



CAPITALIZING ON THE FUTURE— ATTEND THE NAB FUTURES SUMMIT AND MAKE IT HAPPEN



Today more than ever, broadcasters should seek out the opportunities of new technologies and think about how they could help their stations by offering cost savings and revenue growth. New technologies will continue to play a major role in defining future strategies for moving organizations forward in the communications marketplace.

Started as an annual event in 1995, the NAB Futures Summit has become a unique opportunity to hear fresh ideas, many of which are based on technologies new to the broadcast industry. The Summit attracts visionary thinkers who are interested in networking with broadcasters and formulating win-win alliances and partnerships. The Summit offers the perfect venue to meet with peers from the broadcast industry and discuss new strategies for these critical times.

The 16th annual NAB Futures Summit will be held November 7–9 at The Terranea Resort in Rancho Palos Verdes, Calif. The Summit will include forward-looking presentations, demos and panel discussions focused on innovative, bold ideas that help generate revenue, reduce expenses and enhance asset value.

Whether it's 3D, HD, the Internet or mobile devices, capitalizing on the next generation of technology is just smart business strategy in today's highly-competitive marketplace.

Here are some key Futures Summit speakers and topics:

Wilfred Martis, General Manager, Retail CE Products, Digital Home Group, Intel Corporation

In his current role at Intel, Wilfred is responsible for the strategy, planning, marketing and overall P&L for Intel's Digital TV, Blu-ray & Internet-connected CE solutions. Wilfred has been with Intel for 11 years. Prior to his current role, he was the director of platform strategy and planning in the Digital Home Group, where he drove the group's market segment strategies and the planning of platforms for the various consumer electronics segments.

From 2004 to 2008, Wilfred was the director of marketing for Intel's Consumer Electronics Group. Wilfred has also held engineering, business and management roles in the Video Products Division, the Home Products Group, the Embedded Microprocessor Division and the Data Security Operation at Intel. Wilfred holds a Bachelor of Science in Electrical Engineering from Bangalore University, India, a Master of Science in Electrical Engineering from the South Dakota School of Mines & Technology, and a Master of Business Administration from the Wharton School of the University of Pennsylvania.

Topic: Smart TV – What Is It And How Will It Affect Your Business?

Brian Cooley, Editor at Large, CNET

Brian Cooley is editor at large at CNET, charged with following the major consumer technology trends that power today's digital lifestyle revolution. In that role he has his finger on the pulse of CNET's 18 million unique monthly users and maintains a real world perspective on what they want – and what they can gladly live without!

He is CNET's senior analyst and commentator, frequently called upon by CNBC, CBS, CNN, ABC News and many other outlets for insights into consumer technology. Most recently he was behind CNET's move to add in-car technology to its coverage.

Prior to joining CNET in 1995 he enjoyed a 15-year stint as a radio host in Los Angeles and San Francisco. Cooley's family has come from Silicon Valley long before it produced silicon.

Topic: Show and Tell – Consumer Electronics Devices and Their Impact on Broadcasting.

Jack Perry, CEO, SyncBak

Jack Perry is a pioneer in the Internet media industry, creating a number of ground-breaking solutions for broadcasters and electronics manufacturers over the course of his 22-year career. Most recently, he founded Syncbak, Inc., a media technology company that is taking broadcast television to the Internet.

Perry holds eight patents related to delivery of entertainment content over-the-air, over-satellite and over-the-Internet. He is a respected figure inside the beltway on issues related to digital entertainment, copyright and communications law and has testified before U.S. Congress twice. In 2005 he joined representatives of Microsoft, Verizon and Comcast to brief Congress on the impact of Internet protocol-enabled services in the communications industry.

Perry was inducted into the Academy of Digital Television Pioneers in 2002 and nominated for an Academy Award (Best Industry Leadership) in 2005. He was also elected to National Academy of Television Arts and Sciences in 2003 and named one of the 40 most influential people in the consumer electronics industry the same year.

Topic: Innovative Future Services for Television Broadcasters.

Gary Arlen, President, Arlen Communications

Gary is president of Arlen Communications Inc., a Bethesda, Md. research and consulting firm known for its insights into the converging and sometimes conflicting worlds of media, telecommunications and interactive program content.

For nearly 20 years, Gary has accurately analyzed the emergence of new media, forecasting the evolution of customer-controlled video and data services. Gary has published future-looking periodicals and consults for clients seeking strategic and business guidance to enter these new markets and is known for his insights into the development of applications, especially interactive content for Internet, two-way TV and other emerging systems.

Among his specialties is what he calls "inter-species" breeding to integrate different types of services on new hybrid platforms. Gary's outlooks are published in industry journals, and his commentary is widely sought in the business and consumer press.

Topic: Forget About Buttons! Gesture Control Is Coming for Consumer Devices.

Mark Richer, President, Advanced Television Systems Committee

Mark S. Richer is the president of the Advanced Television Systems Committee, Inc (ATSC). The ATSC is an international, non-profit organization developing voluntary standards for digital television. The ATSC member organizations represent the broadcast, broadcast equipment, motion picture, consumer electronics, computer, cable, satellite and semiconductor industries. The ATSC DTV Standard has been adopted by the United States, Canada, Mexico, South Korea and other countries.

Mark first joined the ATSC after 16 years with the Public Broadcasting Service (PBS) where, as vice president of Engineering and Computer Services, he was responsible for development of new technologies for PBS and its member stations, design of audio/video systems and management of computer operations.

Topic: How the ATSC Is Helping to Craft Television's Future.

David Wertheimer, CEO and Executive Director, Entertainment Technology Center (ETC) at USC

David was appointed CEO and executive director of the ETC in 2007. David was formerly the president of Paramount Digital Entertainment, was the founder/CEO of WireBreak Networks, and has been immersed in producing content, developing new technologies and managing organizations for over 20 years. At ETC, he is bringing his expertise to bear on the technological and sociological implications of providing content to consumers who desire it at any time and any place. Wertheimer was named one of five entertainment executives to watch by *USA Today* and one of three individuals leading the next generation of convergence by the *Hollywood Reporter*.

Topic: The Outlook for 3D and Future Home Entertainment Technologies.

Anthony Wood, Founder and CEO, Roku

Anthony Wood has been the CEO since the inception of Roku. Prior to Roku, Anthony invented the digital video recorder (DVR) and founded ReplayTV, where he served as president and CEO before the company's acquisition and subsequent sale to DirecTV. Before ReplayTV, Anthony was founder and CEO of iband, Inc., an Internet software company sold to Macromedia in 1996, whose code base became a central part of the original core code of Macromedia Dreamweaver. At Macromedia, Anthony was vice president of Internet authoring. Earlier in his career, Anthony was founder and CEO of SunRize Industries, a leading supplier of hardware and software tools for non-linear audio recording and editing. Anthony holds a bachelor's degree in electrical engineering from Texas A&M University.

Topic: Reinventing the Television Experience and Future Options for Consumers.

Skip Pizzi, Media Technology Consultant

Skip is a digital media consultant specializing in broadcast technology applications. His background includes 11 years at Microsoft Corporation, where he served as senior policy analyst in the company's Entertainment and Devices Division, advising its legal staff and outside counsel on technical issues, informing product developers about pertinent regulatory requirements, and developing the company's media-related public and business policies. He also represented Microsoft in digital broadcast regulatory and standards organizations worldwide and provided corporate liaison to the broadcast technology industry.

Skip has served as contributing editor at *Radio World* newspaper, where he wrote "The Big Picture" column that appeared in every issue. Skip was also editor-in-chief at Intertec Publishing Corporation, publisher of *Broadcast Engineering* and *BE Radio* (now *Radio*) magazines. Previously he spent 13 years at National Public Radio (NPR), as an audio engineer, engineering supervisor and technical director of numerous award-winning programs; he also founded the company's technical training program.

Topic: How Radio Broadcasters Can Benefit by Embracing New Technologies.

The NAB Futures Summit promises to equip you with the knowledge you need to understand the opportunities and challenges being driven by technology. The casual atmosphere surrounding the Summit program allows ample time to network with our presenters and attendees. Additional information on the [Futures Summit](#) including [registration](#) is available on NAB's website.

When registering use invitation code is 61910.

Still Time to Register for NAB's 2010 Satellite Uplink Operators Training Seminar

October 4-7, 2010
Washington, D.C.



Sidney Skjei of Skjei Telecom conducts the seminar for NAB. Mr. Skjei has more than 30 years of experience in engineering and is highly knowledgeable in all major satellite communications market areas.

In just four days, NAB will teach you the skills necessary for the proper operation of the satellite uplinks. Now certified by the Satellite Users Interference Reduction Group (SUIRG), this course offers expert training for you and your staff. Interference is an industry-wide problem. One solution is well-trained

operators. The seminar includes: in-depth information about the theory of satellite communications, a satellite newsgathering truck demonstration and a half-day field trip to SES Americom Operations Center. Space is limited so register now. There is additional information on NAB's [website](#) or contact [Cheryl Coleridge](#) at 202 429 5346.

ATSC Digital Television Transmission System Seminar VSB Special Update Seminar

SCETV Telecommunications Center, Columbia, S.C.
Thursday, September 23, 2010
8:30 a.m. to 5:30 p.m.

An updated one-day seminar will be presented on the ATSC's digital television vestigial sideband (VSB) transmission system. The seminar will cover the fundamentals of the new mobile DTV transmission standard and its relationship to the legacy 8-VSB system. It will also cover practical broadcaster recommendations for improved DTV service and viewer educations as learned from last year's post June 12 field tests. The seminar is conducted by Gary Sgrignoli, DTV transmission engineer with [Meintel, Sgrignoli & Wallace](#). This seminar is for broadcasters, broadcast consultants, equipment manufacturers, translator/LPTV operators and cable operators. For more information at SCETV contact [Hap Griffin](#) at 803 737 3486 or [Tara Thomas](#) at 803 737 3500. You may also contact the instructor [Gary Sgrignoli](#) at 847 259-3352.

The Advanced Television Systems Committee (ATSC) Announces Upcoming Events

ATSC Fall 2010 Mobile DTV Seminar

Thursday October 7, 2010 – 9:00 a.m. to 4:30 p.m.
Washington, D.C.

More information, including [registration](#) and a newly updated [preliminary agenda](#), are available online.

ATSC Symposium on Next Generation Broadcast Television

Tuesday October 19, 2010 – 9:00 a.m. to 5:00 p.m.
The Westin Alexandria Hotel – Alexandria, Va.

More information, including [registration](#) and a newly updated [preliminary agenda](#), are available online.

Plan to Attend

The IEEE Broadcast Technology Society 60th Annual IEEE Broadcast Symposium

October 20-22, 2010

The Westin Alexandria • Alexandria, Va.

Keynote speakers for this year's symposium include James Martin, director, ISR programs for the U.S. Department of Defense and James O'Neal, technology editor, *TV Technology, USA*. Additional details on the technical program and how to register

ADVERTISEMENTS

2010 NAB Satellite Uplink Operators Training Seminar

Instructor:
Sidney Skjei, Skjei Telecom

October 4-7, 2010
Washington, D.C.



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are available on the IEEE Broadcast Technology Symposium website. The advance registration deadline is October 1!

Submit Your Proposal Now for 2011 NAB Broadcast Engineering Conference

Las Vegas Convention Center, Las Vegas, Nevada
Conferences April 9–14, 2011/Exhibits April 11–14, 2011
Deadline for [submissions](#) is October 22, 2010.

The 2011 NAB Show will host the 65th NAB Broadcast Engineering Conference. This world-class conference addresses the most recent developments in broadcast technology and focuses on the opportunities and challenges that face broadcast engineering professionals. Each year hundreds of broadcast professionals from around the world attend the conference. They include 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.

In order to be considered, proposals must explain what attendees can expect to learn from the paper, must not be a sales pitch and should be no more than 200 words in length.

Papers accepted for presentation at the 2011 NAB Broadcast Engineering Conference will be eligible for the [NAB Best Paper Award](#). Established in 2010, the Best Paper Award honors the author(s) of a paper of exceptional merit published in the *NAB Broadcast Engineering Conference Proceedings*. The yearly proceedings, published as both a book and a CD-ROM is a compendium of these technical papers, and an important archive of the leading edge of broadcast engineering issues.

Technical paper proposals submitted for the 65th annual [Broadcast Engineering Conference](#) will be accepted until the October 22 deadline. If you have any questions, contact [John Marino](#), VP NAB Science and Technology at (202) 429-5346.