

Robert Rast - Biography

Bob has extensive executive experience with companies and technologies very relevant to the ATSC, with 14 years of DTV leadership at:

- Linx Pro Products/Micronas – professional products for broadcasters

- LINX Electronics – DTV receiver and transmission technology

- DemoGraFX – digital video compression

- Dolby Labs – digital cinema, digital audio

- General Instrument (now Motorola) – digital HDTV, the Grand Alliance

During the '80's, Bob was in cable TV at ATC, predecessor to Time Warner Cable. He was in consumer electronics during the '70's, at Sarnoff Labs and RCA Consumer Electronics. Currently an ATSC director, he chairs its Goals Committee, and is a member of the Nominating Committee.

Robert Rast - Goals

As a Board member, I have worked to represent the broad interests of the ATSC. For example, as a member of the Nominating Committee, I supported and contributed to improving Board balance. I have also worked to improve Board effectiveness. As chair of its Goals Committee, I led development of goals to implement long term planning, and to improve our process in Board meetings. As your Board chairman, I will continue those efforts and be in a better position to effect results.