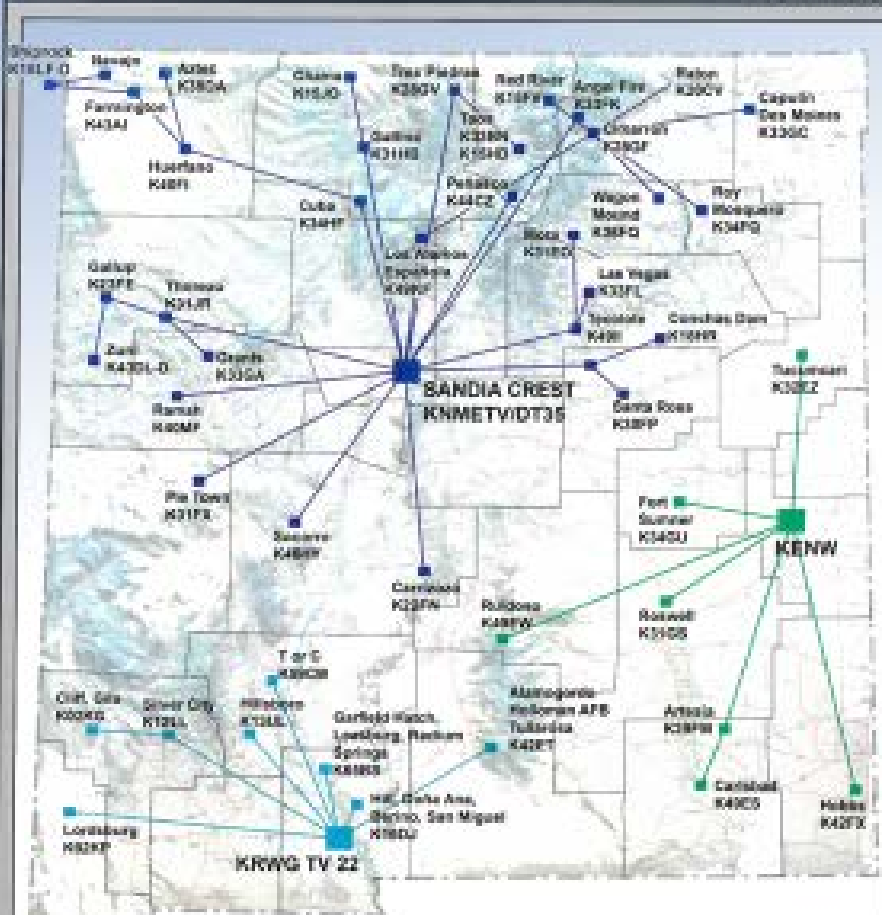
Below the video player, the title 'The Buffalo Soldiers' is displayed in a stylized font over a historical photograph of the soldiers.

What are the Benefits of Broadcast Internet?

- Does not require internet service provider to receive content
- Low-cost, long-term sustainable technology
- Unlimited number of receivers. Very efficient, one-to-many.
- Uses existing broadcast television technology to deliver content
- Reaches homes and communities broadband does not
- Secure wherever our broadcast signal reaches



NEW MEXICO



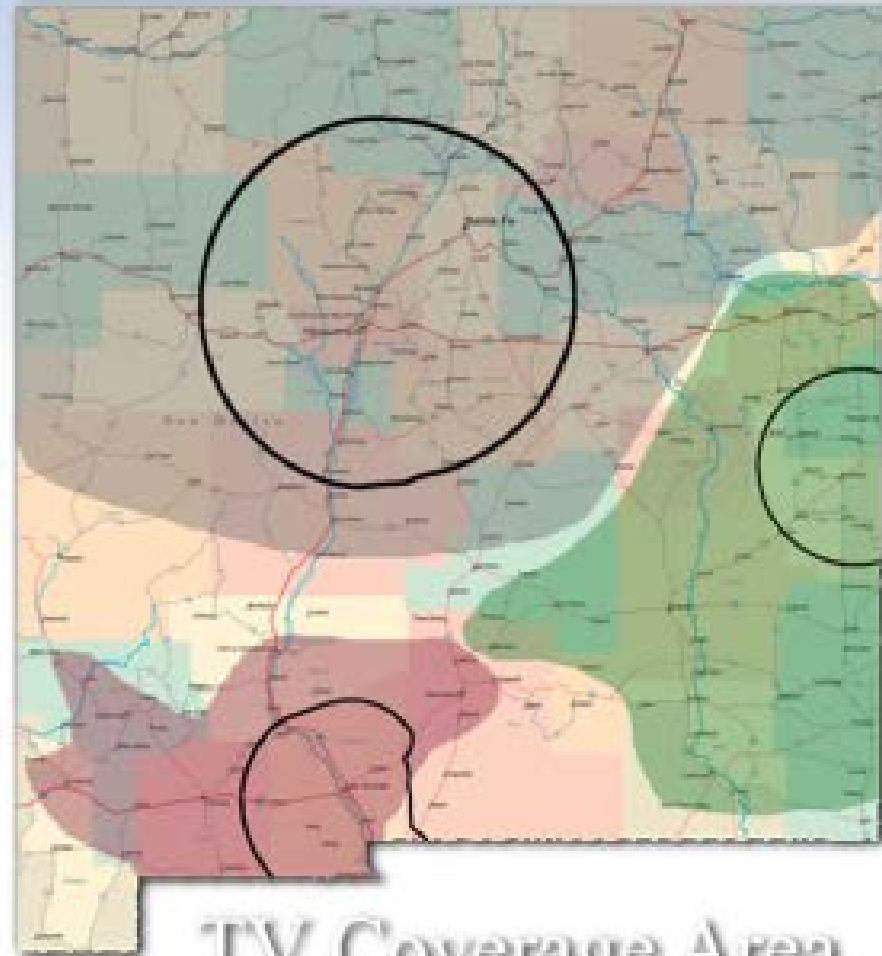
New Mexico
Public Television
Network

Full Power and Low Power
Transmission Sites

Legend

- KNME DIGITAL TRANSLATORS
- KRWG LICENSED TRANSMISSION SITES
- KENW LICENSED TRANSMISSION SITES

Primary and Total Coverage Area Reaches 99% of New Mexico's Population over the air



Why New Mexico PBS?

- Education is in our DNA
- We cover more of the state with a free over-the-air signal than anyone else
- 99% of New Mexicans can receive our OTA signal
- We have the signal capacity
- We are technology leaders in New Mexico and Nationally

Questions?

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