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**FOR IMMEDIATE RELEASE**

**PEAK3 and HotEdge Partner to Integrate Peak3’s ATSC 3.0 Data Delivery Technology for use in HotEdge’s Building Automation Services**

**Scottsdale, AZ (January 6, 2025) –** PEAK3, an ATSC 3.0-data enabled edge pathway service provider, and HotEdge, a leading national commercial and residential building automation company, today announced a partnership to integrate Peak3’s ATSC 3.0 data delivery technology with HotEdge's roof ice melt systems, enabling building owners to reduce costs, and control and monitor their systems remotely.

Using a combination of different products, HotEdge, is the only Underwriter Laboratories (UL) certified company that can cost-effectively prevent snow melt water from re-freezing on your roof, ensuring ice dams and icicles do not have the opportunity to develop. As HotEdge scales and new functionality and products are added to their solution-set, their need for secure, reliable data delivery and efficiency are critical and that’s where PEAK3’s ASTC3.0 data services shine.

The Internet Protocol (IP)-based ATSC 3.0 standard ushers in a large-scale advance for broadcasting technology that brings together over-the-air (OTA) broadcasting, the internet, and limitless additional use cases that provide the multi-market opportunities for this new data “pathway”. Some other use cases are data delivery to vehicles and content distribution network (CDN) offload that takes advantage of broadcasts’ robust signal and one to many capabilities.

The partnership will focus on integrating Peak3’s ATSC 3.0 data delivery technology with HotEdge's roof ice melt systems, enabling building owners to reduce costs, and control and monitor their systems remotely. This integration provides building owners with real-time data on energy consumption, ice dam prevention, and overall system performance, allowing for optimized energy usage and enhanced safety.

Key optimizations delivered to the HotEdge Network of devices includes:

* Critical Software Updates
* Daily Weather Reports
* Local Utility Command Control access

PEAK3 will pursue the larger building automation marketplace using the ATSC 3.0 value proposition to address market segment.

According to Straits Research (<https://straitsresearch.com>), the global smart building automation market is currently valued at around $92 billion (2023) with $33 billion in value being U.S. based. Global value is projected to reach $247 billion by 2032, growing at a compound annual growth rate (CAGR) of approximately 12.3% due to increasing demand for energy-efficient systems, advancements in Internet of Things (IoT) devices and technologies, a growing focus on sustainability initiatives like net-zero emissions, and advanced analytics and AI integration for building optimization.

“ATSC 3.0 is optimized to support highly flexible Distributed Transmission System (“DTS”) network architectures, which will dramatically improve signal reception in indoor and outdoor environments, including small portable devices and mobile receivers. The protocols implemented in the new broadcast standard are very similar to those used in 5G cellular networks but optimized to broadcast over a much larger area. This capability uses the robust nature of ATSC 3.0 transmissions and the one signal to many receivers (one-to-many) feature of broadcast TV to cover a very large geographic area. Because of the higher transmission power levels, this DTA (Digital Transport Adapter) broadcast delivery method requires fewer transmission sites compared to traditional cellular network base stations”, says Alp Sezen, CEO of PEAK3.

Field trials in Seattle, WA and Salt Lake City, UT are scheduled to begin in January with the aim of going to production and rollout deployments in June of 2025.

"HotEdge is committed to providing innovative solutions that enhance safety and efficiency for homeowners," said Harrison Stadnik, Vice President of Strategic Partnerships at HotEdge. "Our partnership with Peak3 allows us to take our commitment to the next level by integrating advanced data broadcasting capabilities into our roof ice melt systems. This collaboration will provide homeowners with unparalleled insights into their system's performance, enabling them to make informed decisions about energy usage and ice dam prevention."

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## About PEAK3 ([www.peakthree.io](http://www.peakthree.io)) – Scottsdale, AZ

PEAK3 has a long-term engagement with the spectrum owners to offer this alternative data highway to its many technology partners, its enterprise clients, and to its engineering teams to further develop novel applications where the ATSC 3.0 value proposition can enable the edge-device community. From hardware architecture through the application layer, the PEAK3 team has a rich history of successful enterprise edge deployments and IT system designs and operations.

We recognize the unique value proposition ATSC 3.0 provides in delivering secure, efficient, data-delivery methods to the edge. The foundation of our business model is Data-Streaming as a Service for organizations wanting to efficiently get data from one point to many.

PEAK3 provides a standards-based, open, end-to-end, nationwide, wireless, IP, multicast network. In simple terms, we provide a cost-effective datacasting pipe for Internet Service Providers, public and private cloud providers, and any organizations operating large edge device architecture.

## About HotEdge (<https://hotedge.com>) – Denver, CO

HotEdge, a recipient of the 2014 Roofing Expo Innovation Award, leads the industry in manufacturing accredited panel systems designed to prevent ice related water damage on residential and commercial roofs across the United States and Canada. Our patented systems integrate advanced IoT technologies, using heat and moisture sensors to monitor critical data such as ice, temperature, moisture and energy usage.

Innovative partnerships with companies like PEAK3 result in cutting-edge solutions to better protect structures and their surroundings from hazardous ice dams, icicles and lake-effect ice. These solutions are widely adopted by leading insurance companies, architectural firms, and construction companies, setting the standard for roof safety and energy efficiency.

Dedicated to sustainability, HotEdge provide eco-friendly solutions that can reduce energy consumption by up to 75%, thereby earning customers significant rebates and credits from energy companies. Beyond safeguarding roofs, our products help direct water safely away from foundations, minimizing structural damage. HotEdge’s trusted systems can be found on a wide range of structures, including stadiums, military bases, hotels and resorts, shopping malls, hospitals, city buildings, schools and universities.

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