



The

Broadcasters' Desktop Resource

www.theBDR.net

... edited by Barry Mishkind – the Eclectic Engineer

The Whole Story

BWB and SCMS Are Not Selling Illegal Equipment



Dear US broadcasters.

I am sure most people in our industry were quite shocked to read the FCC citation that involved BW Broadcast recently. I was as surprised as anybody else to have read the news of the FCC citation sent in recent weeks to our friends in the US, SCMS, the leading global broadcast equipment supplier.

This was especially surprising because all of our broadcast products meet global regularity technical standards – and moreso – because we have been certifying multiple broadcast transmitters built on the same technology platform with the FCC for many years now.

It was unfortunate that our company was subject to a malicious complaint, which in our opinion was able to manipulate such an esteemed organization such as the FCC. It was also frustrating to ourselves and SCMS that some level of due diligence or dialogue was not undertaken by parties involved.

It was a tough last week, but I am so glad to hear that the FCC acknowledge that the product we market to LPFMs is now acceptable to them.

With multiple hundreds of thousands of dollars spent on automated test systems, BW Broadcast take performance incredibly seriously. We are probably one of the only manufacturers that have the ability to do full, fast-automated emissions testing conducted on every single product shipped. That means 88, 98 and 108 MHz, every harmonic and carrier emission, before we ship each and every product.

Furthermore, our database can recall every performance specification of every item that goes out the door. Our in-house GTEM cell handles radiated emissions and immunity tests to give us internal ongoing performance compliance confidence, even after product variant changes. Visitors to our facility are often overwhelmed with our box-build, pre-flight, calibration, automated test, and final soak test procedures.

Our ethos of value coupled with performance is one of the reasons why our transmitters are the number one choice globally for community radio stations, and also why we have become the go-to guys for major sporting events, stadiums, colleges, drive-ins, and special events. From the recent Ryder cup, the

Olympics, the Soccer World cup, the Euro championships, Wimbledon, Glastonbury, Burning Man, the Rugby world cup, and other high profile events, the products from BW Broadcast are used, demanded, and respected globally.

The irony of this situation is that one arm of the US Federal Government sought to ban sale of a product that actually has been purchased by the US Federal Government itself in the hundreds and hundreds of units.

BW Broadcast has always been and is still committed to performance and global regulatory compliance - and that will not ever change. Going beyond what the other guys do is what drives us.

Regulatory procedures and certifications aside, having sold close to 20,000 transmitters in 15 years, our customers and the industry set the true benchmark of whether we are doing a good or bad thing.

I would like to thank all of the BW Broadcast customers globally who have supported our brand –.most importantly and topically, the United States broadcast industry which has supported us for many years now, and which we really appreciate for making us feel like full part of your industry.

We will continue to innovate and provide you value, performance and, most importantly, support and will do our best to jump over the hurdles each of us are faced with in the pursuit of our mutual goals.

NAB, and other regional shows cannot come too soon and I am looking forward to sharing even more details of this whole situation – both on and off the floor – or catch me either on the social media sites or interact on any of the tech groups on which many of us monitor or participate.

Scott Incz
BW Broadcast

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