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# TV TechCheck



The Weekly NAB Newsletter for Television Broadcast Engineers

## Renowned Author, Technologist Steven Johnson to Speak at NAB Show Technology Luncheon

Three-time national bestselling author, celebrated lecturer and technologist Steven Berlin Johnson will speak at the NAB Show Technology Luncheon on Wednesday, April 13 in the Las Vegas Hilton. Johnson's address will focus on the origins of ideas that lead to groundbreaking innovations, a key component of his latest book, *Where Good Ideas Come From: The Natural History of Innovation*. (View related media [here](#).)



Named one of *Newsweek's* "Fifty People Who Matter Most on the Internet," Johnson is a social critic and technologist with writings that have influenced the way political campaigns use the Internet, explored cutting-edge ideas in urban planning, and examined the battle against 21st-century terrorism. Much of Johnson's work studies mapping the future, a concept that predicts and explains the real-world impact of emerging trends and cutting-edge developments in science, technology and media.

Johnson is currently contributing editor for *Wired* magazine and monthly columnist for *Discover* magazine. He is the recent recipient of the Newhouse School's Mirror Awards for his *TIME* magazine cover article titled "How Twitter Will Change the Way We Live," and has previously written for *The New York Times*, *The Wall Street Journal* and *The Nation*. An engaging and informative lecturer, Johnson was the 2009 Hearst New Media Professional-in-Residence at Columbia University's Journalism School, where he lectured widely on technological, scientific and cultural issues.

Johnson has co-created three influential websites: the pioneering online magazine *FEED*, the Webby-Award-winning community site, Plastic.com, and most recently the hyperlocal media site outside.in. He has appeared on many television programs, including "The Charlie Rose Show," "The Daily Show with Jon Stewart," and "The NewsHour" with Jim Lehrer. You can also check his recent presentations out on [youtube](#).

The NAB Technology Luncheon 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 Award](#) honoring organizations that bring advanced technology exhibits and demonstrations of significant merit 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.

## 2011 NAB Broadcast Engineering Conference Highlights

The 2011 NAB Broadcast Engineering Conference is the 65<sup>th</sup> anniversary for this event. The conference continues to be the premier opportunity for engineers and technicians to learn about the latest developments in broadcast technology. The opportunities and challenges that emerge with new technology are addressed from a variety of perspectives – broadcaster case studies, equipment manufacturer visions, legal and regulatory issues, emergency operations and non-traditional broadcasting. This year the conference will include papers covering these important topics:

- The Future of Television and Radio Broadcasting
- Implementation of Mobile TV
- Improving HD Radio
- Cloud-Based Technologies for Broadcast
- Mission Critical IT for Broadcast
- TV Loudness and Lip sync
- The Impact of Innovative Technologies
- Operational Efficiencies for Television
- 3D TV

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Internet Enabled Radio and Television  
Emergency Operations and Planning  
Green Technology  
The Impact of Consumer Devices  
Improving Mobile TV Reception



The NAB Broadcast Engineering Conference is co-produced with the [Society of Broadcast Engineers](#). This year's Ennes Workshop theme is *Infrastructure: Keeping It Going in Challenging Times*.

The IEEE BTS has put together a tutorial on *3D-TV: Content, Systems and Visual Perception* a broad, but comprehensive overview of the fundamentals as well as the state-of-the-art technologies for 3D-TV broadcasting.



Industry Forum This year's Broadcast Engineering Conference will feature the *MPEGIF Master Class*, an informational interactive event looking at the future of television from the perspectives of service operators, broadcasters and new media companies. The Master Class co-produced with the [MPEG Industry Forum](#).

Don't forget about the Amateur Radio Operators Reception on Wednesday, April 13. Always one of the most popular events at the convention, this reception draws hundreds of attendees from company CEOs to shop technicians for a relaxed evening talking shop, enjoying the fellowship of the radio amateur community and winning fabulous door prizes. The reception will be sponsored by [Heil Sound](#), [Broadcast Supply Worldwide](#) and [Turner Engineering](#).

The NAB Broadcast Engineering Conference Platinum Sponsor is [Advanced Broadcast Solutions](#) and the Silver Sponsor is [National Semiconductor](#).

The complete schedule for the NAB Broadcast Engineering Conference is available [here](#).

## Save \$100 – Limited Time Registration Offer

For 2011, the NAB Show registration packages give you access to more sessions, more cross-conference access, more year-round learning opportunities, more networking – all for one great price. Through January 31, you can save \$100 on conference and training packages. When you register use code ST22 to save \$100 on education packages. Check out the [special registration packages](#) including the SMART Pass that gives you access to just about everything the NAB Show® has to offer, including post-show online education or the Conference Flex Pass that allows you to choose from 200+ sessions in 8 different conferences.

Additional information on the NAB Show is available [online](#).

## NAB and NASBA Launch EAS Outreach Campaign

NAB and the National Alliance of State Broadcasters Associations (NASBA) are teaming up to launch an outreach campaign to educate broadcasters on a variety of issues surrounding the introduction of next-generation Emergency Alert System (EAS). The series of live-video presentations and online webinars will kick off with a live streaming-video "Town Hall" on Thursday, February 3, 2011, from 4:00 to 5:00 p.m. EST featuring Damon C. Penn, Assistant Administrator, National Continuity Programs, Federal Emergency Management Agency, and James A. Barnett, Chief, Public Safety and Homeland Security Bureau, Federal Communications Commission. They will update us on the current status of the Integrated Public Alert and Warning System and the transition to the newly adopted Common Alerting Protocol (CAP).

There is no need to pre-register for this event. Instead, a few minutes before the start time, simply go to <http://www.easalert.org> and click on "Go To The Town Hall." You will be asked to provide your name, affiliation and email address, so that we can keep you informed about future events in this series. If you can't participate in the live Town Hall on February 3, it will be archived at [easalert.org](http://easalert.org) within 72 hours of the live presentation so you can view

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it at your convenience.

The next Town Hall will take place on Thursday, March 10, at 4:00 p.m. EST, to discuss the FCC's Part 11 rulemaking proceeding, and future presentations will cover such topics as potential funding sources for CAP-compliant equipment and the upcoming national EAS test. Please watch future issues of *Radio TechCheck* for further details on these events.

Note: You will need to have Adobe Flash Player installed in your browser in order to view the Town Hall. You can download it at <http://get.adobe.com/flashplayer/>.

