February 8, 2010

2010 NAB Broadcast Engineering Conference Highlights

We hope you are making plans to attend this year's Broadcast Engineering Conference. This marks the 64th year that the conference will address the needs of broadcast engineers along with those of technologists working in allied industries. The dates are April 10-15 in Las Vegas, Nev.

If you have never attended the conference, you may be surprised at the very large number of technical papers that are presented. You will find presentations relating to new technologies for radio and television, guidance on the implementation of new digital applications and services, legal and regulatory issues of importance, plus much more. Of course the NAB Show offers what many consider to be the largest showcase of broadcast technology exhibits in the world. Plan to spend time on the exhibit floor visiting with vendors while networking with your industry colleagues in person or by social media.

Here is an overview of the radio and television sessions being offered in the 2010 NAB Broadcast Engineering Conference:

The SBE Ennes Workshop – The conference is co-produced by the Society of Broadcast Engineers. This year's workshop theme is *Continuing the Digital Transition* with sessions on audio, DTV, management skills, EAS and digital workflows.

Mobile Television – covering the latest developments for the ATSC M/H broadcaster's mobile television system.

Digital Radio – focusing on HD Radio™ implementation issues, coverage enhancement and new applications.

Television Loudness & Lip Sync – produced in association with IEEE-BTS, the half-day session offers a tutorial on these television audio topics and offers technical solutions.

Radio Facilities – looking at building and maintaining efficient, low maintenance "green" studio and transmitter facilities.

Shared Services for Television – the primary topics are centralization of multi-station operations and news production advancements.

Radio Data Services – addressing the opportunities for radio data such as emergency alerting, program associated data, tagging, electronic program guides, etc.

DTV Transmission and Reception – focusing on the challenges of delivering broadcast quality content to digital-ready consumers.

IP Audio for Radio – while simplifying the radio facility infrastructure, IP audio benefits and trade-offs must be carefully considered.

Television Workflow and File Management – covering automation, 3G high-definition workflow, and special needs for multi-platform production and distribution.

Radio Case Studies – practical coverage of satellite and terrestrial distribution, talk radio innovations, and computer AM antenna modeling using MOM.

Television Case Studies – media asset management from a variety of perspectives, real-time closed captioning, plus an overview of the MediaCityUK project.

Disaster Preparedness, Recovery & Security – applicable to radio and television stations that must continue to operate under emergency conditions.

Television Test and Measurement – focuses on broadcast quality monitoring, IP quality assurance, and end-to-end assurance testing for video and audio.

Spectrum Issues for Broadcasters – a discussion about "white spaces" and future spectrum concerns for all television and radio broadcasters.

Television Production – trends in compression standards, uncompressed 3G video over IP, plus video bonding for enhanced newsgathering.

Green Technologies for Broadcasters – learn about facilities and LEED certification, the impact of new media on the cost of operations, low heat broadcast lighting and power options for broadcasters.

Don't forget about the Amateur Radio Operators Reception on Wednesday, April 14. Always one of the most popular events at the convention, this reception draws hundreds of broadcasting's best and brightest, from company CEOs to shop technicians for a relaxed evening talking shop, enjoying the fellowship of the radio amateur community and wining fabulous door prizes. The reception will be sponsored by Heil Sound and Broadcast Supply Worldwide.

Additional details and registration information for the 64th NAB Broadcast Engineering Conference is available at www.nabshow.com. The NAB Broadcast Engineering is Gold Sponsor is Advanced Broadcast Solutions and the Silver Sponsor is National Semiconductor. For 2010, the NAB Show is proud to offer smarter registration packages that give you access to more – more sessions, more cross-conference access, more year-round learning opportunities, more networking – all for one great price. Check out the Best Value Packages including a new SMART Pass and Conference Flex Pass.

Radio TechCheck will not be published on February 15, but will return February 22, 2010