



eriinc.com

Electronics Research, Inc. — Your Single Source for Broadcast Solutions™

75 Years of Broadcast Solutions

Need to move channels on time?
We've got you covered.

Certifications



Fabrication shop certified with American Institute of Steel Construction (AISC)



Star Certified Installations Department with National Association of Tower Erectors (NATE)

Contact Us

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We are eager to show you how ERI's unique capabilities can add value to your next project. Contact us to discuss your needs and get a custom proposal.

One-step & future-ready ...

"ERI's ability to be a 'one-stop shop' has made life so much easier for KEZI 9. Just tell their experts what you need, and they take care of the rest."

— Keane Laguatan | Chief Engineer | KEZI 9 | Eugene, OR

With ERI, You're One and Done

Unlike the other guys, ERI is the only company that can provide complete engineering, manufacturing, design and installation of antennas, as well as a highly trained tower crew.

In short, we do it all, and better than the rest.



What We Do



Planning: Our unique end-to-end process delivers custom-engineered solutions and dedicated management for every customer.



Testing: With the largest anechoic chambers dedicated to broadcast work in North America, we can create large models and test custom designs — even for high-band VHF.



Production: In-house production allows us to install multiple high-powered TRASAR® antennas and high-strength steel towers per month, with accurate timelines for end-to-end completion.



Process control: By controlling every stage of production, we're faster to market and accept complete ownership of product quality.



Installation: We're the only antenna manufacturer with certified tall-tower crews on staff to install and service our antennas in the field.

ERI vs. The Competition

Out of the box, ERI's standard antennas perform better than any competitors' top-line antennas.

End-Fed TRASAR® Antenna (ERI)

- Smooth signal pattern with no deep nulls
- Optimal for electrical beam tilts greater than 1/2 degree
- Unparalleled pattern control and energy efficiency
- Complete antenna mounting solutions (top or side mount) for all ERI manufactured antennas

Center-Fed Antenna (Competition)

- Heavy nulls in signal
- Compromised performance for electrical beam tilts greater than 1/2 degree
- Constraints on pattern and gain result in lower energy efficiency
- Antenna mounts designed/supplied by others

ERI TRASAR® Antenna Features

- **ATSC 3.0 Compliance:** That means broadcasters will be ready to meet compliance standards without making modifications.
- **Separate horizontal and vertical elements:** This allows for greater customization to the broadcaster's specification.
- **A pressurized radome** that is fully waterproofed and resistant to barometric pressure helps prevent moisture from being drawn into the radome.
- **More transmission power:** ERI's end-fed antennas are naturally null-free and don't require future modification in the field or additional transmitter power to support ATSC 3.0.
- **Tip Deflection:** TRASAR® antennas are designed to be stronger and provide more consistent coverage.
- **Customization** lets broadcasters target specific markets and expand on the audiences they are able to reach.
- **Enhanced mechanical performance criteria:** ERI's in-house structural engineering ensures superior performance under design and service loads.

"We are the ones who can do what broadcasters need."
- Kathy Stieler, Director, ERI Installations & Safety

"ERI has been positioning itself to help broadcasters through this transition by addressing the production and installation of the equipment needed to complete the FCC incentive auction."
- Bill Harland, VP of Marketing, ERI