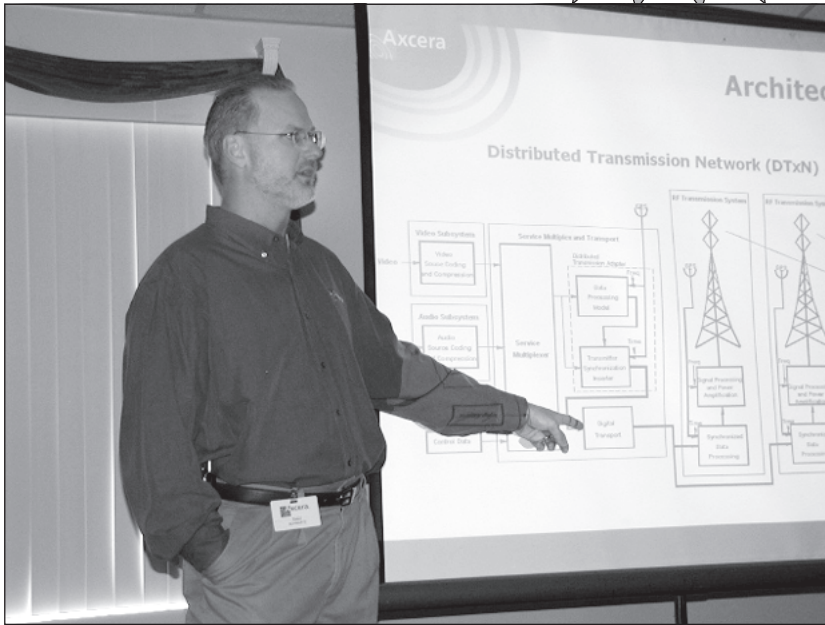


Last Meeting



Rich explains the difference between distributed transmission and distributed translation.

Rich Schwartz explained distributed transmission and related topics at the June meeting

Chapter Twenty's June meeting was held at Gaetano's and was chaired by Vice Chairman Blake Richert.

Rich Schwartz of Axcera spoke on distributed transmission for DTV. DTV boosters and DTV translators can be used to extend coverage or fill gaps that are more common with UHF channels used for DTV.

Rich showed when and where boosters can be used and when and where translators should be used. Another option that must be considered is whether or not to remodulate.

In addition, he showed many of the systems engineering concerns that are important to planning for such a system. His talk covered SFN (Single Frequency Networks), distributed transmitter networks and Distributed translator networks.

In his explanation of design considerations Rich used WPSX as an example. He talked about the newest ATSC chipsets and how they will affect DTV coverage.

We also discussed the increased availability of more affordable TV's that can decode DTV channels.

Next Meeting

Exposed:

The Secrets of DVD Media

Besides important convention planning, our September meeting will have Al Dripchak of Maxell Corporation Of America talking on DVD Media.

Al has been with the Maxell Corporation since 1999, beginning his career in the Engineering Department. He is the Manager of the Technical Support, having held that position for the past 5 years. Prior to joining Maxell, Al spent 22 years in the Electronics industry involved in a broad scope of technical applica-

Continued on page 3

Next Meeting

Time: Thursday, September 16

12:00 NOON

Come at 11:30 and shoot the breeze

Program:

DVD Media

Al Dripchak
Maxell Corporation of America

Business:

Important Convention Planning

Place: Gaetano's Restaurant

1617 Banksville Rd.

Use the Rt. 19 South (Banksville Rd)

exit when coming out of town.

Use the Greentree exit when coming in.

Lunch Fee \$7



Chairman's Corner

Turning the Digital Corner

Bob Jordan, CPBE
bjordan@wpxi.com

As broadcasters, most of us are already putting out some sort of digital signal, albeit up-converted, and are now wrestling with digital infrastructure issues like tapeless media, signal distribution, and automation. But what about origination? How many of you have HD or dual format cameras in your capital budget for 2005? Could I have a show of hands please? Uh huh. Just about as I expected. If you're like most, you're probably waiting for broader acceptance by consumers. Or maybe you're taking the safe approach and waiting for the Programming Department or GM to start pushing for HD/DTV origination. But you know what? I'm betting they're waiting too. Waiting for consumers to start asking for it. But before spending big bucks on anything more than a "digital ready" set, the consumer is probably waiting for better pictures, more programming, and Hollywood movies off air. Kind of like a ferret that has a hold of it's own tail. It just keeps running in circles.

Much of this waiting game is not without good reason. What consumer wants to watch an over-the-air 8-VSB broadcast when the picture blocks, pixelates, or freezes every time a truck goes by outside or someone moves in the room? And what about recording platforms, storage formats, and interoperability? It's more than a little difficult to get serious about local HD production when even the big boys are still struggling to standardize platforms, wrappers, and metadata. And then there's copy protection. Top notch producers are reluctant to have their efforts hit the airwaves if someone can burn a flawless DVD off air and distribute it without paying a dime.

But from what I can see, the industry as a whole is turning the digital corner. First of all, the "fifth-generation" DTV receiver technology being introduced by LG/Zenith is even getting praise from 8-VSB skeptics. One such broadcast group is so impressed they've produced a series of PSA's to promote DTV to consumers, and they're making them available free of charge to other broadcasters. In the area of recording formats for authoring and production, we're now seeing MXF, AAF, and the "e-VTR, for example. And on the copy protection front, a cooperative effort between industry giants, known as the Advanced Access Content Systems Licensing Administration group, promises a multi-platform HD recording spec by year end.

So, how do you as a local broadcaster, production company, or student, get your arms around all of this? I thought you'd never ask. Get on line right now, go to www.broadcast.net/~sbe20/ and get yourself registered for the 33rd annual Pittsburgh regional convention and equipment show. This is the only place where you can find:

- Timely Technical Sessions presented by informed practitioners.
- An Exhibit Hall that showcases industry-wide practitioners who provide services and solutions to everyday broadcasting challenges.
- An opportunity to pose specific questions to industry experts.
- Time and Opportunities for Networking and otherwise hob-knobbing with your fellow wizards.

I'll see you there.

EVER WONDER . . .

- Why the man who invests all your money is called a broker?
- Why there isn't mouse-flavored cat food?
- Who tastes dog food when it has a "new & improved" flavor?
- Why Noah didn't swat those two mosquitoes?
- Why they don't make the whole plane out of the material used for the indestructible black box?
- Why sheep don't shrink when it rains?



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Freelance TV engineer Nick Cap spent his summer traveling. First, he was in Quito, Ecuador, for the Miss Universe Pageant in June. Then, from mid-July to early September he was at the Olympics in Athens, Greece.

CDR Systems Road Show

CDR Systems of Monroeville will hold one of their "road shows" on September 15 at the Monroeville Radisson from 7 to 9 P.M. Call 888-239-6269 to register.

Topics include the DV-7DL Pro video editing system and the DV-7 Real time video presenter. More information on this video editing tour is available at www.edirol.com.

Art Institute Provides Graphic Design

This is our second year to have the generous contribution of talent for our graphic design of convention materials by the Art Institute International of Pittsburgh.

Our Senior Graphic Design student is Nelson Hassinger. He has done a tremendous job on our convention invitation and will also be designing the entrance banners. For those who are interested in contacting Nelson for work, please contact him at hassinger@roadlynx.net 724.554.1565. I am sure he would be happy to hear from you.



Thank you Nelson and the Art Institute International for your support!

Next Meeting

Exposed: The Secrets of DVD Media

Continued from page 1

tions, in both technical and managerial capacities.

Maxell Corporation of America is a full-line manufacturer of digital and analog media products for computer storage, professional audio and video, consumer audio and video, batteries and accessories. At Maxell, Al is responsible for managing the Technical Support Group and providing technical training and support for the Marketing and Sales divisions. As a member of the Technical Marketing Department, Al's primary focus is the commercial product line, including both magnetic tape and optical storage technologies.

Al has participated on numerous international and domestic standards committees. He has attended meetings of the National Committee for Information Technical Standards (NCITS) for both computer tape and optical disk. He has also represented Maxell at meetings of the Optical Storage Technology Association (OSTA).

Al's technical background combined with his 10 plus years of experience with magnetic media and recording techniques gives him the foundation for his presentation.

Synopsis

1. Basic Overview of Recordable DVD -
How it works -
The different formats (+), (-), and (RAM) - Dual Layer 8.5GB
2. DVD Applications
3. DVD Quality
4. Care & Handling - Storage - Usage - Labeling
5. Future Optical Technologies -
HD DVD - Blu-ray -
Holographic Storage

Volunteers Needed

We do need your help to put on a great convention and, besides the normal day-of-show and day-before-show help we always need, we are in search of the following donations of time and services. They will be presented on the projection wall located by the concession stand.:

- Flash File Presentations promoting the Pittsburgh SBE, Convention and Technology

- An After Effects artist for animating this years graphics from the mailer

- Editing of video taken last year and maybe a picture montage

You can and will be credited for your contribution to the Pittsburgh SBE. If you are interested in donating your time and talent to the above opportunities or want to offer other services/ materials, please contact Kim Cannon at 412-638-6179.

J4 Event Systems Helps Out

J4 Event Systems is donating their time and materials for a wide screen projection wall with creative lighting which will be located on the exhibit floor by the concession stand. They are also arranging the A/V gear in the technical sessions. Thanks, Jim, for your support!

You can contact them at 724-935-0211 or www.j4event.com

Please pre-register for our
33rd Annual SBE Equipment Exhibit and Convention
www.broadcast.net/~sbe20/

Sony Helps With Sponsorship

A big thank you goes out to Sony Broadcast for their sponsorship in our upcoming convention. Your company can join them too, contact Joann Garvin for sponsorship opportunities. 724-843-7501

Booth Space Still Available

Vendors, we do have space still available. This year we have done a mail drop to approximately 6,000 peers in our field. Contact Joann Garvin for booth space at 724-843-7501, or book booth space online at www.broadcast.net/~sbe20.

Convention Tech Papers Shaping Up

The speakers list for the tech papers at the Oct. 5th Annual Equipment Exhibit is shaping up. Full details will be available soon on the web site. Here is a preview of what is known at this time.

<i>Title</i>	<i>Company</i>	<i>Speaker</i>
Centralized Storage	Rorke Data	Jim Boas
What is real time?	Media 100	J.P. Cardoso
P2-Workflow	Panasonic	Phil Livingston
Final Cut HD with Panasonic HD	Panasonic	Phil Livingston
XDCAM-Workflow	Sony	Steve Sarafian
TBA	E2V	Greg Morton
TBA	Adobe Systems	Rich Pelzar
The Newest Field Acquisition and NLE	Avid Technologies	TBD
Internet Security	aspStation, Inc.	Ed DeHart
TBA	Azcar	John Luff