



NEW MEDIA RESEARCH EXPERT MIMI ITO TO KEYNOTE TECHNOLOGY LUNCHEON AT NAB SHOW

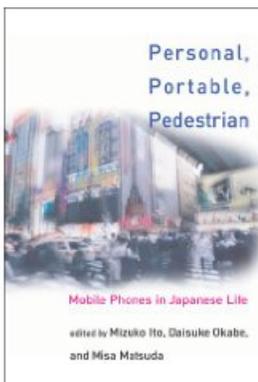
Renowned digital media research scientist Mimi Ito will keynote the NAB Technology Luncheon, exploring how people use new digital media and mobile technologies in their everyday lives. The Luncheon, part of the 63rd NAB Broadcast Engineering Conference (BEC) will be held Wednesday, April 22 in Las Vegas.

As a research scientist and cultural anthropologist, Ito primarily focuses on how children and young adults use communications technologies to establish and build relationships. She has studied a wide range of new media practices, from the production, distribution and marketing practices of children's software to the cultural effects of online gaming, social communities and other forms of digital media.

In addition to her studies in the United States, Ito's research group at Keio University studies mobile phone use. She also is researching English-language fandoms surrounding Japanese popular culture, especially anime, Japanese animated film.



Ito has worked on a variety of research projects, including the recently completed study titled Kids' Informal Learning with Digital Media, a three-year project examining how new media and digital technologies change the way children learn, play, socialize and participate in everyday life. She also coordinated *24/7: A DIY* (do-it-yourself) *Video Summit*, an Internet video event that taught amateur video makers about digital and online video production and Internet distribution.



As an author, Ito co-edited *Personal, Portable, Pedestrian: Mobile Phones in Japanese Life* and co-wrote *Networked Publics*, a study of how social networking technologies transform the way people interact in day-to-day situations. She holds two doctorates from Stanford University in education and anthropology, and is currently a research scientist at the Institute for Multimedia Literacy (University of Southern California). Prior to this position, Ito worked for the Institute for Research and Learning, Xerox PARC, Tokyo University, the National Institute for Educational Research in Japan and Apple Computer.

You can find more out about Ito by reading her blog at:
<http://www.itofisher.com/mito/>.

The Technology Luncheon also features the presentation of the prestigious NAB Engineering Achievement Awards. Since 1959, the awards have honored individuals who have made outstanding achievements and contributions in the broadcast engineering profession.

63rd NAB Broadcast Engineering Conference Session Schedule Television Sessions

There are lots of sessions of interest to engineers involved in television broadcasting. This world-class conference addresses the most recent developments in broadcast technology and focuses on the opportunities and challenges that face broadcast engineering professionals around the world. A must attend for practicing broadcast engineers and technicians, engineering consultants, contract engineers, broadcast equipment manufacturers, distributors, R&D engineers plus anyone specifically interested in the latest broadcast

technologies. The BEC begins on Saturday April 18 and runs through 5:00 p.m. on Thursday, April 23. Your registration to the BEC includes access to the Broadcast Management sessions and Super Sessions. For additional information on these sessions or to register go to the [NAB Show Web site](#).

SBE Ennes Workshop - Continuing the Digital Transition

Saturday, April 18, 2009 8:00 a.m. - 5:00 p.m.

Chairperson Frederick Baumgartner, PBE, Director, Broadcast Engineering, Qualcomm MediaFLO, Inc.

8:00 a.m. Digital Transmission 101 Part 1

Donald Vanderweit, Application Engineer, Agilent Technologies, Inc.

9:00 a.m. Opening Remarks

John Poray, Executive Director, Society of Broadcast Engineers

9:10 a.m. Digital Transmission 101 Part 2

Donald Vanderweit, Application Engineer, Agilent Technologies, Inc.

9:55 a.m. IBOC Performance: The 1% or 10% Solution

Mike Starling, Vice President & Chief Technology Officer, National Public Radio

10:30 a.m. IBOC's Opportunities

Steve Dinsmore, iBiquity

11:00 a.m. Five Good Reasons to use a Tube for High Power FM+HD Radio

Geoffrey Mendenhall, Vice President – Transmission Research & Technology, Harris Communications

11:30 a.m. DTV Transmission Status

William Meintel, Partner, Meintel, Sgrignoli & Wallace

1:15 p.m. Implementing Mobile/Handheld

Wayne Bretl, Principal Engineer, Zenith Electronics LLC

Jay Adrick, President, Broadcast Technology, Harris Communications Division

2:45 p.m. Improving DTV and Mobile TV Coverage through On-Channel and Translator Technologies

Richard Schwartz, Vice President of Product Management, Axcera

3:30 p.m. DTV Maximization: The Value of the Power

Dennis Wallace, Managing Partner, Meintel, Sgrignoli, & Wallace

4:15 p.m. Antenna Choices for Digital Systems

Kerry Cozad, SVP, Engineering and Technology, Dielectric Communications

IEEE-BTS Technology Tutorial: The ATSC Mobile/Handheld Candidate Standard

Saturday, April 18, 2009 9:00 a.m. - 1:00 p.m.

Chairperson Tom Gurley, President, IEEE Broadcast Technology Society, IEEE Broadcast Technology Society

9:00 a.m. Mobile/Handheld Digital Television System

Jerry Whitaker, Technical Director, Advanced Television Systems Committee

9:30 a.m. RF/Transmission System Characteristics

Kevin Shelby, Coherent Logix

10:00 a.m. Service Multiplex and Transport Subsystem

Richard Chernock, CTO, Triveni Digital

10:30 a.m. Announcement

Richard Chernock, CTO, Triveni Digital

Alan Moskowitz, Director of Strategic Alliances, Office of the CTO, MobiTV, Inc.

11:00 a.m. Application Framework

Alan Moskowitz, Director of Strategic Alliances, Office of the CTO, MobiTV, Inc.

11:30 a.m. Service Protection

Richard Chernock, CTO, Triveni Digital

12:00 p.m. Video System Characteristics

Brett Jenkins, Ion Media TV

12:30 p.m. Audio System Characteristics

Brett Jenkins, Ion Media TV

NAB Broadcast Engineering Conference Opening

Sunday, April 19, 2009 9:00 a.m. - 9:30 a.m.

Chairperson Lynn Claudy, Senior Vice President, Science & Technology, NAB

Mobile Television Technology Part I

Sunday, April 19, 2009 9:30 a.m. - 12:00 p.m.

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Chairperson Glenn Reitmeier, Vice President of Technology Standards, Policy & Strategy, NBC Universal

9:30 a.m. Building the Mobile/Handheld Digital Television Infrastructure

James Kutzner, Chief Engineer, Public Broadcasting Service

10:00 a.m. Adding ATSC M/H to a DTV Station Metadata Flows

Richard Chernock, CTO, Triveni Digital

10:30 a.m. Integrating ATSC M/H into a Broadcast Transmission System, Options and Choices - What You Need to Know

Richard Schwartz, Vice President of Product Management, Axcera

11:00 a.m. Transmission Systems for Mobile TV

Myron Fanton, Chief Engineer, RF Technology, Electronics Research, Inc.

11:30 a.m. Rethinking Mobile TV - 5 Fundamentals for Successful Content Discovery and Delivery

Neville Meijers, Senior Vice President and General Manager, Qualcomm MediaFLO Technologies, Qualcomm MediaFLO Technologies

Mobile Television Technology Part II

Sunday, April 19, 2009 1:00 p.m. - 3:00 p.m.

1:00 p.m. Retransmission of a Digital Television Broadcast Signal in a Confined Environment -- Ayrton Senna II Tunnel

Carolina Novaes, Engineer, Globo Communications e Participação SA

1:30 p.m. Receiver Considerations for ATSC M/H Broadcasters

Michael Bergman, Vice President, New Digital Technologies, Kenwood

2:00 p.m. ATSC M/H Transport and Signaling

Gomer Thomas, Principal Engineer, DTV Standards, LG electronics

2:30 p.m. ATSC M/H Content Delivery

Richard Chernock, CTO, Triveni Digital

The Consumer Experience

Sunday, April 19, 2009 3:00 p.m. - 6:00 p.m.

Chairperson Dave Wilson, Director, Technology & Standards, Consumer Electronics Association, Arlington

3:00 p.m. Distributing Entertainment to the Whole Home and Beyond

Derek Turner, Senior Product Manager, Microsoft Connected TV

3:30 p.m. Universal TV Receiver for Portable Computers

Ramon Cazares, VP Marketing & Sales, CrestaTech Corporation

4:00 p.m. Game Changers: New Home Networking Technology

Manuel Trujillo, Director of Product Management, Home and Networks Mobility, Motorola, Inc

4:30 p.m. Search, Navigation and Discovery in Online Video

Tom Des Jardins, VP Product Development, Affine Systems

5:00 p.m. Instant Gratification in a World of Infinite Content - The Future of In-home TV Experiences

Chris Porthouse, Head of Product Management, Media Processing Division, ARM

5:30 p.m. Improving Navigation and Content Discovery

Dan Simpkins, CEO, Hillcrest Labs

New Technologies for Television

Monday, April 20, 2009 10:30 -12:00 p.m.

Chairperson Ted Teffner, Vice President, Engineering, WCAX-TV, Burlington, VT

10:30 a.m. Data Broadcasting - That Was Then, This is Now

Mark OBrien, Executive Vice President, SpectraRep

11:00 a.m. ATSC Broadcast Networks & Video on Demand

Jacques Le Mancq, Product Marketing Director - Thomson's video service platforms and servers, Thomson

11:30 a.m. Content Download Applications over the Advanced Satellite Broadcasting System

Shuichi AOKI, Japan Broadcasting Corporation (NHK)

Quality Control for Television

Monday, April 20, 2009 1:00 p.m. - 4:00 p.m.

Chairperson Joe Snelson, V P & Director of Engineering, Meredith Broadcast Group

1:00 p.m. Care and Feeding of LCD Evaluation Monitors

Gary Mandle, Sr. Product Manager, Sony Electronics Inc.

1:30 p.m. DTV Carriage Auditing - What Happened to My Transport Stream?

Ralph Bachofen, Sr. Director Product Management and Marketing, Triveni Digital Inc.

2:00 p.m. What Will Replace the CRT for Professional Video Monitors?

Peter Putman, President, ROAM. Consulting LLC

2:30 p.m. Which Compression Strategy and What Bit Rates Should be Used for Broadcast

Ian Trow, Harmonic

3:00 p.m. Monitoring Network Video Quality -Don't Cry Wolf, Focus on Problems that Matters

Matthieu Chamik, Product Manager, QoE Solutions, Symmetricom, Inc.

3:30 p.m. Looks Good Leaving Here, Must Be Your Set

Leigh Whitcomb, Principal Engineer, Harris Corporation

Paul Briscoe, Manager of Strategic Engineering, Harris Corporation

Television Automation for Maximum Efficiency

Monday, April 20, 2009 4:00 p.m. - 5:30 p.m.

4:00 p.m. Designing and Implementing a Centralized Command and Control System for Broadcast

Karl Paulsen, Chief Technology Officer, AZCAR

4:30 p.m. BXF for Our Last-Minute World of Broadcasting

Jamie Meyer, Automation Division Manager, VCI Solutions

5:00 p.m. BXF - How's It Working In the Real World?

Chris Lennon, Director of Integration and Standards, Harris Corporation

Newsgathering for Television Broadcast

Tuesday, April 21, 2009 9:00 a.m. - 12:00 p.m.

Chairperson David Folsom, Vice President, Technology, Raycom Media, Inc.

9:00 a.m. ENG Truck Safety

Gary Schaut, Engineer, WVIB

9:30 a.m. The Impact of Ubiquitous IP Connectivity on Electronic News Gathering and Remote Broadcast Infrastructure

George Maier, Director of Product Marketing, Microwave Radio Communications

10:00 a.m. High Quality Video Calling for Broadcasters

Julian Spittka, Product Manager and Senior Engineer at Skype

10:30 a.m. Satellite Communications and the Affiliate Broadcaster: KSWO

Hugh Donnan, Manager, Enterprise Vertical Market, Stratos

11:00 a.m. New Technology: Software-as-a-Service is Looking Good in Broadcast Applications

Jim Martinolich, Vice President, Integration Technology, Chyron Corporation

11:30 a.m. Monetizing Automated News Capture Through Context

Fearghal Kelly, Vice President Media Solutions, ioko

Managing Content and Data for Television

Tuesday, April 21, 2009 1:00 p.m. - 5:30 p.m.

Chairperson William Miller, Miltag Media Technology

1:00 p.m. Quality Video over IP for Production, Challenges & Benefits

Richard Schiller

1:30 p.m. Service Oriented Architecture in Media Systems

John Footen, Vice President, National TeleConsultants

2:00 p.m. File-based Workflow Challenges: Go Broad or Deep?

John Pallett, Product Manager, Telestream, Inc.

2:30 p.m. Maximizing Your Multiplex

Joel Wilhite, Marketing Solution Manager, Harmonic

3:00 p.m. National Geographic's Media/Platform Integration Initiative: Planning, Implementing and Operating

Stavros Hilaris, Chief Technology Officer, National Geographic

3:30 p.m. Accelerating File Transfers: Beyond WAN Optimization for Digital Media

Tom Ohanian, Chief Strategy Officer, Signiant, Inc.

4:00 p.m. The Next Generation Asset Management

Eric DuFosse, Chief Marketing Officer, Networks & Integration Solutions Business Unit, Thomson

4:30 p.m. Extending SOA for Media Production and Distribution

Paolo Dettori, Senior Software Engineer, IBM Research

5:00 p.m. Mapping Coverage Gain and Loss in the U.S. Transition to Digital Television

Rajat Mathur, P.E., Hammett & Edison, Inc.

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Disaster Preparedness and Public Alerting

Wednesday, April 22, 2009 9:00 a.m. - 12:00 p.m.

Chairperson Clay Freinwald, Corporate Engineer, Entercom

9:00 a.m. Access to Emergency and Non-Emergency Broadcast Information for People with Disabilities
Geoff Freed, Project Director, Carl and Ruth Shapiro Family National Center for Accessible Media

9:30 a.m. Disaster Planning for Radio Stations

Gil Garcia, Disaster Response Coordinator, Clear Channel Radio

10:00 a.m. National VSAT -Safety Net

Steve Davis, Sr. Vice President, Engineering, Clear Channel Radio

10:30 a.m. One-Seg Technologies for Emergency Warning Services based on Digital Terrestrial Television Broadcasting --- Emergency Warning Broadcasting and Earthquake Early Warning

Kenichi Murayama, Principal Research Engineer, NHK (Japan Broadcasting Corporation) / Science and Technical Research Laboratories

11:00 a.m. Emergency Preparedness: Essential Elements for Business Continuity When Disasters Occur

James Capps, Executive Director, Systems Engineering & Integrated Technology, Comcast Media Center

11:30 a.m. Predictable, Expected and Certain - Ensuring Reliable Power Protection at Cable TV Head-Ends

Julian Rachman, Principal, Broadcast and Datacenter Division, DFW Consulting Group, Inc.

Gary Rackow, Vice President, Americas, Active Power, Inc.

Video Compression and Coding

Wednesday, April 22, 2009 9:00 a.m. 12:00 p.m.

9:00 a.m. The Role of MPEG-4 within Contribution

David Mitchinson, Business Development Manager, TANDBERG Television, part of the Ericsson Group

9:30 a.m. What Is Dirac?

Tim Borer, Lead Engineer, British Broadcasting Corporation

10:00 a.m. Using 10-Bit H.264 Encoding with 4:2:2 for Broadcast Contribution

Pierre Larbier, Chief Technology Officer, ATEME

10:30 a.m. Migration of Contribution Links to AVC

Tom Lattie, Director of Broadcast & Satellite, Harmonic Inc

Ian Trow, Harmonic

11:00 a.m. Impairments for Multi-generation JPEG2000 Compression

Helge Stephansen, Dr Eng, T-VIPS AS

11:30 a.m. It's Not Dead Yet! MPEG-2 Video Coding Efficiency Improvements

Matthew Goldman, Vice President of Technology, Compression Systems, TANDBERG Television, Part of the Ericsson Group

Towers and Transmission Systems Part I

Wednesday, April 22, 2009 11:00 - 12:00 p.m.

Chairperson John Lyons, Asst Vice President/Director Broadcast/Comm, The Durst Organization

11:00 a.m. Tower Failures Resulting from Hidden Galvanic Corrosion

David Davies, Director, Structural Products & Services, ERI - Electronics Research, Inc.

11:30 a.m. Application of High Power Radio Frequency Loads and Attenuators in Digital Broadcast Systems

Tim Holt, Director, Systems Engineering, Bird Electronic Corporation

Towers & Transmission Systems Part II

Wednesday, April 22, 2009 2:00 p.m. - 6:00 p.m.

Chairperson John Lyons, Asst Vice President/Director Broadcast/Comm, The Durst Organization

2:00 p.m. The Application of New LD-MOS Technology to a UHF Multimedia Transmitter Design

Martyn Horspool, Product Manager, Harris Corporation

2:30 p.m. The New FCC Rules for Distributed Transmission Systems (DTS)

S. Merrill Weiss, President, Merrill Weiss Group LLC

3:00 p.m. Coverage and Interference Analysis of Distributed Transmission Systems

William Meintel, Partner, Meintel, Sgrignoli & Wallace

3:30 p.m. Peak Power Ratings for Transmission Line Carrying Multi-Channel OFDM Broadcasts

Daniel Fallon, Senior RF Engineer, Electronics Research Inc

4:00 p.m. Improved Lightning Protection for Radio Transmitter Stations.

John Pinks, Chief Engineer Emeritus, Nautel

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4:30 p.m. New Consensus Standards for Construction Rigging and Protocol

Don Doty, President, Stainless LLC

5:00 p.m. RF Measurement Techniques for Broadcast Engineers

Myron Fanton, Chief Engineer, RF Technology, Electronics Research, Inc.

5:30 p.m. DVB-T2 deployment and impacts

Regis Le Roux, President and CEO, Enensys Technologies

Loudness, Lipsync and AFD for DTV

Wednesday, April 22, 2009 2:00 p.m. - 5:30 p.m.

Chairperson Graham Jones, Director, Communications Engineering, NAB

2:00 p.m. Television Audio 101 to 5.1

David Casey, Product Line Manager, Neural Audio

2:30 p.m. Lip Sync for IP-Based Mobile Television Service

Michael Dolan, President, TBT, Inc

3:00 p.m. Loudness Monitoring in a Digital System

John Hartwell, Hartwell Consultants

3:30 p.m. Control of Loudness across Broadcast Platforms

Thomas Lund, Program manager, TC Electronic A/S

4:00 p.m. Metadata Challenges for Today's TV Broadcast Systems

Randy Conrod, Product Manager, Harris Corporation

4:30 p.m. AFD and Dolby Metadata Implementation - The Telequebec Story

Jean-Claude Krelic, Product Development Manager for Interfaces, Miranda Technologies Inc.

5:00 p.m. Designing and Testing AFD-Enabled Systems

Paul Briscoe, Manager of Strategic Engineering, Harris Corporation

Alternative Broadcast Platforms

Thursday, April 23, 2009 9:00 a.m. - 11:00 a.m.

Chairperson James O'Neal, Technology Editor, *TV Technology*

9:00 a.m. In Five Years, with the Proliferation of more Digital Platforms, Will TV's be the Next Horseless Carriage?

Pat Dunbar, Director of Connected TV Advertising, Microsoft

9:30 a.m. Peering Ahead: The Future of Broadcast over Broadband

William Cooper, Chief Executive, informitv

10:00 a.m. Extending Video Services Beyond TV with Real-time Video Content Re-purposing

Adam Tom, Co-Founder & Executive Vice President, RGB Networks

10:30 a.m. Overview of NHK's Video-on-Demand Services and System for Broadcast/Telecom Convergence

Hiroimitsu Miyazaki, NHK (Japan Broadcasting Corporation)

Television Infrastructure Part I

Thursday, April 23, 2009 9:00 a.m. - 12:00 p.m.

Chairperson Chuck Phelan, Managing Partner, National TeleConsultants

9:00 a.m. How to Define and Build your Next-generation Broadcast System.

SiuYin Loh, Broadcast Technology and Management Consultant, Beyond Broadcast LLP

9:30 a.m. 10 gigabit Networking for Audio and Video Applications

Stephen Lampen, Multimedia Technology Manager, Belden

10:00 a.m. H264 Compressed HD Payout - Without Compromising on Quality

Jacques Le Mancq, Product Marketing Director - Thomson's video service platforms and servers, Thomson

10:30 a.m. Are Fully Digital Workflows A Pipedream?

Chris Lennon, Director of Integration and Standards, Harris Corporation

11:00 a.m. New Techniques for Re-Using Satellite Bandwidth

Sidney Skjei, P.E., President, Skjei Telecom, Inc.

11:30 a.m. Delivering Digital and HD Programming to the Market at Breakthrough Speeds

Ken Brady, Director of Technical Operations and Digital Media, Turner Studios

Television Infrastructure Part II

Thursday, April 23, 2009 1:00 p.m. - 3:00 p.m.

Chairperson Chuck Phelan, Managing Partner, National TeleConsultants

1:00 p.m. Synchronization & Timing for the 21st Century

Peter Symes, Director, Engineering & Standards, SMPTE

1:30 p.m. Efficient Production Switching in Multiformat Environments

Nigel Spratling, President, Echolab, Inc.

2:00 p.m. Dual-3G SDI for 3D, 4K and 1080p60-RGB Production and Post

Nigel Seth-Smith, Technical Marketing, Gennum Corporation

2:30 p.m. The Production System and Workflow of the Best Quality TV Drama using HDTV 4:4:4 in NHK

Yutaka Kikawa, Principal Engineer, Japan Broadcasting Corporation (NHK)

Storage, Archiving and Asset Management for Television

Thursday, April 23, 2009 1:00 p.m. - 5:00 p.m.

Chairperson Thomas Edwards, Vice President, Digital Television Testing & Evaluation, FOX Technology Group

1:00 p.m. So You Want to Build a File-Based Production

Joey Faust, Consultant, National TeleConsultants, Inc.

1:30 p.m. Automatic Structured Content Archiving Towards Improved Multimedia Search

Sebastien Weitbruch, System Project Leader, Deutsche Thomson OHG

2:00 p.m. Solving the Asset Management Challenge in an HD World

Robert Caldeira, Senior Product Manager, Focus Enhancements, Inc.

2:30 p.m. Storage Virtualization - Disks, Tape and More

Keith Graham, Solutions Development Director, AZCAR

3:00 p.m. Construction and Operation of a Direct Non-linear Server System for the Beijing Olympic Games

Sumi Tokunaga, NHK (Japan Broadcasting Corporation)

3:30 p.m. A New Approach to Audiovisual Digital Archiving

Matthew Addis, Manager, IT Innovation Centre

4:00 p.m. Applying Best-Practice IT to Solve Legacy Issues with File-Based HD Production

Luis Estrada, Global Offering Executive, Broadcast & Post-Production Industries, IBM

4:30 p.m. A Service Oriented Approach to Online Digital Audiovisual Archives

Matthew Addis, Manager, IT Innovation Centre

Television Content Protection

Thursday, April 23, 2009 3:00 p.m. - 5:00 p.m.

Chairperson Patrick Griffis, Senior Director, Technology Strategy, Dolby Laboratories

3:00 p.m. Generating New Revenue Streams

Andy Nobbs, President, Teletrax

3:30 p.m. Content Protection in the Digital Age - Safeguarding Programs, Platforms, People and

Sue Farrell, Red Bee Media

4:00 p.m. Image and Video Fingerprinting: Applications

Frederic Lefebvre, Member, Corporate Research, Thomson

4:30 p.m. Watermarking - What Approach will Hollywood Adopt?

Steve Oetegenn, Chief Sales and Marketing Officer, Verimatrix

FCC Plans Open Meeting on DTV Transition

The Federal Communications Commission [announced](#) on January 29, that it will hold an Open Meeting on Thursday, February 5, 2009. The meeting will include presentations and discussion by senior agency officials as well as industry, consumer groups and others involved in the Digital Television Transition. The purpose of the meeting is to educate and inform the Commission and the public about the status and issues involved with the upcoming Digital Television Transition. Audio/Video coverage of the meeting will be broadcast live over the Internet from the FCC's Audio/Video Events Web page at www.fcc.gov/realaudio.



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