

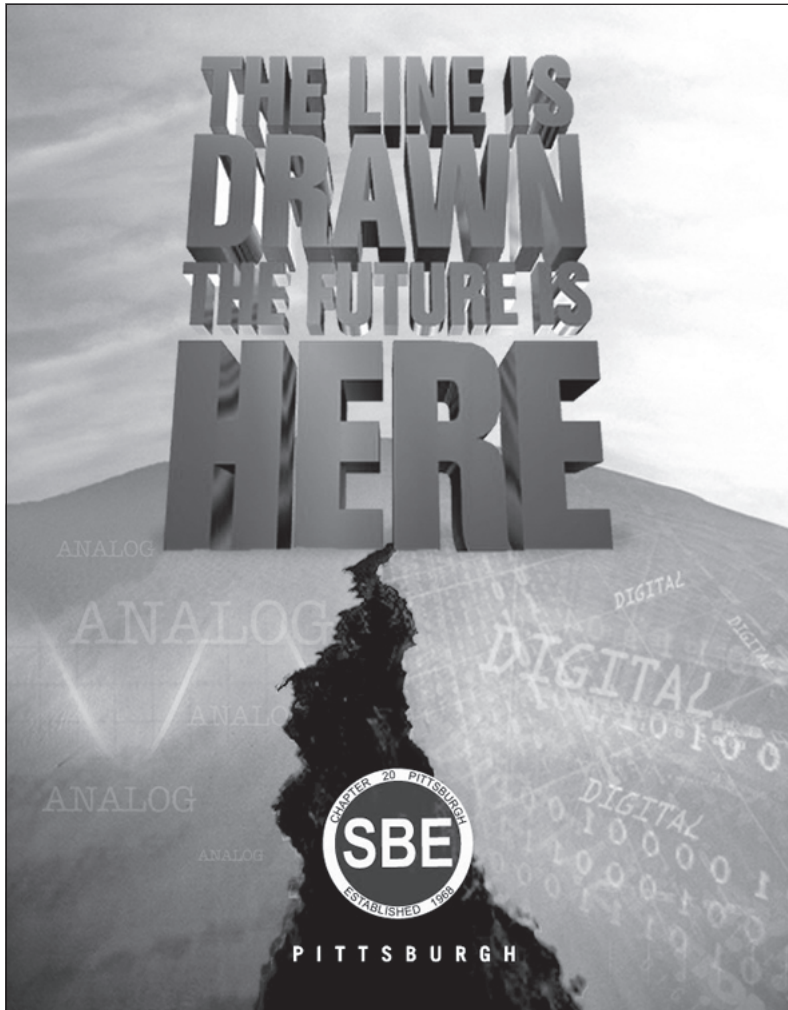


CHAPTER TWENTY NEWS

society of broadcast engineers
pittsburgh chapter

September 2006

Volume 14 Number 7



SBE Chapter 20 Expo 2006

The Line is Drawn, The Future is Here

October 12, 2006

Monroeville ExpoMart East Wing

Breakfast keynote address 7:30 A.M. to 8:45 A.M.

Exhibit hours 9 A.M. – 5 P.M. on Oct. 12

Setup time for vendors is 9 A.M. – 8 P.M. on the Oct. 11

SBE Expo Keynote Speaker

Peter Putman, President, Roam Consulting Inc.
Editor/Publisher, HDTVexpert.com

Pete Putman is president of ROAM Consulting, Inc.; based in Doylestown, PA. His company provides training, marketing communications, and product testing/development services to manufacturers of projectors, monitors, integrated TVs, and display interfaces.

Peter is a senior editor for Access Intelligence magazines, including *AV Video* and *Film and Video*. Over the past two decades, he has authored hundreds of technical articles, reviews, and columns for magazines including *Video Systems*, *Sound & Video Contractor*, *Millimeter*, *Best Stuff*, *eTown.com*, *The Perfect Vision*, *Emedia*, *Electronic House*, *Connected*, *Stereophile Guide to Home Theater*, and *Home Theater* magazines.

His articles have covered a wide range of topics including front and rear projection technology, flat panel technology (LCD, plasma, OLEDs),

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Next Meeting

Thursday, September 21

7:00 P.M.

Come early and shoot the breeze

Efficient Production & Presentation of In-Program Graphics

Jim Lien
Eastern Regional Sales Manager
Pixel Power

Dinner at Menu Prices

Location: Panera Bread

7217 McKnight Rd.

North Hills Shopping Center

Ross Township

(412) 635-9481



Chairman's Corner

John J. Humphrey, CPBE
AZCAR
john.humphrey@azcar.com

The weather is changing and summer is officially over. A whole lot has happened since the last time I wrote this column.

I attended the SBE National Strategic Planning meeting on July 8th in Kansas City. Thirty-four members attended the meeting and represented 24 different chapters and included 11 of the 17 SBE Board Members, all national officers and three members of the national office staff. I'm in the back row.



The Strategic Planning Committee will meet and recommend further actions to the full SBE Board of Directors at the SBE Chapter 22 and SBE National Meeting, September 26 in Verona, NY. Here are some preliminary findings:

MARKETING: The most widely understood issue is that broadcast engineers and the Society specifically can do a better job in marketing themselves. To that end, SBE is expanding press release distribution to include major wire services and working to increase the frequency of notices to publicize Society activities. SBE will also better publicize and explain the work of its important FCC and regulatory actions. SBE will work hard to explain and publicize the important work done to improve or protect the activities of the working engineer.

STATE ASSOCIATIONS: Most attendees related that SBE should be more involved in local and state associations. This is an area best managed by the individual chapters but SBE National understands there are things that can be done at the national level to encourage interactivity. SBE will be contacting the National Alliance of State Broadcasting Associations (NASBA) with the intention of discussing how SBE can serve and interface with the associations on an ongoing basis. Part of that discussion will be a reminder of the

extensive education and certification services SBE provides. SBE Chapter 20 will have a nice display at the PAB show September 7th in Hershey. We will show the value of our Expo show and of being a Broadcast TV engineer.

WEB SITES: The SBE is preparing a "web tool kit" that will help chapters construct their own web sites that will support and improve the SBE brand throughout the industry. It is hoped that the result will be better and more recognizable chapter presences on the Internet.

NEW MEMBERS: Attendees also recognized the need to attract new and young talent to the industry. The Executive Committee identified a few immediate actions to encourage participation by researching related Internet discussion groups on sites such as Yahoo and MySpace. SBE is also beginning to draft an independent study course outline for schools to use for a broadcast engineering curriculum.

My opinion is: We need much more IT knowledge; it's clearly the future for broadcast engineers and broadcasters. We need to know about; LANs, switches, routers, level 2 and level 3 protocols, etc. The SBE Expo will host an IT workshop presented by Omneon and Miranda. It is our plan to focus on IT for our monthly speakers, Expo technical presentations and the workshop at the Expo. We are also considering ad-hoc IT Technology workshops on Fridays or Saturdays during the year. If you already know all there is to know about IT, share it! If not, attend.

I have met with board members Annette Parks, Paul Byers, Dave Kasperek and Expo coordinator Joann Garvin several times. We have worked out the plans and details for the Expo show. The theme for the SBE Expo is "The Line is Drawn, The Future is Here". The date for the Expo is October 12th. The conversion to DTV is now set for Feb. 2009. See all the Expo details elsewhere in this newsletter.

We are moving to new and "fresh" locations for our monthly evening meetings. Most will be at various Panera Bread meeting rooms. The meeting rooms are free with purchased meals from the SBE

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P.O. Box 16312
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Web page <http://www.broadcast.net/~sbe20>

Chairman- John Humphrey	724-873-0800
Vice Chair- Annette Parks-Taylor	412-237-1187
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Expo Planner- Joann Garvin	724-843-7501
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Paul Turner, Vice President of Product Marketing. Omneon Video Networks.

Paul Turner is primarily responsible for product management and product-marketing functions, including product strategy and product launches.

With over 20 years of broadcast industry and video technology marketing experience, Turner brings a wealth of knowledge to Omneon. Turner's intimate knowledge of the customer's workflow and the underlying audio and video technology will be invaluable in developing product plans.



Turner comes to Omneon from Pinnacle Systems, where he was Director of Product Marketing responsible for the company's "live-to-air" products. Before joining Pinnacle, Turner held senior product management positions at both Sony Electronics and Scitex Digital Video. Turner also spent more than 12 years at Grass Valley Group in a variety of technical support and product management positions

Synopsis of IT Workshop #1 (Morning session)

Television broadcast operations rely increasingly on information technology infrastructures. While traditional video skills continue to be essential, a thorough understanding of IT concepts has also become critical. This workshop teaches the key IT fundamentals for broadcast engineers - and how to apply them to improve broadcast operations.

In this session, attendees will gain an understanding of:

- IT networking basics, including details of key hardware and protocol elements (e.g. switches, routers, TCP-IP, IP v.6, security considerations)
- Storage network concepts, including RAID, NAS, SAN, and Grid Storage
- The advantages of non-real time workflows, citing real-world case studies
- File interchange and the Material Exchange Format (MXF)

Agenda

1. TV Studio of the Future (10 minutes.)
 - Traditional vs. Future vs. Where we are now
2. Networking Basics and Security (90 minutes.)
3. Storage Infrastructure Issues (30 minutes.)
4. Advantages of File-based Workflows (20 minutes.)
5. File Format Compatibility (10 minutes.)
 - MXF
6. Q&A (20 minutes.)

Michel Proulx - Chief Technology Officer, Miranda Technologies

A well-known figure in the broadcast industry, Proulx speaks regularly at technical conferences and meetings. Before joining Miranda, he participated in the launch of Pixstream, which designed video networking solutions for IPTV. Prior to Pixstream, he worked for 11 years at Leitch, serving in a variety of roles across engineering, marketing, and product management.

Synopsis of IT Workshop #2

A thorough understanding of IT concepts has also become critical as television broadcast operations rely increasingly on information technology infrastructures. This workshop expands and enhances the morning session.

Emphasis on Broadcast network management and monitoring.

In this session, attendees will gain an understanding of:

- IT networking basics.

Agenda

1. Networking Basics review (60 minutes.)
 - Switches and routers
2. Network Management (70 minutes.)
 - Simple Network Management Protocol (SNMP)
3. Q&A (20 minutes.)

Thank you...

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IT Workshop Sponsors

Omneon



Miranda



Chariman's Corner

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members. We are planning on moving these new Panera locations around the city. If you have a new meeting location idea, let me know. I am really looking forward to seeing all of you after the break and a better attendance at our monthly dinner meetings. Remember, 7:00PM September 21st at Panera at 7217 McKnight Rd at the North Hills Shopping Center in Ross Township (412) 635-9481.

Expo Keynote Speaker

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video format converters, electronic cinema, digital television and HDTV reception and display, LED displays, and networked AV installations.

Pete was well-known for his unique in-depth reviews of the Projection Shoot-Out at InfoComm. He's been a featured speaker at numerous trade shows including CES and NAB, and has taught courses on flat screen display technology and digital television at InfoComm since 1997. Pete has also presented on a variety of topics during manufacturer events for FSR, Mitsubishi, Sony, Barco, Panasonic, Barco, Barco Events, and Sharp.

Synopsis:

Eye Of The Beholder - There are many display technologies competing to be the next TV in your living room, from plasma and LCD flat-panel TVs to LCD, LCOS, and DLP rear-projection sets. How do they work? How do they compare? And who will likely win the battle to replace the tried-and-true CRT?



Stadium Technology

John Luff
Azcar

My wife and I visited every major league baseball park this summer and I have to say I was stunned by the amount of variation in the stadium technology. Many parks, like PNC Park here at home, have quite nice, though diminutive, score board LED video displays, with quite a bit of primitive graphics and text displayed on old bulb technology.

Atlanta has gone to the other end with a huge LED HD display that will overpower you with its brilliance and resolution. In between are parks with all manner of technology. Some stand out with old and decrepit displays and poor video (Tampa for one, Kansas City for another... hmmm their records are like ours...).

At the far end is Wrigley Field with NO replay at all!. Scores are still posted manually in a charming and retro display wall that has at least 3-4 guys hustling about. My favorites were indeed Wrigley and its charming vote for simplicity (and its emphasis on watching the live game), and Atlanta, which is just way cool use of the best of technology.



Note the lack of a video display at Wrigley Field.

Industry Overview

The theme of the 2006 SBE Expo is; "The Line is Drawn, The Future is Here." Earlier this year, Congress signed into law a hard shut-off date of February 17, 2009 for the end of all NTSC TV transmissions.

Almost all TV stations are well underway converting to DTV and HDTV. This is the first time in history that the entire standard for TV transmission has changed. The last major change was when compatible color was added in the mid 1950s. In addition to these major technological changes, increasing efficiencies are being demanded.

Like color, HDTV has taken awhile to find consumer acceptance. However, increasing numbers of consumers are moving to HDTV as more HD programs are being delivered via terrestrial TV stations, cable and satellite channels.

Be ready for tomorrow's technologies and techniques. Find out how you can be ready for the transition to DTV and HDTV. The "Future is Here" at the Pittsburgh Regional SBE Expo.

Pre-register now for Expo 2006 at <http://www.broadcast.net/~sbe20>

Next Meeting

September's meeting will be the first in a bunch of new locations. We are sticking with the 7 P.M. format, but this month we'll be at Panera Bread, 7217 McKnight Rd., North Hills Shopping Center in Ross Township. The presentation will be "Efficient Production & Presentation of In-Program Graphics" by James Lien, Eastern Regional Sales Manager, Pixel Power, Inc.

The focus of the presentation relates to multiple operations and engineering departments, from traffic to promotions to graphics production to master control playout, so there is an opportunity to convey the concepts to all interested groups.

In-program graphics are expanding in their utilization and sophistication as broadcasters recognize that they can affect viewership and demographics. However, typical budgets dictate that per-instance production techniques strain operational resources. Pixel Power has already implemented engineered systems across multiple departments, with new workflows that have actually achieved real savings in production, and that have greatly simplified overall operations. This paper explores both the engineering aspects of the systems plus the impact on various operating departments.

The key elements to improving efficiency are middleware data-mining applications, such as PixelPromo. This middleware extracts information that resides in the station's existing traffic database and then automatically parses it, auto-creating results via the Clarity graphics engine for playout. The design of the on-air look may easily be created by the broadcaster's own artists as templates used by the middleware; this also means that the broadcaster has the flexibility to modify looks at any time without the cost of additional external programmers.

Playout automation is another significant element for improving the efficiency of the process. The complexity of new graphic designs has imposed additional demands on all automation systems to drive graphics platforms in a way that produces effects on-air frame-accurately. Such master control issues will be illustrated and discussed.

SBE EXPO PRESENTATIONS

- 9:00 A.M.** *How to get the most out of your digital camera*
George Gonos, Leader Instruments
- 10:00** *Information Technology in the Broadcast Plant*
Kate St.John, WQED
- 11:00** *Tower Effects from Removing Your Analog Equipment*
Thomas J. Hoenninger, VP Ops/Chief Engineer,
Stainless LLC
- 1:00 P.M.** *A-VSB*
Dave Benco, Pgm. Mgr., Rohde & Schwarz
- 2:00 – 4:00** *2 GHZ BAS Relocation: New Systems, New Procedures*
Dave Otey, SignaSys

Outstanding Female Engineer Named

The Society of Broadcast Engineers (SBE) and the American Woman in Radio and Television (AWRT) announced in March the recipient of the first AWRT/SBE Female Engineer of the Year Award. Cristy Trembly, studio manager/engineer-in-charge for CBS Television City in Los Angeles, received the award during the AWRT Annual Leadership Summit & Business Conference, March 11 in Washington, D.C.

Trembly's career in television, which spans 30 years, began in Morgantown, W. Va. at WWVU-TV. She moved to Los Angeles and KMEX-TV in 1979 and then to CBS Television City in 1992.

The Female Engineer of the Year Award was conceived by national AWRT leadership, including AWRT board member, Andrea Cummis, CBT CTO. Cummis is also a member of the national Board of the SBE and was instrumental in obtaining SBE's involvement. SBE assisted AWRT with setting criteria for the award and making the selection from the nominees submitted. Members of either organization were eligible to be nominated. Both organizations sought to bring attention to the contributions that broadcast engineers make to the industry and specifically, that of women.



Cristy started as a Master Control operator at Channel 24 in Morgantown, where she worked with out own Gary Stewart.

Home Theatre Demonstration

We all work hard to provide the very best quality for our audio and video signals. Now we are dealing with 4:3 and 16:9 SD, as well as HD pictures and surround sound. How good can it be for the home viewer? Find out by visiting the *Digital Home Theatre Demonstration*. You'll see and hear the leading edge consumer systems for display, receiver and sound technology.