

February 27, 2012



Radio TechCheck



The Weekly NAB Newsletter for Radio Broadcast Engineers

CNET's Brian Cooley to Keynote NAB Show Technology Luncheon

The NAB Show Technology luncheon, an event for technologists, engineers, technical managers and all technology fans that attend the NAB Show, will be held on Wednesday, April 18 from 12:30 – 1:45 p.m. in Las Vegas, Nev. CNET's Editor at Large Brian Cooley will deliver a keynote address called "Top Ten Technology Countdown," which will include insights into consumer technology trends and the opportunities they present to broadcasters.



Cooley joined CNET in 1995, after 12 years of doing morning radio in Los Angeles and San Francisco. Upon joining CNET he immediately launched CNET Radio Online, which led to the nation's first two all-tech format radio stations in San Francisco and Boston. A frequent guest on CNN, CNBC, CBS News, ABC News, MSNBC, as well as a long list of major market TV and radio stations, Cooley's commentary often combines the perspectives of consumers, innovators and the financial markets to produce compelling stories that audiences find both entertaining and informative. Cooley's focus on technology includes annual reviews of the 100 latest high tech cars and video coverage of the major world auto shows. Additionally, Cooley is known for his "Tips for Digital Living" series seen by millions of people from TV screens at Costco, Wal-Mart, Sam's Club and other retailers.

The NAB Technology Luncheon, sponsored by LG, will also feature the presentation of the [NAB Engineering Achievement Awards](#) honoring individuals for their significant contributions which have advanced the state of the art of broadcast engineering, and the [Technology Innovation Awards](#), created in 2009, to honor organizations that bring advanced technology exhibits and demonstrations of significant merit that have not yet been commercialized to the NAB Show. The [NAB Best Paper Award](#), established in 2010, will also be presented to the author(s) of a paper of exceptional merit published in the *NAB Broadcast Engineering Conference Proceedings*.

Tickets for the Technology Luncheon are available with conference registration packages or can be individually ordered [online](#).

Additional details and registration information for the 66th NAB Broadcast Engineering Conference is available [online](#). For 2012, the NAB Show offers 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 [conference packages](#) including a SMART Pass and Conference Flex Pass.

Donate a Door Prize for the HAM Reception at the 2012 NAB Show

One of the "go-to" events at the 2012 NAB Show is the Amateur Radio Operators Reception (called the "HAM" reception) which is open to all NAB Show attendees. This year's event is being held on Wednesday, April 18 from 6-8PM in Ballroom B of the Las Vegas Hotel and Casino (formerly the Las Vegas Hilton). Sponsored by Broadcast Supply Worldwide, Heil Sound, Ltd., and Turner Engineering, this event also relies upon the generosity of dozens of companies and individuals who donate door prizes which are then raffled off during the event (you must be present to win).



If you would like to contribute to the evening's festivities by donating a door prize, please contact David Layer at NAB (dlayer@nab.org). All prize donors will be recognized in a scrolling video display at the event and in the NAB Radio and

TV TechCheck newsletters published just preceding the event. Prizes can be of any size and value but should be selected to appeal to technically inclined individuals who have a passion for their craft. Last year, prizes valued at over \$18,000 were donated and raffled off before an enthusiastic crowd of over 700 NAB Show attendees!

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