

**FOR IMMEDIATE RELEASE**



**AMERICAN SIGN LANGUAGE EMERGENCY ALERTS SUCCESSFULLY DEMONSTRATED  
OVER NEXTGEN TV**

**COOKEVILLE, TN and BOULDER, CO (April 4, 2025) – The Public Media Venture Group (PMVG) and WCTE Central TN PBS have successfully broadcast test alerts delivered in American Sign Language (ASL) by an animated avatar over NEXTGEN TV.** This pivotal achievement is the result of a collaboration among WCTE; PMVG; DigiCAP, the South Korean developer of ATSC 3.0 broadcast technology; and EQ4ALL, a Korean B Corp social venture that develops technology to serve Deaf or Hard-of-Hearing individuals.

The demonstration involved delivering an ATSC 3.0 “broadcast app” created by DigiCAP to NEXTGEN receivers. The app then enabled EQ4ALL's ASL-signing avatar to be displayed on the screen using a separate layer which viewers can opt-in to receive. EQ4ALL translated the test message to ASL and delivered it on-screen using the avatar they designed. DigiCAP was able to verify that the avatar appeared as intended on a variety of NEXTGEN TV receivers. WCTE uses a DASDEC by Digital Alert Systems (DAS) in its alerting signal chain; DAS donated the license needed for ATSC 3.0 applications to make this project possible.

ASL is the primary language of many Deaf and Hard of Hearing individuals and is a much more effective way to deliver alerts to this community than text captions. Alerting in ASL meets a crucial need for these viewers to be warned of serious weather conditions and other hazards affecting their local communities. When the system goes into full operation, the avatar will warn viewers that a specific type of alert has been issued. The avatar will then direct viewers to an official source of local information with an on-screen QR code or similar method, so viewers can obtain the specific information that pertains to a particular alert. The system designed by DigiCAP and EQ4ALL will use the conditional access capability incorporated into ATSC 3.0's IP data backbone to allow viewers to opt-in to receive the avatar alerting service. Viewers who do not opt-in to the service will continue to receive EAS alerts in the normal way.

“The successful live demonstration of avatar-based ASL emergency alerts over ATSC 3.0 is a powerful example of the kind of innovative uses that ATSC 3.0 makes possible,” said Joonyoung Park, Fellow and Senior Vice President at DigiCAP. “The ability to deliver a broadcast app and place the avatar in a separate layer makes opt-in capability possible, which is a great example of the ability to customize the NEXTGEN experience to meet individual needs,” he continued.

Kevin Lee of EQ4ALL highlighted the significance of the demonstration for the target community: “Deaf individuals have often faced disproportionate risks during disasters due to inaccessible emergency information. By delivering ASL alerts directly through NEXTGEN TV using avatar technology, we are addressing this longstanding discrepancy. This is not just a technical breakthrough—it's a necessary advancement in public safety.”

With the technology now successfully demonstrated in a live broadcast environment, PMVG and WCTE will focus on the policies and procedures necessary for a full implementation of avatar-based

alerting for EAS alerts. This will include collaborating with local and state emergency management agencies, including the Putnam County Emergency Management Agency and the Tennessee Emergency Communications Committee, to develop standard operating practices for the implementation of this system. This crucial next phase will pave the way for the broader adoption of this technology.

“This successful live broadcast demonstration marks a significant step towards our goal of leveraging NEXTGEN TV to enhance public safety and accessibility,” stated Marc Hand, CEO of PMVG. “While PMVG’s focus is on public media stations and the services they provide, we hope our work with WCTE and with our own ATSC 3.0 transmitter, W35DZ-D, will open the door for commercial stations to also deploy avatar-based alerting, so that Deaf and Hard-of-Hearing people across the country have access to critical information that they need.”

Avery Hutchins, President and General Manager of WCTE said, “We are incredibly proud that WCTE has the opportunity to work with DigiCAP, EQ4ALL, and PMVG to be at the center of developing this technology. WCTE strives to serve all of the residents of Central Tennessee with the public service content that they need, and making sure *all* of our viewers have access to critical alerts is a very high priority for us.”

#### **About WCTE Central TN PBS:**

WCTE Central TN PBS has served the Upper Cumberland for over 40 years, providing educational, health, governmental, arts, and music programming. As the only television station within a 75-mile radius of Cookeville, TN, WCTE is a vital community partner. For more information, visit [www.wcte.org](http://www.wcte.org).

#### **About the Public Media Venture Group (PMVG):**

PMVG is a nonprofit business development consortium comprised of 32 leading public media organizations. PMVG is committed to building technology partnerships and developing scalable, mission-focused use cases around new platforms like NextGen TV to strengthen public media’s vital services. Learn more at [www.publicmediaventure.org](http://www.publicmediaventure.org).

#### **About DigiCAP Co., LTD:**

DigiCAP Co., LTD is a South Korean company specializing in software-based solutions for the ATSC 3.0 broadcast system, including broadcast gateway products and monitoring systems. DigiCAP also offers products in content protection, rights management, and other advanced technology areas. For more information, visit [www.digicaps.com](http://www.digicaps.com).

#### **About EQ4ALL:**

EQ4ALL is a B Corp certified social venture based in Korea. EQ4ALL develops AI-supported sign language translation engines and platforms to improve information accessibility for deaf and hard of hearing individuals. Visit [www.eq4all.co.kr](http://www.eq4all.co.kr) for more information.

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