

## Richard Chernock

CTO, Triveni Digital

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Dr. Chernock is currently Chief Technology Officer at Triveni Digital, an LG Electronics Company. In that position, he is developing strategic directions for monitoring, content distribution and metadata management for emerging digital television systems and infrastructures. Previously, he was a Research Staff Member at IBM Research, investigating digital broadcast technologies.



Dr. Chernock is active in many of the ATSC and SCTE standards committees, particularly in the areas of monitoring, metadata, and data broadcast. He is vice-chair of the Technology Group on Distribution (TSG) and chairing the Non-Real-Time Services and Mobile/Handheld management layer activities within ATSC. He is a major participant in the SCTE HMS video monitoring activity. He has recently been appointed as the Distinguished Lecturer Chair for IEEE BTS.

In another life, he used transmission electron microscopy to study materials characteristics for advanced ceramics packaging and semiconductor technology at IBM. His ScD was from MIT in the field of nuclear materials engineering.