

# 2008 Program & Exhibit Guide



Welcome to the place where creativity originates,  
inspiration comes alive and dreams become reality.

**NABSHOW**<sup>™</sup>  
*Where Content Comes to Life*<sup>™</sup>

Conferences: April 11-17, 2008 Exhibits: April 14-17 | Las Vegas Convention Center, Las Vegas, Nevada USA

[www.nabshow.com](http://www.nabshow.com)

Come See Us At Booth **SL5710** [www.yamahaca.com](http://www.yamahaca.com)

# ETERNALLY DIGITAL

Some things never age.

Take for example a few of Yamaha's classics — DM1000, O2R96, and O1V96. Now, upgraded with the addition of VCM (Virtual Circuitry Modeling), these industry standards reach back in time. With an array of vintage effects to add to your library, along with surround post tools, REV-X reverbs, and a modeled channel strip, amazing recreations are here to stay, in favorites that continue to live on.



DM1000VCM



O2R96VCM



O1V96VCM



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## Welcome to the place where creativity originates, inspiration comes alive and dreams become reality.

It is with much excitement that we welcome you to the 2008 NAB Show. The NAB Show is the ultimate global destination for the world's media professionals interested in discovering new ways to bring content to life. For the next seven days, influential gurus, technical experts and leading suppliers are anxious to share with you the quickest ways to get up to speed on the latest technology and innovations.

New delivery. New content. New opportunities. You've heard us promise to deliver it all at the 2008 NAB Show, and we've done that.

This year's show is immersed in next-generation content creation, management, distribution and delivery solutions for on-air, online, on screen and "on the go." Don't miss Content Central, this year's newest area in the Central Hall dedicated to showcasing "what's next."

- » The 900,000+ square foot exhibit hall includes the hottest new product launches and technologies, including 3D, IPTV, HD Radio,<sup>™</sup> Ultra HD and more.
- » An unprecedented lineup of Hollywood producers, filmmakers and movers and shakers, as well as real-world, in-the-trenches content masters from as far away as Bollywood and beyond.
- » Large delegations of your peers from all points of the globe will be on-hand to mix and mingle, including representatives from more than 163 countries.

We're in the midst of exciting and dramatic changes. With new technology comes new opportunities and we hope that the NAB Show inspires you to explore innovative platforms to produce and deliver your content.

**Enjoy the show!**



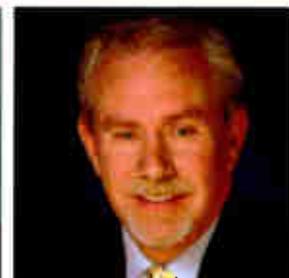
**David K. Rehr**  
NAB President and CEO

*David K. Rehr*



**John L. (Jack) Sander**  
NAB Joint Board Chair

*Jack Sander*



**Chris Brown**  
NAB Executive Vice President  
Conventions and Business Operations

*Chris Brown*



## SCHEDULE-AT-A-GLANCE

	FRIDAY APRIL 11	SATURDAY APRIL 12	SUNDAY APRIL 13	MONDAY APRIL 14	TUESDAY APRIL 15	WEDNESDAY APRIL 16	THURSDAY APRIL 17
<b>EXHIBITS</b>							
2008 NAB Show Exhibits				9 am-6 pm	9 am-6 pm	9 am-6 pm	9 am-4 pm
RTNDA@NAB Exhibits				9 am-5 pm	9 am-5 pm	9 am-5 pm	9 am-3:30 pm
<b>CONFERENCES &amp; WORKSHOPS</b>							
Broadband TV World							
Broadcast Conferences							
Broadcast Engineering							
Broadcast Regulatory & Legislative							
Radio Management							
Television Management							
Creative Storage							
Digital Cinema Summit							
Digital Tech Guru							
Director of Photography							
MoTV: Mobile TV & Video Forum							
MPEGIF Masterclass							
New Media 2.0 Production							
Podcasting Summit							
PostProduction World							
PPWC Certification Classes							
Producer/Director Workshop							
RTNDA@NAB							
Sports Technology Forum							
Surround Broadcast							
Technologies for Worship							
Telecom2008							
<b>EVENT HIGHLIGHTS</b>							
FCC Breakfast							
General Session: Alvin Toffler							
General Session: DTV Transition							
Opening Keynote & State of the Industry Address							
Spotlight Series							
Super Sessions							
The Regulatory Face-Off							
<b>SPECIAL EVENTS</b>							
Career Day							
Content Creators Party							
Global Matchmaking Reception							
Radio Luncheon							
Technology Luncheon							
Television Luncheon							

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# IGNITE HD INTEGRATED NEWS PRODUCTION

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The 2008 NAB Show will be held at the Las Vegas Convention Center (LVCC). All sessions, exhibits and events are at the LVCC unless otherwise noted.

RTNDA@NAB will be held at the Las Vegas Hilton (LVH). All RTNDA sessions, exhibits and events will be held at the LVH unless otherwise noted.

## CONFERENCE & EVENT DIRECTORY

### LVCC North Hall Meeting Rooms

Broadcast Regulatory & Legislative Conference	N231–N241
Creative Storage Conference	N119
Digital Tech Guru Workshop	N250
Director of Photography Workshop	N258
New Media 2.0 Production Workshop	N254–N258
Newsroom	N245
Podcasting Summit	N253 & N255
PostProduction World Conference	N249–N264
Press Briefing Room	N242
Producer/Director Workshop	N264
Radio Management Conference	N231–N241
Sports Technology Forum	N119
Surround Broadcast Conference	N239
Technologies for Worship Conference	N115–N117
Telecom2008	N232–N240
Television Management Conference	N231–N241

### LVCC South Hall Meeting Rooms

Broadband TV World	S219 & S225
Broadcast Engineering Conference	S219–S228
Digital Cinema Summit	S222
MoTV: Mobile TV and Video Forum	S219 & S225
MPEGIF Master Class	S228
Spotlight Series	S222
Super Sessions	S222

### Las Vegas Hilton, Barron Room

- › Alvin Toffler Keynote (Open to all registrants)
- › FCC Breakfast
- › NAB Radio Luncheon
- › NAB Television Luncheon
- › NAB Technology Luncheon
- › State of the Industry Address (Open to all registrants)

### Las Vegas Hilton, Ballrooms

- › Global Matchmaking Reception
- › NABEF/BEA/RTNDA Career Day
- › NAB/RTNDA Super Session
- › The Regulatory Face-Off

### Las Vegas Hilton, Pavilions & Meeting Rooms

RTNDA@NAB Sessions & Exhibits

Locations subject to change.

## LOBBY/SERVICE BOOTHS DIRECTORY

### North Lobby

ADA	L3
ARRL	L1
Concierge Services	L3
Expovision/Housing Assistance	L3
Radio Advertising Bureau	L2

### North Hall

NAB Public Service Pavilion	N6132
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### Central Lobby

NAB Member Benefit Programs & Associate Membership	L10
--	-----

### South Upper Lobby

ATSC DTV HotSpot	L31
DIS Consulting Corporation	L26
IEEE	L29
SBE	L27
SMPTE	L30

## EXHIBITS

### 2008 NAB Show Exhibit Hours

Monday–Wednesday	9:00 am–6:00 pm
Thursday	9:00 am–4:00 pm

### RTNDA@NAB Exhibit Hours

Monday–Tuesday	9:00 am–5:00 pm
Wednesday	9:00 am–3:30 pm

### Exhibit Locations

#### North Hall

- › Acquisition & Production
- › Management & Systems
- › Pro Audio
- › Radio

#### Central Hall

- › Acquisition & Production
- › Content Central
- › Distribution & Delivery
- › Technologies for Worship

#### South Hall Upper

- › Acquisition & Production
- › Management & Systems

#### South Hall Lower

- › Display Systems
- › Post-Production

#### Walkway between Central & South Halls

- › Outdoor Media & Equipment

#### Las Vegas Hilton Pavilion

- › RTNDA@NAB

**NOW SHOWING**

# CONTENT THEATER

NEW CONTENT. NEW DELIVERY. NEW OPPORTUNITIES.

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**PUSHING DAISIES**

**U2 3D**

**NASCAR**

**JOURNEY CENTER OF EARTH 3D**

**CONTENT CENTRAL**  
CENTRAL HALL  
SEE PAGE 19 FOR DETAILS.

"I'd like to thank my Digital Asset Manager."

Accenture is proud to sponsor NAB 2008 and to be helping media companies achieve high performance in the digital world. Contact us at [media.entertainment@accenture.com](mailto:media.entertainment@accenture.com) or visit us in the South Hall Booth SL8012

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# REGISTRATION INFORMATION



## Attendee Registration Locations & Hours

**North Hall:**  
**Friday** ..... 8:00 am–5:00 pm  
**Saturday–Wednesday** ..... 7:30 am–6:00 pm  
**Thursday** ..... 7:30 am–2:00 pm

**South Hall:**  
**Monday–Thursday** ..... 7:30 am–1:00 pm

## Registration Categories & Fees

All registration packages include access to the 2008 NAB Show exhibits, RTNDA@NAB exhibits, the State of the Industry Address and the Wednesday Keynote (Alvin Toffler). All conference registrations (excluding One Day Packages) include access to all Super Sessions and the Spotlight Series.

### Luncheon Tickets

All Broadcast Conference Package registrants receive one complimentary luncheon ticket with their registration. Only registered attendees may purchase additional luncheon tickets. Tickets can be purchased for \$55 each.

### Lost Badges

Lost badges can be replaced at the Registration Area in North or South Halls for \$50.

### Upgrades

Registrations can be upgraded at the Registration Area in North or South Halls.

### Conferences & Workshops

**Broadband TV World Conference** — includes access to the Broadband TV World Conference sessions on April 16. NAB Member/Non-member \$495/\$625. *Co-produced by iHollywood Forum*

### Broadcast Conference Package (BCP)

**Broadcast Engineering, Radio Management, Television Management and Broadcast Regulatory & Legislative Conferences** — register for 1 and get access to all 4 conferences, RTNDA@NAB and your choice of one NAB luncheon ticket. Spouse registration (available only if not involved in the industry) includes the same benefits and must be accompanied by a Broadcast Conference registrant. Student package does not include a luncheon ticket. NAB Member/Non-member \$645/\$995; Student \$175; Spouse \$100.

**Creative Storage Conference** — includes access to the Creative Storage Conference sessions on April 15. NAB Member/Non-member \$495/\$625. *Co-produced by Coughlin Associates*

**Digital Cinema Summit** — includes access to the Digital Cinema Summit sessions on April 12–13. NAB Member/Non-member \$495/\$625. *Co-produced by SMPTE in association with Entertainment Technology Center*

**Digital Tech Guru Workshop** — includes access to only the Digital Tech Guru Workshop sessions on April 12–13. NAB Member/Non-member \$495/\$625. *Co-produced by Future Media Concepts*

**Director of Photography Workshop** — includes access to only the Director of Photography Workshop sessions on April 11–13. NAB Member/Non-member \$695/\$795. *Co-produced by Future Media Concepts*

**MoTV: Mobile TV and Video Forum** — includes access to the MoTV: Mobile TV and Video Forum sessions on April 15. NAB Member/Non-member \$495/\$625. *Co-produced by iHollywood Forum*

**MPEGIF Master Class** — includes access to the MPEGIF Master Class sessions on April 13. NAB Member/Non-member \$375/\$425. *Co-produced by MPEG Forum*

**New Media 2.0 Production Workshop** — includes access to the New Media 2.0 Production Workshop sessions on April 14–15. NAB Member/Non-member \$695/\$795. *Co-produced by Future Media Concepts*

**Podcasting Summit** — includes access to only the Podcasting Summit sessions on April 11–13. NAB Member/Non-member \$695/\$795.

**PostProduction World Conference & Workshops** — includes access to only those PostProduction World sessions on the day(s) of the package purchased; runs April 11–16. NAB Member/Non-member/Student \$895/\$1125/\$295; Weekday One Day pass \$345. *Co-produced by Future Media Concepts*

**PostProduction World Certification & Hands-On Classes** — must be purchased separately and include only the sessions on the days of the package purchased; runs April 11–16. All Certification Workshops are two-day workshops. Workshop Only \$850. Workshop with PostProduction World Conference \$1,325. *Co-produced by Future Media Concepts*

**Producer/Director Workshop** — includes access to the Producer/Director Workshop sessions on April 11–13. NAB Member/Non-member \$695/\$795. *Co-produced by Future Media Concepts*

**RTNDA@NAB** sessions and exhibits are included with the NAB Broadcast Conference Package registration. RTNDA sessions, special events, exhibits and registration are located at the Las Vegas Hilton.

**Sports Technology Forum** — includes access to Sports Technology Forum sessions on April 16. NAB Member/Non-member \$495/\$625. *Co-produced by Sports Video Group*

**Surround Broadcast Conference** — includes access to the Surround Broadcast Conference sessions on April 16. NAB Member/Non-member \$495/\$625. *Co-produced by ProSound News*

**Technologies for Worship Conference** — includes access to the Technologies for Worship Conference sessions on April 12–17. NAB Member/Non-member/Student \$495/\$625/\$200. One Day pass \$300. *Co-produced by Technologies for Worship*

**Telecom2008** — includes access to all four Telecom2008 tracks: The Business of IPTV, IPTV – It's About the Content, Telecom Technology Papers and The Telecom Crash Course; Runs April 14–17. NAB Member/Non-member \$495/\$625. *Co-produced by Team Lightbulb*

**Exhibits Plus Package** — includes admission to all exhibits, Super Sessions and Spotlight Series. Luncheon tickets purchased separately. NAB Member/Non-member \$250/\$325.

**Exhibits-Only** — includes only admission to all exhibits. Luncheon tickets purchased separately. Onsite Exhibits Paid registration is \$200. For Onsite Exhibits Guest Pass registrations a \$20 processing fee is applied.

### Super Sessions

These high-caliber, high-level sessions feature industry visionaries who provide their own unique viewpoints, insights and expertise into a broad range of topics including filmmaking, IPTV, social networking, digital signage and more. Super Sessions are open to all conference registrants (excluding One Day Packages). Super Sessions are also available as part of the Exhibits Plus Package. \$250/\$325.

### Spotlight Series

From broadcasting to broader-casting™, this keynote series delivers compelling perspectives from some of Hollywood's leading content creators and industry visionaries who are transforming the entertainment business. Spotlight Series sessions are open to all conference registrants (excluding One Day Packages). Spotlight Series sessions are also available as part of the Exhibits Plus Package. \$250/\$325.

CONFERENCE PACKAGES	Member	Non-Member
<b>Broadcast Conference Package</b> <i>Includes access to all four Broadcast Conferences. Select one primary conference below:</i>		
<input type="checkbox"/> Broadcast Engineering Conference (BEC)	<b>\$645</b>	<b>\$995</b>
<input type="checkbox"/> Broadcast Regulatory & Legislative Conference (BRC)		
<input type="checkbox"/> Radio Management Conference (RMC)		
<input type="checkbox"/> Television Management Conference (TMC)		
Includes One Luncheon Ticket: <input type="checkbox"/> Television Luncheon (TI) <input type="checkbox"/> Radio Luncheon (RI) <input type="checkbox"/> Technology Luncheon (EL)		
<i>Federal Government Discount (\$100 Off Non-member rate)</i>		
<b>Conferences and Workshops</b>		
Broadband TV World (BW)	<b>\$495</b>	<b>\$625</b>
Creative Storage Conference (ST)	<b>\$495</b>	<b>\$625</b>
Digital Cinema Summit (DC)	<b>\$495</b>	<b>\$625</b>
Digital Tech Guru Workshop (DT)	<b>\$495</b>	<b>\$625</b>
Director of Photography Workshop (DP)	<b>\$695</b>	<b>\$795</b>
MoTV: Mobile TV and Video Forum (MT)	<b>\$495</b>	<b>\$625</b>
MPEGIF MasterClass – Advanced Video Services (MPEG)	<b>\$375</b>	<b>\$425</b>
New Media 2.0 Production Workshop (WD)	<b>\$695</b>	<b>\$795</b>
Podcasting Summit (PS)	<b>\$695</b>	<b>\$795</b>
PostProduction World Conference (PP)		
PPW Full Conference	<b>\$895</b>	<b>\$1125</b>
PPW One-Day Only Conference Select day: <input type="checkbox"/> Mon <input type="checkbox"/> Tues <input type="checkbox"/> Wed	<b>\$345</b>	<b>\$345</b>
PPW Workshops Only (Select Workshop Below)		
<input type="checkbox"/> Apple Final Cut Pro Level 1 (AFC1) <input type="checkbox"/> Apple Final Cut Pro Level 2 (AFC2)	<b>\$850</b>	<b>\$850</b>
<input type="checkbox"/> Apple Motion (AM) <input type="checkbox"/> Avid Boot Camp (AX)		
<input type="checkbox"/> Motion Graphics and Effects (MG)		
PPW Workshops w/ PPW Conference (Select Workshop Below)		
<input type="checkbox"/> Apple Final Cut Pro Level 1 (AFCP1) <input type="checkbox"/> Apple Final Cut Pro Level 2 (AFCP2)	<b>\$1,325</b>	<b>\$1,325</b>
<input type="checkbox"/> Apple Motion (AMP) <input type="checkbox"/> Avid Boot Camp (AXP)		
<input type="checkbox"/> Motion Graphics and Effects (MGP)		
Producer/Director Workshop (PDW)	<b>\$695</b>	<b>\$795</b>
Sports Technology Forum (STS)	<b>\$495</b>	<b>\$625</b>
Surround Broadcast Conference (SU)	<b>\$495</b>	<b>\$625</b>
Technologies for Worship Conference (TW)		
TW Full Conference	<b>\$495</b>	<b>\$625</b>
TW One-Day Only Registration Select day: <input type="checkbox"/> Sun <input type="checkbox"/> Mon <input type="checkbox"/> Tues <input type="checkbox"/> Wed	<b>\$300</b>	<b>\$300</b>
Telecom2008: Building Your IPTV Business		
Telecom2008 Conference (TEL)	<b>\$495</b>	<b>\$625</b>
Exhibit Tours (TELEX) (not sold on-site)	n/a	n/a
<b>EXHIBITS PACKAGES</b>		
Exhibits Plus Package (SS) <i>Includes 4 days of Exhibits plus Super Sessions and Spotlight Series</i>	<b>\$250</b>	<b>\$325</b>
Exhibits Only Package (E)	<b>\$200</b>	<b>\$200</b>
<b>STUDENT AND SPOUSE PACKAGES</b>		
	<b>Student</b>	<b>Spouse</b>
<b>Broadcast Conference Package (Select primary conference)</b>		
<input type="checkbox"/> Broadcast Engineering Conference (BEC)	<b>\$175</b>	<b>\$100</b>
<input type="checkbox"/> Broadcast Regulatory & Legislative Conference (BRC)		
<input type="checkbox"/> Radio Management Conference (RMC)		
<input type="checkbox"/> Television Management Conference (TMC)		
<b>PostProduction World Conference</b>	<b>\$295</b>	n/a
<b>Technologies for Worship Conference</b>	<b>\$200</b>	n/a
<b>ADDITIONAL ITEMS</b>		
	<b>Quantity</b>	<b>Unit Cost</b>
TV Luncheon (Mon) (TL)		<b>\$55</b>
Radio Luncheon (Tues) (RL)		<b>\$55</b>
Technology Luncheon (Wed) (EL)		<b>\$55</b>
Content Creators Party (Sun) (PT)		<b>\$85</b>
Broadcast Engineering Proceedings Book & CD		<b>\$115</b>
Broadcast Engineering Proceedings CD only		<b>\$75</b>
T-Shirt (select size: <input type="checkbox"/> Small <input type="checkbox"/> Medium <input type="checkbox"/> Large <input type="checkbox"/> XLarge <input type="checkbox"/> XXLLarge)		<b>\$15.95</b>

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HOT R&B HIP-HOP  
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#1 POP 100 PRODUCER



**AKON**

HOT 100  
POP 100  
HOT R&B HIP-HOP



**JUSTIN  
TIMBERLAKE**

HOT 100  
POP 100



**TOM HIGGENSON  
(PLAIN WHITE T'S)**

HOT 100  
POP 100



**LUKASZ "DR. LUKE"  
GOTTMACD**

HOT 100  
POP 100



**FERGIE**

HOT 100  
POP 100



**STARGATE  
(MIKKEL STORLEPER, MIKKEL  
& TOR ERIK HERMANSEN)**

HOT 100  
HOT R&B HIP-HOP



**DAVE BERRY**

#1 HOT COUNTRY



**MARCO  
ANTONIO SOLIS**

#1 HOT LATIN



**JEREMY CAMP**

#1 HOT CHRISTIAN



**MERCYME**

#1 HOT CHRISTIAN AC



**TOMMY TORRES**

HOT LATIN  
#1 HOT LATIN PRODUCER



**NE-YO**

HOT R&B HIP-HOP



**ROBIN THICKE**

HOT R&B HIP-HOP



**SEAN HURLEY  
(VERTICAL HORIZON)**

HOT R&B HIP-HOP



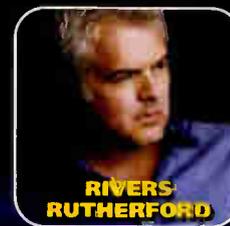
**AVRIL LAVIGNE**

POP 100



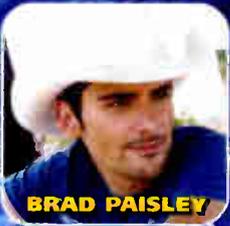
**KENNY CHESNEY**

#2 HOT COUNTRY



**RIVERS  
RUTHERFORD**

HOT COUNTRY



**BRAD PAISLEY**

HOT COUNTRY



**FHER OLVERA  
(MANA)**

HOT LATIN



**ANTHONY  
"ROMEO" SANTOS**

HOT LATIN



**JOAN SEBASTIAN**

HOT LATIN

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**9 of 10** Hot Adult R&B Songs  
**9 of 10** Hot Latin Songs

**9 of 10** Hot Latin Pop Songs  
**9 of 10** Hot Tropical Songs  
**9 of 10** Hot Latin Rhythm Songs  
**9 of 10** Hot Digital Songs  
**9 of 10** Hot Christian Songs  
**9 of 10** Hot Christian AC Songs  
**8 of 10** Top Soundtrack Singles  
**8 of 10** Hot Country Songs

**8 of 10** Hot Mainstream Rock Songs  
**8 of 10** Hot Rhythmic Songs  
**8 of 10** Hot Digital Tracks  
**7 of 10** Hot Rap Songs  
**7 of 10** Hot Ringtones  
**6 of 10** Hot AC Songs



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## OFFICIAL SHOW POLICIES

### Audio and Video Taping

Audio and video recording of the NAB Show without NAB permission is prohibited. Permits are available in the following locations:

**Exhibitors..... Show Management Office, C102**  
**News Media ..... Newsroom, N245**  
**Attendees ..... NAB Information Centers**

Your NAB Show attendance authorizes NAB, its contractors, licensees and assignees to make recordings and reproduce, distribute for sale or otherwise, make derivative works, transmit, display and publicly perform recordings, transcriptions and derivative works in any medium containing your image and/or statements made at the NAB Show.

### Registration Age Requirement

You must be 16 or older to register for the NAB Show conferences and exhibits. No one under the age of 16 is permitted in the exhibit halls or sessions.

### No Smoking Policy

Smoking is not permitted in the LVCC. Please observe the NO SMOKING signs posted throughout the convention center.

### Signs/Other Solicitation

Only authorized convention and show management signs are permitted. All other signs, posters, etc. will be discarded. Distribution of unauthorized leaflets, pamphlets or other materials in any facility or official convention hotel is strictly prohibited.

### Security Procedures

Photo ID is required for on-site badge pickup. Group badge pickup is not permitted onsite. Attendees cannot pick up badges for colleagues. Bags are subject to search.



## ONSITE TRANSPORTATION SERVICES

### NAB Connector

NAB is pleased to offer the NAB Connector — an LVCC intra-facility shuttle bus traveling between North, Central and South Halls. There are 5 stops making it very convenient to catch a ride. Check the map on page 16 for stop locations.

### HOURS OF OPERATION

**Monday–Wednesday ..... 8:00 am–6:30 pm**  
**(Every 10 minutes)**  
**Thursday ..... 8:00 am–4:30 pm**  
**(Every 10 minutes)**

### Monorail Service

New this year, the Las Vegas Monorail has expanded its hours. Monorail Service is provided to the LVCC from a number of hotels in the NAB room block. A service booth is located on the patio outside of the Central lobby entrance. Automated ticket vending machines are located in the LVCC Central and South Lobbies and at monorail stations. For more information, including fares and advance purchase tickets, please check online at [www.lvmonorail.com](http://www.lvmonorail.com).

### Parking

Paid parking is available at the LVCC in the Gold lot for \$10 a day. LVCC parking is extremely limited and is located at the intersection of Paradise & Convention Center Drives.

### Taxi

Taxis are available from area hotels to and from the LVCC. Taxi pick-up and drop-off at the LVCC is outside the North Hall. You must catch a cab at a taxi stand or call for one via the phone as you cannot hail a cab from the street.

### Direct Airport Bus Service

NAB provides a complimentary bus service from the Central Lobby entrance of the LVCC to McCarran International Airport that runs every 30 minutes.

### HOURS:

**Wednesday, April 16 ..... 12:00 pm–6:30 pm**  
**Thursday, April 17 ..... 12:00 pm–4:30 pm**

### ADA Transportation Services

NAB provides complimentary ADA-accessible shuttle service from most hotels in the NAB Show room block to the LVCC. To request ADA-accessible shuttle service, please contact TMS at (866) 283-6225.

### Shuttle Services

A complimentary shuttle service is provided to attendees between the hotels in the NAB Show official room block and the LVCC during the show. LVCC boarding locations are in front of the Central Hall and the east entrance of the South Hall.

Monday–Tuesday	Wednesday	Thursday
Inbound: 7:00 am–10:30 am	Inbound: 7:30 am–10:30 am	Inbound: 7:30 am–10:30 am
Outbound: 3:30 pm–7:00 pm	Outbound: 3:30 pm–7:00 pm	Outbound: 2:00 pm–4:30 pm

(Please allow a 5-minute time variance to accommodate variations in traffic conditions.)

*\*Service will be provided from all official hotels to the Las Vegas Hilton for the FCC Breakfast on Tuesday at 7:00 am.*

### Hotel Information & Shuttle Boarding Points

Hotel	Route	Boarding Point	Phone (702)
Bally's	3	Tour Bus Lobby at Flamingo St.	967-4111
Bellagio	8	Tour Bus Area	693-7111
Caesars Palace	11	Las Vegas Blvd. at Planet Hollywood Sign	731-7110
Circus Circus	9	Skywalk Entrance	734-0410
Excalibur	10	Tour Bus Area	597-7777
Flamingo Las Vegas	5	Tour Bus Lobby	733-3111
Harrah's	5	Tour Bus Area	369-5000
Hooters	12	Curbside on Flamingo	739-9000
Imperial Palace	5	Walk to Harrah's	731-3311
Las Vegas Grand Vacations at Las Vegas Hilton	7	Curbside on Karen	946-9200
Las Vegas Grand Vacations on the Strip	9	Main Lobby	765-8300
Las Vegas Hilton	WD	Walking Distance	732-5111
Luxor	10	Tour Bus Area	262-4000
Mandalay Bay	12	Tour and Travel Lobby	632-7777
MGM Grand	2	Grand Garden Entrance-Audrie Lane	891-1111
Mirage	1	North Valet Entrance	791-7111
Monte Carlo	4	Tour Bus Area	730-7777
New York New York	4	Zumanity Theater Entrance	740-6969
Palm Place Resort & Spa	11	Right of Main Lobby	942-7777
Palms	11	Right of Main Lobby	942-7777
Paris	3	Bally Tour Bus Lobby	946-7000
Planet Hollywood	2	Tour Bus Area	785-5555
Platinum	8	Walk to the Westin	365-5000
Renaissance	WD	Walking Distance	733-6533
Rio Suites	11	North Pavilion/Convention Ctr Entrance	252-7777
Riviera	7	Convention Center Entrance	734-5110
Sahara	7	Sports Book Entrance/Tour Bus Area	737-2111
THE hotel at Mandalay	12	Tour and Travel Lobby	632-7777
The Signature @ MGM Grand	2	Curbside Between Building 1 & 2	797-6000
Treasure Island	1	Tour Bus Area	894-7111
Tropicana	10	Tour Bus Area	739-2222
Venetian	6	Travel & Tour Lobby	414-1000
Westin Casuarina	8	Right of Main Entrance	836-9775

# EMPIRE STATE BUILDING: The Height of Broadcasting



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information, contact  
[tower@esbnyc.com](mailto:tower@esbnyc.com)

ONSITE SHOW SERVICES

**ADA Kiosk**  
**North Lobby**..... (702) 943-3584  
 Wheelchairs, sign language interpreters, large print materials and special maps are available for attendees with special needs.

**Airline Check-in**  
**North, Central and South Hall Lobbies**  
 You can check-in for your flight at the airline check-in kiosks. Participating airlines include: Air Tran, America West, American Airlines, Jet Blue, Northwest Airlines, Southwest Airlines, TED and United Airlines.

**Airport Speed Check Advance**  
**Central Lobby Concourse** ..... (702) 943-8120  
 Skip the airport ticket counter and advance straight to the gate! For a fee of \$20 per person, you can check your bags early and get your boarding pass at the Airport Speed Check Advance Kiosk located in the Central Lobby across from the entrance to C3 Exhibit Hall.

**HOURS:**  
**Monday, April 14** ..... 7:00 am–3:00 pm  
**Tuesday, April 15** ..... 7:00 am–3:00 pm  
**Wednesday, April 16** ..... 7:00 am–3:00 pm  
**Thursday, April 17** ..... 7:00 am–3:00 pm

**ATM Machines**  
**Central Lobby**

**Baggage & Coat Check**  
**Business Center, Central Lobby, South Bridge and South East Lobby**  
 \$2.00 per item.

**Business Center/FedEx Kinko's**  
**Central Lobby & South Hall Lobby (Next to Starbucks)**

**HOURS:**  
**Monday–Wednesday** ..... 8:00 am–6:30 pm  
**Thursday** ..... 8:00 am–6:00 pm  
 Available services include General Business Services, Coat/Luggage Check and Shipping Services.

**Cellular Phone Rentals**  
**FedEx Kinko's Business Center, Central Lobby**  
 Fees apply: \$5 per day and \$1.50 per minute.

**Central Café**  
**Central Hall**  
 Enjoy free WiFi access and relax in the Central Café located close to the C5 concession area.

**Concierge Services**  
**North Lobby**..... (702) 963-6808  
 Take advantage of our complimentary concierge services to make plans for your time outside of the show. These services include restaurant reservations, show tickets, tee times and tours.

**Conference Bag Pick-Up**  
**North Lobby**  
 Conference registrants may pick up their conference bag at the Conference Bag booth. You must have your Conference Bag exchange ticket to obtain your bag.



**Conference Pocket Guides & Floor Plans**  
**Information Centers, Lobbies**  
 Use NAB Show materials to learn about everything that is going on at the 2008 NAB Show. NAB has produced detailed exhibit floor maps to assist you in locating specific companies.



**Conference Session Audio Recording Sales**  
 You may purchase audio recordings of select sessions at the NAB Store located in the Central and South lobbies of the LVCC.

**Cyber Café**  
**North Hall**  
 Enjoy free WiFi access while enjoying a drink from the coffee bar. The café is located near the walkway to the Hilton in the North Hall.

**HOURS:**  
**Monday–Wednesday** ..... 9:00 am–6:00 pm  
**Thursday** ..... 9:00 am–4:00 pm

**Directories**  
 You will find large “You Are Here” directories placed throughout the exhibit floor and show lobbies. When in doubt, look for these large visual maps to get your bearings straight.



**Email Stations**  
**North Lobby by the taxi drop off**  
**Central Lobby across from C4**  
**South East Satellite Registration**  
 Stay in touch via email with other attendees along with friends and family back home.

**Expocards**  
 Present your Expocard to participating exhibitors for follow-up after the show. Your Expocard has a magnetic strip containing your contact information. If you need to update the information on your card, please visit Registration in the North or South Halls.

**Expoision/Housing Assistance**  
**Assistance Headquarters** ..... (888) 622-8830  
**North Lobby**..... (702) 943-3519  
 Hotel Assistance Desks will be staffed during the following times:

**Friday** ..... 12:00 pm–5:00 pm  
**Saturday**..... 10:00 am–6:00 pm  
**Sunday** ..... 8:00 am–6:00 pm  
**Monday–Tuesday** ..... 9:00 am–6:00 pm  
**Wednesday**..... 9:00 am–12:00 pm

**First Aid**  
**LVCC** ..... 892-7400 on any house phone  
**LVH** ..... 732-5414 on any house phone  
 A nurse or paramedic will be on duty at each first aid station.

**Information Centers**  
**Central Lobby**..... (702) 943-3538  
**South Lobby** ..... (702) 943-3538  
 Attendants will be on hand to assist you with questions regarding exhibits and conferences.

**Information Kiosks**  
**Exhibit Halls**  
 Located throughout the exhibit halls, these manned kiosks can assist you with your questions.

**International Trade Center**  
**Central Lobby** ..... (702) 943-3577  
 This center will provide a number of services for our international contingency to include translation, import/export matching system and the Department of Commerce.

**HOURS:**  
**Saturday**..... 7:30 am–5:00 pm  
**Sunday–Wednesday** ..... 7:30 am–6:00 pm  
**Thursday** ..... 7:30 am–4:00 pm



**IPTV Directory**  
**Information Centers, Registration and IPTV Pavilion**  
 This directory, produced by *Telephony* and *Broadcast Engineering* Magazines, features original IPTV-related content, new products debuting at the Show, a listing of IPTV-related exhibitors, and more.



**Lanyards**  
 Always a favorite keepsake, make sure you get yours before they are all gone. Look for distribution bins in the lobbies and registration areas.



**Lost & Found**  
**LVCC Security, Central Lobby**



NAB Booth  
N8214

# We're #1 Again!

In 2007, WideOrbit was recognized as the most recommended traffic software system... and we've done it again for 2008!\*



## Driving the Business of Advertising

WideOrbit provides advertising infrastructure that empowers media companies anywhere in the world to manage their advertising and maximize revenues.

For more information visit us at booth N8214 or to schedule a demo please contact:

Mike Zinsmeister  
Vice President, Sales  
Office: +1.404.378.3381  
Mobile: +1.828.712.2843  
mikez@wideorbit.com

[www.wideorbit.com](http://www.wideorbit.com)

\*Based on the June 2007 & January 2008 TDGA (Traffic Directors Guild of America) independent survey of software satisfaction.

Advertising sales, traffic and billing solutions for:

BROADCAST TV

BROADCAST RADIO

CABLE NETWORKS

CABLE INTERCONNECTS

MOBILE VIDEO

DIGITAL DISPLAY

North America headquarters:

SAN FRANCISCO, CA

Offices also located in:

DENVER, CO

SEATTLE, WA

LONDON, UK

CHENNAI, INDIA

**Lounges**

Take a break, meet up with a colleague, plan your next booth visit or read your favorite publication at these lounges located on the exhibit floor.

**Central Hall – Content Central (C761)**

Publications available: *C2M, Connect-World Europe, Connect-World Global, IPTV International, IPTV Magazine, Mobile Video Magazine*

**Central Hall – Distribution & Delivery (C6928)**

Publications available: *Cable & Satellite International, Eizo Shimbun, Euromedia, InfoStore, Lighting & Sound America, Professional Lighting & Production*

**North Hall – Radio/Pro Audio (Cyber Café N8936)**

Publications available: *Professional Sound, Radio & Records, Radio Guide, Radio Ink*

**South Hall Lower – Content Creation (SL6715)**

Publications available: *Boards, Create, Computer Graphics World, HD Video Pro, Markee, Movie Maker, Post, Playback, Student Filmmakers*

**Meditation Rooms**

If you need a place to meditate, pray, or just relax for a while, the following are available:

- Meditation Room – LVCC N211**
- Christians in Media Room – LVCC N224**

**myNAB Show — Your Personal Event Planner**

**North Hall Registration, South East Registration, and the following lobbies: North 4, Central 4, South Bridge**

myNAB Show is your Personal Event Planner — a powerful search tool that intelligently mines NAB Show data and finds the exhibits, products, sessions and people most closely matched to your show objectives. myNAB Show does the work for you by building an Event Plan and personalized map for your review and adjustment. It's free and activates when you register for the Show.

Sponsored by **ENSEMBLE** and **STREAMTHEWORLD**

**NAB Radio & TV Member Lounge N243**

The lounge is open to all Radio and Television members. Stop by and visit with representatives from our Radio Membership, Television Membership and National Association of Broadcaster's Education Foundation to learn more about how NAB membership can work for you. Amenities include email stations, wireless internet, light refreshments and conference rooms.

**HOURS:**

- Sunday ..... 2:00 pm–5:00 pm**
- Monday–Tuesday ..... 8:00 am–6:00 pm**
- Wednesday ..... 8:00 am–12:00 pm**

Sponsored by 

**NAB Show Daily News N229**

*NAB Show Daily News*, the official newspaper of the 2008 NAB Show, is published Monday, Tuesday and Wednesday mornings and afternoons. The Monday and Tuesday morning editions are circulated at major hotels and the LVCC. All other editions are distributed at the LVCC. You may also access *NAB Show Daily News* on the Web at [www.nabshow.com](http://www.nabshow.com)

**NAB Store**

- Central Lobby ..... (702) 943-3523**
- South Lobby ..... (702) 943-3524**

**HOURS:**

- Saturday–Wednesday ..... 8:00 am–6:00 pm**
- Thursday ..... 8:00 am–4:00 pm**

**Pay Phones**

**North Lobby**

**Recharging Stations**

**North, Central, and South East Lobbies**

For your convenience, NAB offers several complimentary stations for charging your phones and laptops.

**Text to Screen Service**

Sponsored by 

**Trade Publications Bins**

**Central and South Lobbies, Lounges**

Pick up a free copy of numerous industry publications.

**Wheelchairs**

**North Lobby**

Complimentary manual wheelchairs are available on a first-come, first-served basis at the ADA Kiosk in the Central Lobby. To sign out a wheelchair, attendees are required to exchange a license or passport and the chairs are for use only at the Las Vegas Convention Center. Motorized chairs are available for a fee through outside sources. To obtain a motorized chair, attendees can call the FedEx Kinko's at (702) 943-6780.

**WiFi Restaurant & Lounge**

**South Upper Hall, SU16205**

Check out our hip restaurant and lounge with free WiFi access. Grab a quick bite to eat, read your favorite publication and renew at the WiFi Lounge in the South Hall. Publications available: *Asia Image, Below the Line, Create, HD Video Pro, High Def, Inside Film, Motion Picture Editors Guild, Movie Maker, Resolution, Screen, Student Filmmakers, Smoke and Mirrors.*

**HOURS:**

- Monday–Wednesday ..... 8:00 am–6:00 pm**
- Thursday ..... 8:00 am–4:00 pm**
- Breakfast served daily ..... 8:00 am–10:30 am**
- Lunch served daily ..... 11:00 am–3:00 pm**

Snacks & beverages served all day.

**Wireless Internet**

NAB is pleased to provide complimentary wireless Internet access in three exhibit floor hot spots — the WiFi Restaurant and Lounge located in the South Upper Exhibit Hall, the Central Café in the Central Hall and the Cyber Café located in the North Exhibit Hall. In addition to these locations the LVCC and SmartCity provide free WiFi access in five additional areas: outside rooms N263 and N250, inside Banners and International Food Market Restaurants, and the South Bridge area.

Additional WiFi is available throughout the Convention Center through SmartCity Networks at a rate of \$24.95/day. If your laptop is wireless enabled, a pop-up screen will automatically appear when you turn on your computer. Simply enter your credit card information for daily Internet access. Weekly rates are also available. If you need assistance, go to the SmartCity Service Desk located in the Main Lobby.



**NEWS MEDIA SERVICES**

**Media Badge Pick-up**

**Newsroom: N245**

To obtain a media badge, members of the media must be pre-registered. Those who have not pre-registered may purchase Broadcast Engineering Conference, Radio Management Conference, Television Management Conference, Broadcast Regulatory & Legislative Conference or an Exhibits-Only badge at the Registration Area in the North or South Hall.

**HOURS:**

- Saturday–Wednesday ..... 7:30 am–6:30 pm**
- Thursday ..... 7:30 am–3:30 pm**

**News Media Briefing Room**

**N242**

**Newsroom**

**N245 ..... (702) 943-3525; Fax: (702) 943-3537**

The newsroom facility is open for pre-registered news personnel only. Journalists may apply for audio/video recording permits in the newsroom.

**HOURS:**

- Saturday–Wednesday ..... 7:30 am–6:30 pm**
- Thursday ..... 7:30 am–3:30 pm**

Sponsored by  and 

# Leading Edge Broadcast Solutions

## TAPELESS SOLUTIONS

Media Asset Management  
 Networked Editing  
 Automation  
 Newsroom

## STANDALONE PRODUCT

Non-Linear Editor  
 Character Generator  
 Multi-viewer Display  
 Channel Info Server

## DIGITAL SIGNAGE

Creation  
 Scheduling  
 Distribution  
 Publishing

## OEM PRODUCT

I/O card with SDK  
 SW/HW Package for  
 Non-Linear Editor  
 Character Generator  
 Channel Info Server

**Winner of  
 CCTV New  
 Building  
 Project !**



Dayang has won 4 of 7 contracts awarded for the system architecture design of CCTV's New Headquarters Building. The project is budgeted at more than US\$ 700M and has been nominated by Time Magazine as one of the top 10 best buildings in the world in 2007.

**Visit us  
 At NAB08  
 Booth SU10209**



## SHOW OFFICES

### » NAB Staff/NAB Show Management Offices

Area Code is 702

943-3500 Main  
943-3558 Fax

**Advertising & Sponsorship**  
N219 ..... 943-3550

**Attendee Services/Registration**  
Central Hall ..... 943-3582

**BD Metrics/Smart Booth**  
N102

**Career Center**  
NAB Radio & TV Member Lounge  
N243 ..... 943-3501

**Convention Operations**  
N219 ..... 943-3550  
C102 ..... 943-3514  
S221 ..... 943-3542

**DTV Transition Road Show**  
Central Patio

**Exhibitor Registration**  
North Hall and Central Hall ..... 943-3583

**Exhibits/Sales/Operations**  
C102 ..... 943-3512

**Government Relations**  
N218 ..... 943-3507

**Information Centers**  
Central Lobby ..... 943-3538  
North Registration ..... 943-3585  
South Lobby ..... 943-3539

**International Trade Center**  
Central Lobby ..... 943-3577

**Legal & Regulatory Affairs**  
N218 ..... 943-3507

**Meetings & Conferences**  
N219 ..... 943-3550

**Membership (Radio and Television)**  
NAB Radio & TV Member Lounge  
N243 ..... 943-3501

**NAB Education Foundation**  
NAB Radio & TV Member Lounge  
N243

**NABPAC**  
NAB Radio & TV Member Lounge  
N243 ..... 943-3501

**NAB Member Benefit Programs & Associate Membership**  
North Lobby, L10

**NAB Show Exhibit Space Selection**  
N253 ..... 943-3559

**NAB Store**  
Central Lobby ..... 943-3523  
South Lobby ..... 943-3524

**Public Service Pavilion (National Campaigns)**  
N7738

**Newsroom/Marketing Communications**  
N245 ..... 943-3525

**Research & Information Group**  
N219 ..... 943-3550

**Radio**  
N219 ..... 943-3550

**Science & Technology**  
S221 ..... 943-3542

**Television**  
N219 ..... 943-3550

### » Other Offices

**Broadcast Education Association (BEA)**  
BEA Registration

**Expovision Housing**  
North Lobby ..... 943-3519

**Future Media Concepts**  
N263

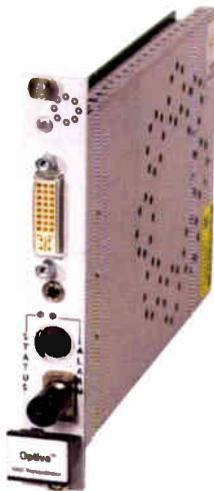
**NAB Show Daily News**  
N229 ..... 943-3503

**Radio Advertising Bureau (RAB)**  
N225 ..... 943-3540

**Technologies for Worship**  
N118 ..... 943-3546

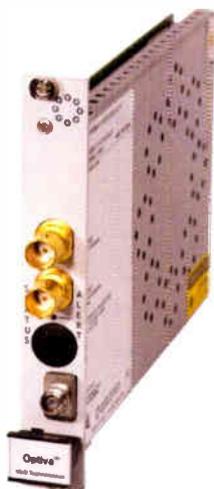
# 3 New Protocols, Same Great Platform

## The Optiva® Series Video / Audio / Data Media Transport System



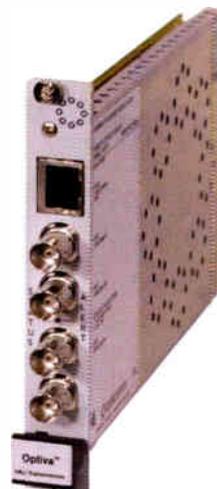
### Dual-Link DVI

- Supports up to 2048 x 1536 @ 60 Hz
- Single-Link & Dual-Link DVI Compatible
- Supports Analog VGA & RGB HV
- Allows for DVI / VGA Signal Conversion
- Balanced & Unbalanced Stereo Audio
- Single or Dual Wavelength options



### 3G HD-SDI

- Up to 1080p, 3Gb/s HD-SDI
- SMPTE 372M, 344M, 292M
- Single Fiber or Dual Fiber
- Standard Insert Card Form Factor
- Dual Interlaced Outputs (optional)
- Local Loopback (optional)



### Optiva® IPTV

- NTSC/PAL Autodetect
- 4 Composite Channels
- 10/100 Ethernet Uplink
- Software Configuration Tools
- MPEG2 Compressed Video Stream
- Stereo Analog Audio (optional)



Opticomm, the leader in broadcast optical transport systems, is now jointly developing with Emcore, new broadcast and broadband transport products based on the popular Optiva Platform. More information is available on our website at [www.emcore.com](http://www.emcore.com) or you can visit us at NAB 2008.



### NEW! 1RU Optiva® Rackmount Enclosure



- Front Panel Status Indication
- Holds up to 4 Optiva Insert Cards
- 19" Standard Rackmount Form Factor
- Supports OptivaView SNMP Network Management

North Hall, BOOTH: N3718

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# OVERVIEW MAP

## Exhibit Hall Hours

### Las Vegas Convention Center (All Halls)

Monday, April 14 – Wednesday, April 16

9:00 am – 6:00 pm

Thursday, April 17

9:00 am – 4:00 pm

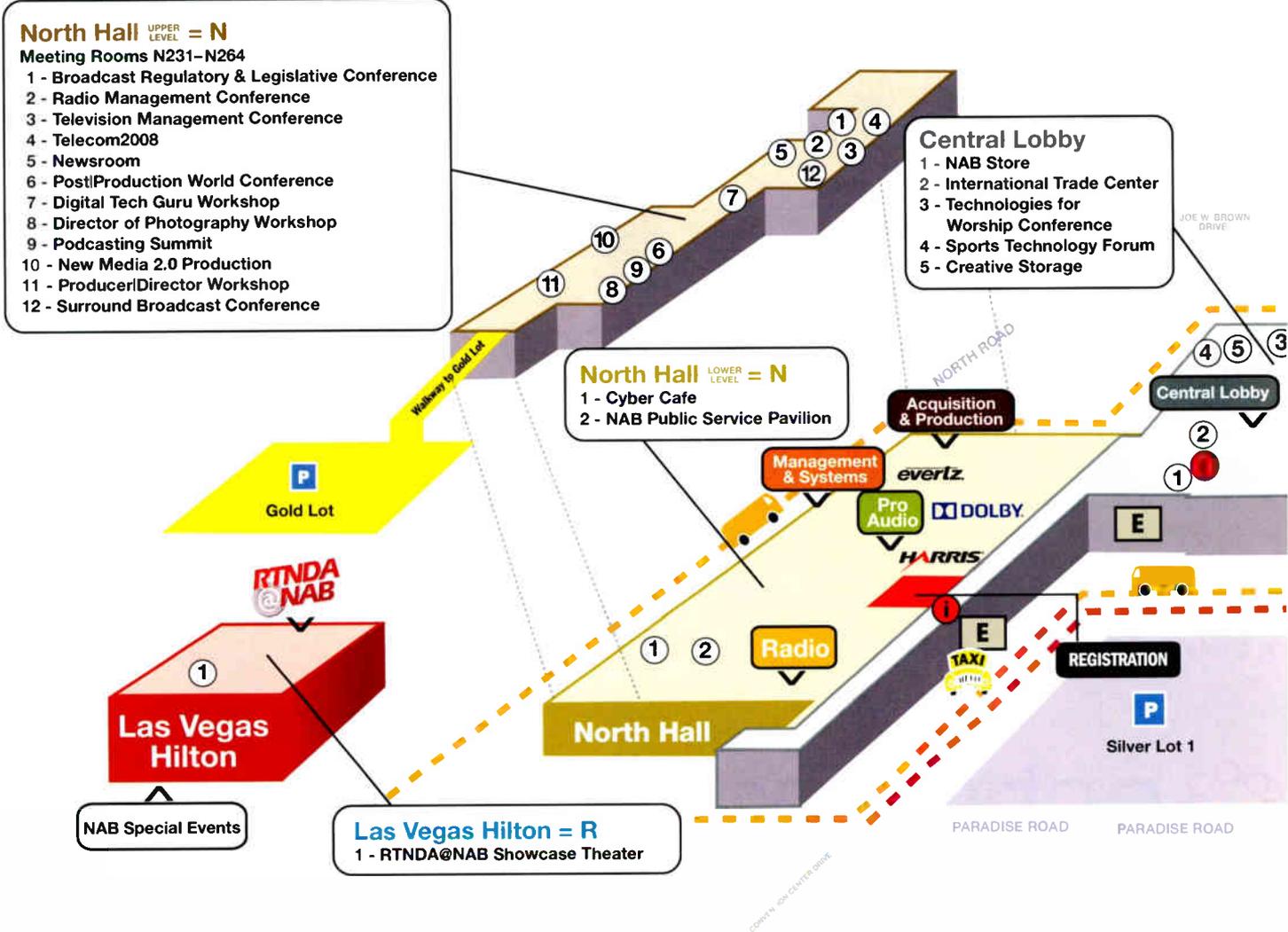
### Las Vegas Hilton (RTNDA@NAB)

Monday, April 14 – Tuesday, April 15

9:00 am – 5:00 pm

Wednesday, April 16

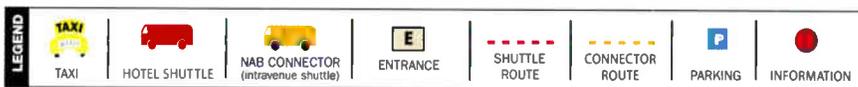
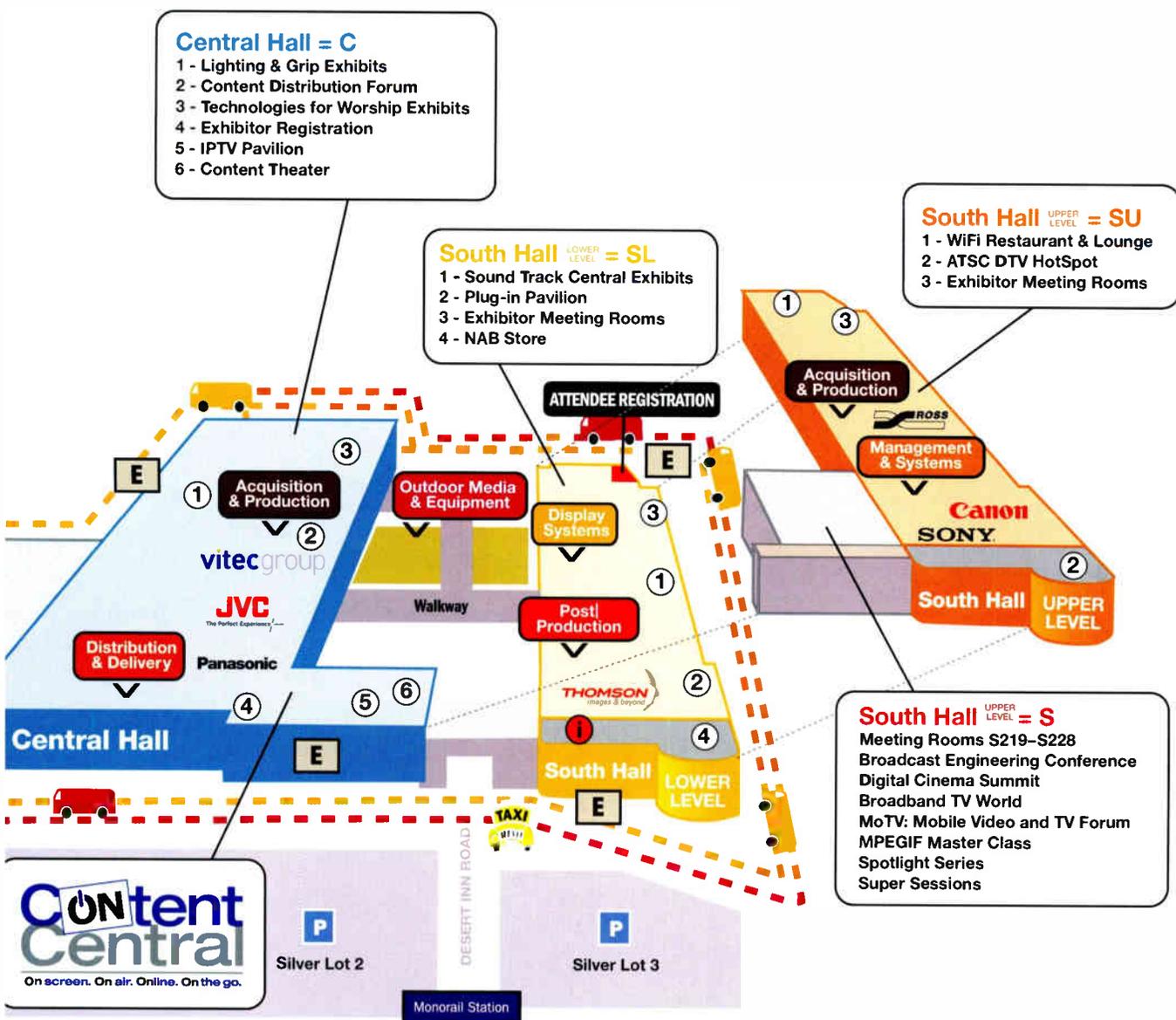
9:00 am – 3:30 pm



**Las Vegas Hilton = R**  
 ■ RTNDA@NAB Showcase Theater  
 ■ NAB Special Events

**North Hall = N**  
 LOWER LEVEL  
 ■ Acquisition & Production  
 ■ Management & Systems  
 ■ Pro Audio  
 ■ Radio

**Central Hall = C**  
 ■ Acquisition & Production  
 ■ Distribution & Delivery  
 ■ Content Theater  
 ■ Content Commerce  
 ■ Technologies for Worship  
 ■ Content Distribution Form  
 ■ IPTV Pavilion



**Outdoor Equipment = OE**

- Outdoor Media & Equipment

**South Hall = SL**

LOWER LEVEL

- Post-Production
- Display Systems
- Plug-in Pavilion

**South Hall = SU**

UPPER LEVEL

- Acquisition & Production
- Management & Systems
- ATSC DTV HotSpot

# Content Central

On screen. On air. Online. On the go.

## Content Central Central Hall

From mobile to movies to podcasting, today's content is always "On." Witness the convergence of content and new technology firsthand at Content Central — the place to become truly plugged in to "what's next." It's the hottest destination on the NAB Show floor!

## Content Distribution Forum

Four days of interactive case studies led by business leaders, technology experts and consultants on the technologies, challenges and trends in content distribution — via satellite, fiber, broadcast, wireless, cable, IPTV, digital signage and multimedia programming for entertainment, business, government and military. Sessions are organized in four tracks.

Co-produced by  

Sponsored by  

## Content Theater

See what happens when top talents use the tools you find on the show floor. Learn how entertainment is created in more ways and for more screens than ever before. Clips, presentations and Q&As generate non-stop energy and education.

Content Theater will present the most innovative cinema, television, broadband and wireless entertainment and examine how it was produced using new tools and technologies. There will be four days of sessions in which hands-on professionals — from directors to visual effects supervisors, from mobile filmmakers to interactive producers — screen episodes and clips and shine a light on their production, post production and distribution.

Programming will include the latest in stereoscopic 3D; animation and visual effects; digital capture; digital workflows; and broadband and wireless entertainment experiences. Sessions will take place in a state-of-the-art, 3D equipped digital theater. Understand how dreams become a reality at the Content Theater.

## IPTV Pavilion

Nothing is hotter in distribution and delivery than IPTV! Explore solutions to launch your program as well as à la carte components to give you that extra edge.

Official Media Partners  

## ★ CONTENT DISTRIBUTION FORUM

### MONDAY, APRIL 14

10:00 am–11:00 am	<b>TRACK: IP Video</b> Who's Ahead? IPTV via Fiber, Cable and Satellite
11:15 am–12:15 pm	<b>TRACK: Mobility</b> Finding the Distribution Model for Mobile Video
1:30 pm–2:30 pm	<b>TRACK: Video Outside the Box</b> Digital Signage: Coming of Age or Still Waiting in the Wings?
2:45 pm–3:45 pm	<b>TRACK: Into the Digital Home</b> But Is It Really HDTV?

### TUESDAY, APRIL 15

10:00 am–11:00 am	<b>TRACK: Mobility</b> What's the Life Expectancy of SNG?
11:15 am–12:15 pm	<b>TRACK: Video Outside the Box</b> The Money-Go-Round: From TV to Internet and Back Again
1:30 pm–2:30 pm	<b>TRACK: Inside the Digital Home</b> Juwiring the Rural Customer
2:45 pm–3:45 pm	<b>TRACK: IP Video</b> Mastering Video Overload in the Enterprise Space

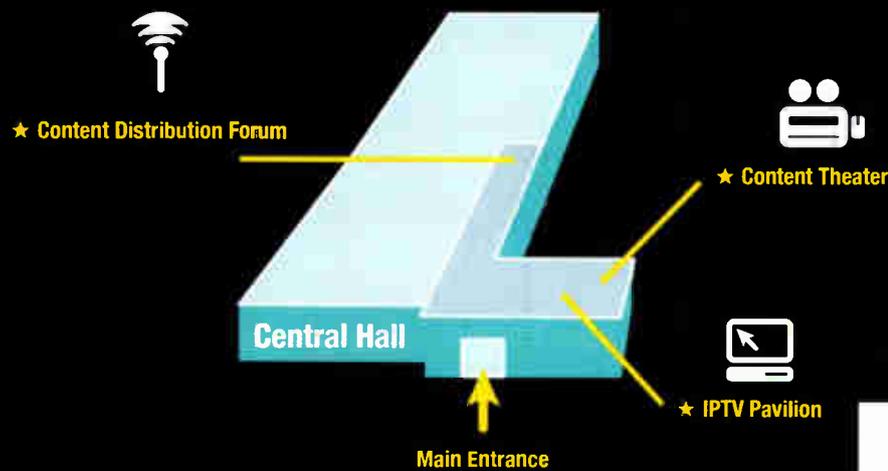
### WEDNESDAY, APRIL 16

10:00 am–1:00 pm	<b>TRACK: Video Outside the Box</b> Crisis Communications: Video and Data in War and Disaster
11:15 am–12:15 pm	<b>TRACK: Inside the Digital Home</b> Locking in the Triple Play: Satellite vs. Fiber and Cable
1:30 pm–2:30 pm	<b>TRACK: IP Video</b> After the World Ends: TV Distribution after February 2009
2:45 pm–3:45 pm	<b>TRACK: Mobility</b> Mobile Video Standards Wars

### THURSDAY, APRIL 17

10:00 am–4:00 pm	Video Highlights of Monday–Wednesday Sessions
------------------	---

Schedules subject to change.



## ★ CONTENT THEATER SCHEDULE

### MONDAY, APRIL 14: Stereoscopic 3D Film

Stereoscopic 3D Program brought to you by **REALD 3D**

Morning Sessions	3D Primer
	Art of 3D Filmmaking
	Journey to the Center of the Earth 3D: Case Study

Afternoon Sessions	U23D: Case Study
	Live 3D Broadcast
	Coming Soon!

### TUESDAY, APRIL 15: VFX, Animation & Digital Capture to Disk

Morning Sessions	Coming Soon!
	Pushing Daisies: Case Study
	Character Animation: CG Technologies Meet Classic Techniques <i>Presented in association with Visual Effects Society</i>

Afternoon Sessions	Red Camera: Case Study
	Indian Animation: Eyeing Global Screens <i>Presented in Association with AnimationXpress.com</i>

### WEDNESDAY, APRIL 16: Broadband, Mobile and New Ventures in Filmmaking

Morning Sessions	Coming Soon!
	Mobilizing Entertainment
Afternoon Sessions	Pole Position: Nascar.com's Interactive TV
	Working without a Net: My Damn Channel
	Declaration of Independents: Broadband Pioneers

Schedules subject to change.

BRENDAN FRASER  
**JOURNEY  
TO THE CENTER OF THE EARTH  
3D**

**U23D**



**SPECIAL ATTRACTIONS**

**ATSC DTV HotSpot  
South Hall Upper Level Lobby (L33)**

Experience the latest in digital technology — unbelievable imagery and amazing sounds — all brought to you by the Advanced Television Systems Committee (ATSC) and the National Association of Broadcasters. The Advanced Television Systems Committee, Inc., is an international, non-profit organization developing voluntary standards for digital television. ATSC member organizations represent broadcast, broadcast equipment, motion picture, consumer electronics, computer, cable, satellite, and semiconductor industries.



**Content Central  
Central Hall**



From mobile to movies to podcasting, today's content is always "On." Witness the convergence of content and new technology firsthand at Content Central — the place to become truly plugged in to "what's next." See page 18 for details.

**DTV Transition Road Show  
Central Patio**

Don't miss the DTV road show booth, where you can see the "DTV Trekker," the giant 20-foot television that is traveling 95,000 miles to more than 600 locations in 200 markets nationwide to help educate consumers about the DTV transition. The DTV road show also includes kiosks that provide demonstrations of the difference between analog and digital signals, educational literature, and fun games you can play to win prizes.



**John Lennon Tour Bus  
C7946**

The John Lennon Educational Tour Bus is a non-profit 501(c)(3) mobile audio and HD video recording and production facility. Since 1998, the Bus has provided free hands-on programs to hundreds of high schools, colleges, Boys and Girls Clubs, music festivals, concerts, conventions and community organizations.



**NAB Public Service Pavilion  
Booth N6132**

Visit the NAB Public Service Pavilion and pick up free public service materials to assist your station in the development and implementation of locally focused community service initiatives. The Public Service Pavilion features representatives from national non-profit organizations as well as public service announcements, programming ideas, resource guides and much more.

**NHK Exhibit  
Central Hall, Booth: C12105**

See the latest innovative advanced research efforts in broadcast technology from NHK including Ultra-HDTV, the Ultra high-speed high-sensitivity and Ultra high-sensitivity HARP cameras, the HDTV system on the LUNAR explorer "KAGUYA" (SELENE), and more.



**NHK Media Technology Exhibit  
Central Hall, Booth: C12105**

The 3D-HDTV Future of the Home Theater is here. An enormous market is expected for 3D-HDTV programs. See stunning 3D-HDTV programs and experience the latest 3D-HD production technology. Presented jointly by NHK Media Technology (formerly NTS) and NEPA (NHK Enterprises America).

**Career Day**  
*Open to all registered attendees.*

**» Wednesday, April 16**

**9:00 am–5:00 am .....LVH Ballroom C**  
Evolving technology makes this an exciting time to work in broadcasting. If you are looking for a career in the industry or hoping to advance in your current position, then Career Day is the event for you. Career Day features a host of broadcasters and other media companies. Job seekers have the opportunity to interview and network with other professionals. There will be nearly 60 broadcast and other media companies from around the country at the Career Fair to meet and interview experienced professionals, college students and entry-level job seekers for their available jobs and internship positions.

Job seekers will be provided with in-depth information and comprehensive tools to enhance their broadcasting careers. Positions will be available in news, sales, engineering and more.

*Produced by*

*Sponsored by*

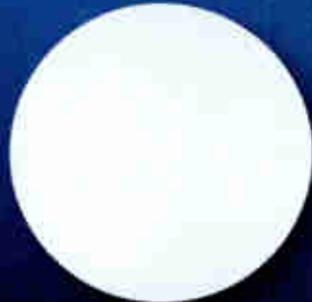
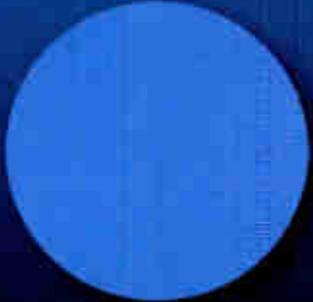
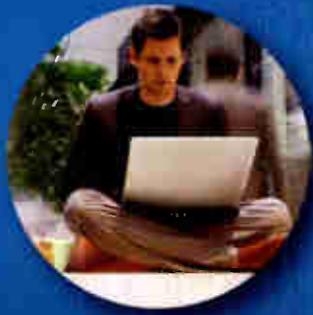
**9:00 am–10:30 am ..... LVH CR 4–5  
Careers in Broadcasting**  
Learn how to get the first interview or advance to a particular market or transition into management.

Presenters: Tom Bier, VP/Station Manager, WISC-TV; Brandi Powell, News Reporter, KFVR-TV; Jam Sardar, Assistant News Director, WLNS-TV; Kenneth Vaughn, Director Staffing Diversity, Emmis Communications

**11:00 am–12:15 pm ..... LVH Ballroom F  
Super Session: What Would Murrow Do?**

**2:15 pm–3:30 pm ..... LVH Ballroom F  
AIRCHECK: Making Your Student Newscast a Success**

**3:45 pm–5:00 pm ..... LVH Ballroom F  
BREAKING NEWS: How did YOU handle THIS crisis?**



# Create. Manage. Experience.

Your customers want access to the latest rich media content and exciting entertainment services, delivered where they want them, when they want them. But how do you bring it all together in an efficient and profitable way?

With Microsoft.

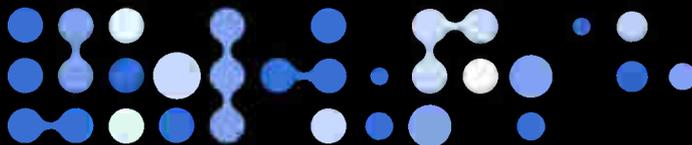
Microsoft's advanced media platform technologies and broad partner ecosystem enable you to create and manage nearly endless varieties of media and deliver stunning entertainment experiences to your customers.

Microsoft provides content creation and management solutions such as Microsoft® Expression® Studio and Microsoft Interactive Media Manager, and enables you to deliver unique experiences to your customers through Microsoft Mediaroom™, Microsoft Silverlight™, and Microsoft Media Center. And, to support you across the entire content value chain, Microsoft offers broadcast business management and business intelligence solutions, as well as new ways to help you monetize rich media content and services.

Join us at NAB2008 or visit us at [www.microsoft.com/media](http://www.microsoft.com/media) to see how Microsoft can help you bring it all together.

NAB2008, April 14–17, 2008

Las Vegas Convention Center, **Microsoft Booth # SL5520**



**Microsoft®**





**I can hip u mak \$. Lots n lotsa \$.**

**Join HipCricket for a mobile marketing panel to  
learn how to grow your station's revenue.**

Monday, April 14th  
10:30 am - 11:45 am, room N235/N237.

HipCricket helps broadcast stations grow revenue by offering advertisers new and more effective ways to reach their audience.

Contact HipCricket today by phone or by texting the word NAB to 36617 to set up a personal informational meeting.

**[www.hipcricket.com](http://www.hipcricket.com) | 425.452.1111**



» Tuesday, April 15

**FCC Breakfast**

**7:30 am–8:45 am** ..... LVH Barron Room  
Open to Broadcast Conference Package registrants only. See page 38 for details.

*Breakfast sponsored by Advanced Broadcast Solutions*

**Broadcast Engineering Conference Breakfast**

**8:00 am–9:00 am** .....LVCC S228  
See page 35 for details.

*Sponsored by The Systems Group*

**InfoSession: Intelsat Breakfast**

**8:30 am–10:30 am** .....LVCC N249/N250  
See page 30 for details.

*Sponsored by Intelsat*

**Content Theater**

**10:00 am–6:00 pm**  
**Content Central, Central Hall**  
See page 19 for schedule.

**Content Distribution Forum**

**10:00 am–4:00 pm**  
**Content Central, Central Hall C7248**  
See page 18 for schedule.

*Sponsored by Ascent Media and Intelsat  
Produced in partnership with SSPI and WTA*

**Radio Luncheon,  
NAB Broadcasting Hall of Fame and  
NAB Crystal Radio Awards Presentation**

**12:00 pm–1:30 pm** ..... LVH Barron Room  
Open to Broadcast Conference registrants and guests.  
Luncheon Ticket Required. See page 40 for details.

*Luncheon sponsored by ASCAP*

**InfoSession: IBM**

**3:30 pm–5:50 pm** .....LVCC S225  
See page 30 for details.

*Sponsored by IBM*

**InfoSession: Echostar Satellite Services**

**4:00 pm–6:30 pm** ..... LVCC N250  
See page 30 for details.

*Sponsored by Echostar Satellite Services*

**The Regulatory Face-Off**

**4:15 pm–5:30 pm** .....LVH Ballroom A  
See page 39 for details.

**Fourth Annual Tuesday Night Party**

**6:00 pm–11:00 pm** .....LVH Ballroom B  
It's the Tuesday Night Party! Come and enjoy live music, drinks, food and fun!

*Sponsored by Orban*

» Wednesday, April 16

**A Conversation with Alvin Toffler —  
The Future of Digital Media**

**9:00 am–10:00 am** ..... LVH Barron Room  
Alvin Toffler has an unusual gift for defining the trends and forces that shape our future in today's knowledge-based economy. *Time* magazine wrote that he has "set the standard by which all subsequent would-be futurists have been measured."

Starting with *Future Shock* in 1970, Toffler accurately forecast the "de-massification" of the mass media, the digital revolution, the success of cable television and the increasing importance of communication. His new book *Revolutionary Wealth* defines the role of "prosumers," whose work as parents, volunteers, hobbyists, and even consumers, pumps virtual wealth into the money economy.

During this conversation, you will undoubtedly hear thoughts that directly translate to the future of your business. Today's technology revolution is bringing with it opportunities that need to be carefully and cautiously evaluated. Traditional business practices are being challenged by new thinking with advanced instant communication as the catalyst. The true leaders of the 21st century will be those who can learn, unlearn, and relearn.

**Career Day**

**9:00 am–5:00 pm** .....LVH Ballroom C  
See page 20 for details.

*Sponsored by Edge Technology, Emmis Communications and  
TANDBERG TV  
Produced by NABEF, BEA and RTNDA*

**Content Theater**

**10:00 am–6:00 pm**  
**Content Central, Central Hall**  
See page 19 for schedule.

**Content Distribution Forum**

**10:00 am–4:00 pm**  
**Content Central, Central Hall C7248**  
See page 18 for schedule.

*Sponsored by Ascent Media and Intelsat  
Produced in partnership with SSPI and WTA*

**Technology Luncheon and Presentation of  
the NAB Engineering Achievement Awards**

**12:00 pm–1:30 pm** ..... LVH Barron Room  
Open to Broadcast Conference registrants and guests.  
Luncheon Ticket Required. See page 37 for details.

*Luncheon sponsored by Samsung*

**Amateur Radio Operators Reception**

**6:00 pm–8:00 pm** .....LVH Ballroom B  
Always one of the most popular events at the NAB Show, this reception draws hundreds of broadcasting's best and brightest. Join us for a relaxed evening and enjoy the fellowship of the radio amateur community. Win fabulous door prizes.

*Sponsored by Heil Sound Ltd.*

» Thursday, April 17

**Content Theater**

**10:00 am–6:00 pm**  
**Content Central, Central Hall**  
See page 19 for schedule.

**Content Distribution Forum**

**10:00 am–4:00 pm**  
**Content Central, Central Hall C7248**  
See page 18 for schedule.

*Sponsored by Ascent Media and Intelsat  
Produced in partnership with SSPI and WTA*

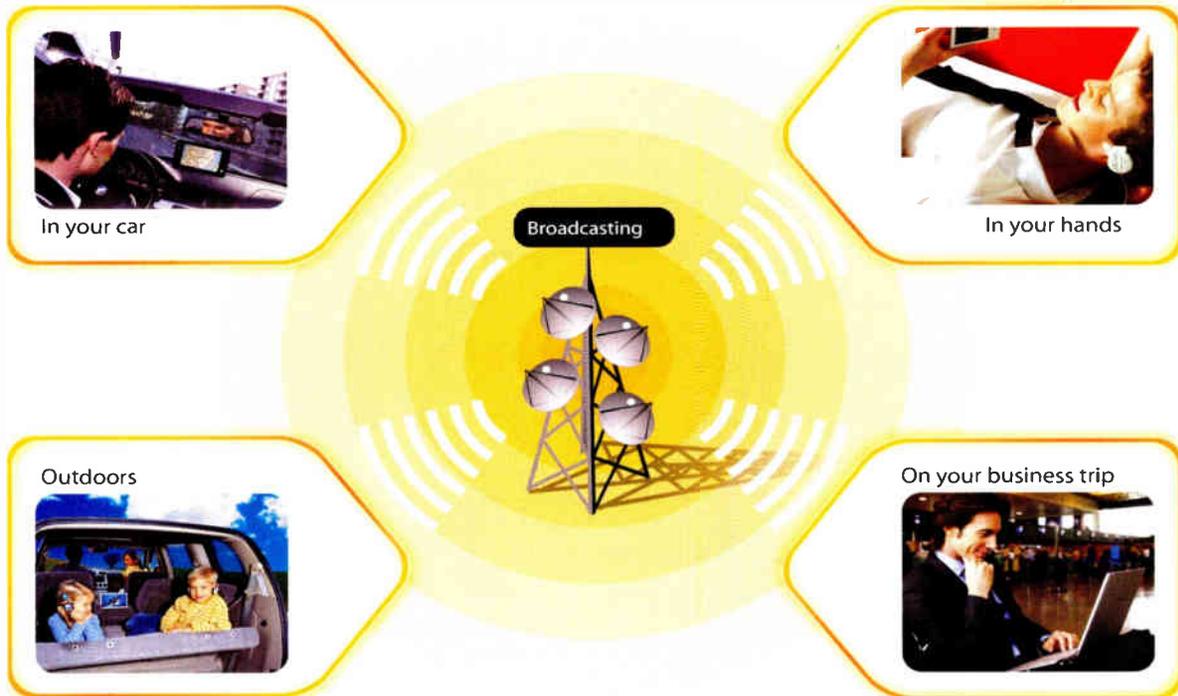


# A-VSB

## The ATSC Mobile Inventor

### End to End Solution Ready to Deliver Local Broadcast Mobile TV

DTV Everywhere You Go



- Proven Backward Compatibility with Conventional DTV
- True Mobility Over Current ATSC Broadcasting Infrastructure
- Cost Optimized, Spectrum Efficient and Easy to Deploy
- Ready for Commercial Launch in 2009

### Visit the A-VSB Initiative at Central Hall C1539

- See complete end-to-end mobile solution including local, national and interactive programming
- See wide range of mobile devices receiving live TV
- Sign up for a live mobile demonstration on the A-VSB bus



# GENERAL SESSIONS

Open to all attendees

## State of the Industry Address and NAB Distinguished Service Award Presentation

Monday, April 14



### State of the Industry Address

**David K. Rehr**  
President and CEO  
NAB

Sponsored by  
**accenture**  
High performance. Delivered.



### NAB Distinguished Service Award

**Charles Osgood**  
Anchor  
CBS News Sunday Morning  
CBS Radio Network, *The Osgood File*

## DTV Transition: Partnering Opportunities for Cable Operators and Broadcasters

Monday, April 14



**David K. Rehr**  
President and CEO  
NAB



**Kyle McSlarrow**  
President and CEO  
National Cable & Telecommunications Association

## A Conversation with Alvin Toffler

Wednesday, April 16



**Alvin Toffler**  
Iconic Author  
*Future Shock*



### Sessions

Included with Conference registration or Exhibits Plus Pass



### A Conversation with Anthony Zuiker

Monday, April 14  
**Anthony E. Zuiker**  
Executive Producer and Creator, *CSI Television Franchise*



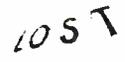
### Digital Innovation: What You Dream Is What You Get

Monday, April 14  
**Todd Bradley**  
Executive Vice President, Personal Systems Group, HP



### Variety Interviews Lost Creative Team

Tuesday, April 15  
**Carlton Cuse**  
Executive Producer, *Lost*



### A Conversation with Doug Liman

Monday, April 14  
**Doug Liman**  
Producer and Director, *The Bourne Identity, Mr. & Mrs. Smith and Jumper*



**Roger Enrico**  
Chairman of the Board, *DreamWorks Animation*



**Damon Lindelof**  
Executive Producer, *Lost*



**Jeffrey Katzenberg**  
CEO and Director, *DreamWorks Animation Via Video*



### From Theme Park to Third Screen

Tuesday, April 15  
**Mark Shapiro**  
President and Chief Executive Officer, *Six Flags, Inc., Six Flags Media Networks*



Arrangements for the appearance of Anthony Zuiker made through Greater Talent Network, Inc., NY, NY.



### Sessions

Included with Conference registration or Exhibits Plus Pass



### Cool Gadgets, Hot Content

Monday, April 14  
**Brian Cooley**  
Editor-at-Large, *CNET, CNET.com*



### IP TV Right Now—Where We Are and What We Have Learned

Tuesday, April 15  
**Enrique Rodriguez**  
Corporate VP, *Microsoft TV*



### A Conversation with Barry Sonnenfeld

Tuesday, April 15  
**Barry Sonnenfeld**  
Executive Producer and Director, *Men in Black I & II, Get Shorty and Pushing Daisies*



### TV 2.0 — Video When, Where and How You Want It

Wednesday, April 16  
**Jason Kilar**  
CEO, *Hulu*



### Social Networking and the Democratization of Broadcasting

Monday, April 14  
**John Gage**  
Chief Researcher & Director of the Science Office, *Sun Microsystems, Inc.*  
Sponsored by **Level(3)**



### The New Hollywood! A New World of Entertainment!

Tuesday, April 15  
**Suzanne Stefanac**  
Director, *AFI Digital Content Lab*



### Digital Signage and Broadcasters: A New Business Model

Wednesday, April 16  
**Jimmy Schaeffler**  
Chairman and CSO, *The Carmel Group*



### New Devices, New Opportunities

Tuesday, April 15  
**Kevin Kahn**  
Intel Senior Fellow, Director, Communications Technology Lab, *Intel Corporation*



### A Million Dollar Look on a Thousand Dollar Budget

Wednesday, April 16  
**Stu Maschwitz**  
Co-founder and Chief Technology Officer, *The Drphanage*



### Tune-in to India's Entertainment Economy: From Emerging to Surging

Wednesday, April 16  
**Farokh Balsara**  
National President, IACC and Partner, *Ernst & Young, India*

# LUNCHEONS

## Television Luncheon

Monday, April 14



**Master of Ceremonies**

**Billy Bush**  
Co-Host  
*Access Hollywood*



**NAB Broadcasting Hall of Fame Television Inductee**

**Bob Barker**  
Retired Host  
*The Price is Right*



Luncheon sponsored by **Microsoft**

## Radio Luncheon

Tuesday, April 15



**Keynote Address**

**Bob Pittman**  
Former CEO, MTV Networks  
Former COO, AOL and AOL Time Warner



**NAB Broadcasting Hall of Fame Radio Inductee**

**Larry Lujack**  
Legendary Radio Personality



Luncheon sponsored by

## Technology Luncheon

Wednesday, April 16



**Keynote Address**

**Ira Flatow**  
Host and Executive Producer  
*Talk of the Nation: Science Friday*

Ira Flatow Photo Credit: Carl Flatow



**Radio Engineering Achievement Award Winner**

**Thomas B. Silliman, P.E.**  
President  
*ERI Inc.*



**Television Engineering Achievement Award Winner**

**Antoon (Tony) Uyttendaele**  
Consultant  
*ABC, Inc.*

Luncheon sponsored by



# CONFERENCE KEYNOTES & FEATURED SPEAKERS

## Post/Production World Conference

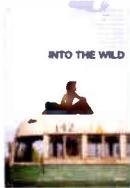
Saturday, April 12 & Sunday, April 13



**Stephen Mirrione, A.C.E.**  
Academy Award-Winning Editor  
*Traffic*



**Jay Cassidy, A.C.E.**  
Academy Award-Nominated Editor  
*Into the Wild*



## Digital Cinema Summit

Saturday, April 12



**John Fithian**  
President & CEO  
National Association of Theatre Owners (NATO)

## Broadcast Engineering Conference

Sunday, April 13



**Robert Schwartz**  
Chief Counsel  
Consumer Electronics Retailers Coalition



**Diane Warren**  
Executive Vice President  
HD Digital Radio™ Alliance

## MPEGIF Master Class

Sunday, April 13



**Satish Menon, Ph.D.**  
CTO  
Yahoo



**Kay Johansson**  
CTO  
MobiTV

## RTNDA@NAB

Paul White Award Ceremony & Reception

Monday, April 14



**Award Recipient**  
**Sam Donaldson**  
ABC Correspondent

## Telecom2008

Monday, April 14



**State of Broadband: Next Generation Networks and the Future of Entertainment**

**Walter McCormick**  
President & CEO  
USTelecom

## Broadcast Regulatory & Legislative Conference

Tuesday, April 15



**The Honorable Jonathan Adelstein**  
FCC Commissioner



**The Honorable Deborah Taylor Tate**  
FCC Commissioner

## Creative Storage Conference

Tuesday, April 15



**Chris Hinton**  
Senior Director of Technology  
*CNN*

## Broadband TV World

Wednesday, April 16



**Change — The Engine of Our Business**

**Sheau Ng**  
VP, Consumer and Broadcast Technology  
*NBC Universal*

**SUPER SESSIONS**



**» Monday, April 14**

**Cool Gadgets, Hot Content**

**1:00 pm–2:30 pm .....LVCC S222**  
In the world of consumer electronics, new products are constantly feeding demand. But which devices are best for content developers? How do manufacturers decide what features to include? Which ones are must-haves for consumers and which ones never get a chance? CNET's Brian Cooley will take you on a ride you won't want to miss.



**Keynote**  
**Brian Cooley**  
Editor-at-Large  
CNET, CNET.com

**Social Networking and the Democratization of Broadcasting**

**3:30 pm–5:00 pm .....LVCC S222**  
It's an age where everyone can broadcast their thoughts, ideas and digital creations worldwide over a variety of platforms. Is this just a passing fad or the start of a new era in broadcasting?



**Keynote**  
**John Gage**  
Chief Researcher & Director of the Science Office  
Sun Microsystems, Inc.

Moderator: Peggy Miles, President & Founder, Intervox Communications

Executive Panelists: John Bernoff, VP & Principal Analyst, Forrester Research; Nick Desai, CEO, Juice Wireless; Dmitry Shapiro, Founder & Chief Innovation Officer, Veoh Networks, Inc.

Sponsored by **Level(3)**

**» Tuesday, April 15**

**New Devices, New Opportunities**

**10:30 am–12:00 pm .....LVCC S222**  
Everyone wants their media, when they want it and on their device. A content evolution has begun — opportunities abound for content creators and distributors! What about the future? Which partnerships are likely to succeed?



**Keynote**  
**Kevin Kahn**  
Intel Senior Fellow, Director, Communications Technology Lab  
Intel Corporation

Moderator: Rick Ducey, Chief Strategy Officer, BIA Financial Network, Inc.

Executive Panelists: Brandon Burgess, Chairman & CEO, ION Media Networks; Gary Gannaway, CEO, WorldNow; Jason Hirschhorn, President, Sling Media Entertainment Group; Tara Maitra, VP/GM of Programming, TiVo; David Wertheimer, Executive Director, Entertainment Technology Center at USC

**IPTV Right Now — Where We Are and What We Have Learned**

**1:00 pm–2:30 pm .....LVCC S222**  
A global view of the technology, with a focus on real-world implementation experiences, content and service provider lessons learned, and an analysis of trends in connected TV over the next 12 months.



**Keynote**  
**Enrique Rodriguez**  
Corporate Vice President  
Microsoft TV

Moderator: Vince Vittore, Program Manager, Yankee Group's Enabling Technologies Service Provider Group

Executive Panelists: Art Hair, CTO, The Walt Disney Studios; Brian Levy, VP & CTO, Communications, Media & Entertainment, Hewlett-Packard Company; Dan York, EVP Programming, AT&T, Inc.

Sponsored by **EDS**

**The New Hollywood! A New World of Entertainment!**

**3:30 pm–5:00 pm .....LVCC S222**  
Hollywood is making the transition to digital in a big way on the big screen. Digital creation, distribution and presentation are transforming the entertainment industry. 3D is coming. Is holographic imaging on the horizon?



**Moderator**  
**Suzanne Stefanac**  
Director  
AFI Digital Content Lab

Executive Panelists: David Gale, VP New Media, MTV Networks; John Honeycutt, VPT & Chief Media Technology Officer, Discovery Communications; Paul Ledak, VP & Chief Technologist, Consumer Electronics Engineering & Technology Services Division, IBM; Barry Rebo, Chairman, Emerging Pictures/Emerging Cinemas, LLC

**» Wednesday, April 16**

**Digital Signage and Broadcasters: A New Business Model**

**10:30 am–12:00 pm .....LVCC S222**  
As traditional advertising and subscription-based content models weaken, can the new business known as digital signage fill in some of the revenue and business model gaps? Is digital signage right for every broadcaster and local content operator? Where and what types of hardware, software and operational examples are being presented? What are the forecasts? Who are the types of stakeholders that are beginning to play on this new information and entertainment turf? This session provides the right people, to bring you the right answers, adding another important layer to future business decision making.



**Moderator**  
**Jimmy Schaeffler**  
Chairman & Chief Service Officer  
The Carmel Group

Executive Panelists: Joseph Amor, VP/GM, Microspace Communications Corporation; Lyle Bunn, Principal & Strategy Architect, Bunn Company; Virginia Cargill, CEO, CBS Outernet; Michael Hudes, Executive Officer & Global Director, Digital Media, Clear Channel Outdoor; Michael Tippetts, CEO, Helios/HughesNet

**A Million Dollar Look on a Thousand Dollar Budget!**

**1:00 pm–2:30 pm .....LVCC S222**  
Today's flexible hardware and software are offering opportunities to create high-quality productions for theater and broadcast on very reasonable budgets. If you love to create projects independently, this is the session for you.



**Keynote**  
**Stu Maschwitz**  
Co-Founder & CTO  
The Orphanage

Moderator: Brian Valente, Partner, Redrock Micro

Executive Panelists: Dave Basulto, CEO, Clarity Pictures; Alex Lindsay, Chief Architect & Founder, dvGarage, Inc.; Taylor Wigton, Director of Photography

**Tune-in to India's Entertainment Economy: From Emerging to Surging**

**3:30 pm–5:00 pm .....LVCC S222**  
India's leading media and entertainment executives will discuss their country's rapid growth in the entertainment industry. Led by Farokh Balsara, the National President of the Indo-America Chamber of Commerce (IACC) and industry veteran, this Super Session will focus on the state of India's entertainment economy, including a discussion of the issues, challenges and opportunities in India in TV, radio, film and new media. A report on the Indian entertainment industry, prepared by Ernst & Young, will also be released.

As session leader, Balsara will provide an update on the business opportunities available in India as a result of economic growth and technological expansion. Balsara's work at the IACC has led to closer communication between U.S. and Indian businesses and has helped strengthen the connection between Hollywood and Bollywood.



**Moderator**  
**Farokh Balsara**  
National President, IACC and Partner  
Ernst & Young, India

Executive Panelists: A. P. Parigi, CEO, Entertainment Network India Limited; Jagdish Kumar, COO, Star TV, India; Sunil Lulla, Group CEO, Alva Brothers Group; Anurag Batra, Promoter & CEO, exchange4media

**SPOTLIGHT SERIES**



» Monday, April 14

**A Conversation with Anthony Zuiker**  
10:30 am–11:30 am .....LVCC S222



**Anthony E. Zuiker**  
CSI Executive Producer and Creator  
CSI



Television is changing as viewers become accustomed to literally hundreds of channels competing for their time. What are the ingredients for developing content that not only captures viewers' interest, but continues to entertain week after week? How can the Internet and mobile technology enhance a brand, create a new audience and generate additional revenue?

CSI: Crime Scene Investigation is doing this today and its creator and executive producer, Anthony Zuiker, has discovered a mix of traditional television and evolving broadband opportunities that are not only working, but also are extremely successful. Zuiker will show how creative ideas, great talent and a healthy dose of risk can open new pathways for existing brands. He will explain why promoting fresh content to a young audience is so important.

Arrangements for the appearance of Anthony Zuiker made through Greater Talent Network Inc., NY, NY.

**Digital Innovation: What You Dream Is What You Get**  
2:30 pm–3:30 pm .....LVCC S222



**Todd Bradley**  
Executive Vice President,  
Personal Systems Group  
HP



**Roger Enrico**  
Chairman of the Board  
DreamWorks Animation



**Jeffrey Katzenberg**  
CEO and Director  
DreamWorks Animation  
Via Video



**A Conversation with Doug Liman**  
5:00 pm–6:00 pm .....LVCC S222



**Doug Liman**  
Producer and Director  
*The Bourne Identity,*  
*Mr. & Mrs. Smith* and *Jumper*

**JUMPER**

» Tuesday, April 15

**Variety Interviews Lost Creative Team**  
9:00 am–10:00 am .....LVCC S222



**Carlton Cuse**  
Executive Producer  
*Lost*



**Damon Lindelof**  
Executive Producer  
*Lost*

**LOST**

The duo will discuss challenges associated with creating a distinctly original television program that has achieved both critical acclaim and massive popularity, along with their vision for delivering compelling program content to increasingly mobile audiences.

Cuse and Lindelof will be interviewed by *Variety* deputy editor of news development Cynthia Littleton. Littleton, a respected veteran entertainment industry reporter, is co-author of the 2007 book, *Season Finale: The Unexpected Rise and Fall of the WB and UPN*.

**A Conversation with Barry Sonnenfeld**  
2:30 pm–3:30 pm .....LVCC S222



**Barry Sonnenfeld**  
Executive Producer and Director  
*Men in Black I & II, Get Shorty,*  
*Pushing Daisies*



While film studios are greenlighting tentpole events, TV is taking more risks with quirkier fare than ever before. Audiences are watching this fresh programming (and their favorite films) on flat screens with surround sound, and it's keeping them glued to their home theaters in droves. What do these changes mean for filmmakers and the viewing public? What's the next big technology that will reshape entertainment, yet again? One of Hollywood's top creative voices shares his insights into the state of filmed entertainment and his hopes and fears for tomorrow.

**From Theme Park to Third Screen**  
5:00 pm–6:00 pm .....LVCC S222



**Mark Shapiro**  
President and CEO  
Six Flags, Inc., Six Flags Media  
Networks



As he brings twenty-one nationwide theme parks into the 21st century via innovation, the former ESPN executive vice president of production and programming — who led an unprecedented 30-month surge of ratings increases in his 3 years at the helm — will share what he has learned along his journey into both industries. His keynote will focus on how the two worlds, although seemingly quite different, share similar goals in an entertainment environment that is re-inventing itself, day by day, minute by minute. Shapiro will discuss the synergy of his recently acquired Dick Clark Productions and his newest media venture, Six Flags Media Networks, an original interactive media solution that will allow advertisers to reach captive audiences with new, often experiential marketing content while enhancing the customers' in-park experience. As the world grows smaller with the expansion of communications, the industries grow ever closer.

» Wednesday, April 16

**TV 2.0 — Video When, Where and How You Want It**  
5:00 pm–6:00 pm .....LVCC S222



**Jason Kilar**  
CEO  
Hulu

**hulu**

The combination of innovative advertising, technology, and distribution models enable content creators and distributors to rapidly and profitably deliver content to consumers across the web. Jason Kilar, CEO of Hulu, shares his insights on the growing opportunity for content creators, distributors and advertisers when media is made available on consumers' terms.



## InfoSessions

Open to all registered attendees.

### » Monday, April 14

#### Addressing Complex Government Video Challenges with Commercial-Off-The-Shelf Technologies

7:00 am–8:30 am .....LVH Ballroom D

For the first time at NAB, government and industry partners share lessons learned using commercial-off-the-shelf (COTS) technologies to manage and distribute video in government applications.

Hear representatives from the National Geospatial Agency, the DoD's Global Broadcast Service, the Range Commanders Council, and commercial and industry subject matter experts describe specific applications for video within their organizations and the real-time, mission-critical issues they face everyday. Panelists will discuss:

- » How video is different from just data
- » The key to tagging data in the battlespace infosphere
- » The total cost of ownership
- » Using COTS integrated broadcast solutions vs. building video systems from molecules
- » How to improve the workflow and increase efficiency of data and video from independent systems

Presented by 

#### Mobile Marketing Panel: Learn How to Grow your Station's Revenue

10:30 am–11:45 am ..... LVCC N235

HipCricket helps broadcast stations grow revenue by offering advertisers new and more effective ways to reach their audience.

Contact HipCricket today by phone or by texting the word NAB to 36617 to set up a personal informational meeting.

Presented by 

#### UNDISINTERMEDIATE! Why Direct to Consumer Media Business Models are Doomed in the Digital World

12:00 pm–1:30 pm .....LVCC S225

Everyone agrees that digital media consumers want to consume the media they want, when, where and how they want, and don't really care how that happens. How can media companies best accommodate the expectations of such a fickle and demanding audience?

Everyone agrees that the Internet should allow content creators to sell directly to the end consumer, avoiding both distributors and retailers. Is it a good idea? How will media companies continue to add value and drive revenue?

Everyone agrees that companies who have tried to sell directly to the end consumer have largely failed. Why?

Everyone agrees that the entire media industry is in a deadlock. Who or what is dead? Who or what is locked?

Everyone agrees that this is a very complex, long-term problem. Well, maybe not everyone.

In an open discussion featuring executives from leading internet portals, networks, consumer device manufacturers and content developers, "Undisintermediate!" will explore the drivers and trends that are reshaping the media industry and offer insights into the emerging business opportunities in the digital media marketplace.

Moderator: David Rips, Principal, Deloitte Consulting LLP

Presented by 

#### ESPRE Solutions, Inc. and VueLIVE.com Live, Relevant, Interactive, Collaborative Video

2:00 pm–4:00 pm .....LVCC S225

Introducing VueLive.com, a live video ASP powered by ESPRE Solutions technology that brings the content creator, user, and technology together on one feature rich platform incorporating the ease and ubiquity of Java.

Finally, a single provider integrates the technology and infrastructure required to provide live and on demand multi-media collaboration and digital broadcast services.

How do we do it?

ESPRE LIVE 3.0™ media platform

ESPRE LIVE Java Smart Player™

ESPRE LIVE Producer™

Lightning Strike™ Codec

ESPRE LIVE Video Router™

ESPRE LIVE Video Gateway™

"Now Watch This!"

Presented by 

### » Tuesday, April 15

#### Intelsat's Breakfast Session

8:30 am–10:30 am ..... LVCC N249

You can find Intelsat at the NAB Show indoor booth #C4837 and outdoor booths #OE402 and #OE346.

We cordially invite all broadcasters, fiber and satellite service customers to attend our annual Breakfast during the 2008 NAB Show to receive updates on:

- » Key Milestones since the last NAB Show
- » International Neighborhoods Update
- » Intelsat Teleport and Fiber Status
- » Our Fleet Overview and Launch and Update
- » Global Scheduling Center performance and staffing

Intelsat is the world's leader in global video distribution and contribution services. With a team of special event broadcast experts located around the world, we deliver live sporting events in HD where and when you need it, with regional knowledge to provide you with seamless end-to-end broadcast services.

Please join us to learn more about our video services and how they can enhance your business.

Be sure to stop by and visit Intelsat to see how we provide "Video for the World!"

Presented by 

#### The End of Advertising as We Know It

3:30 pm–5:30 pm .....LVCC S225

The next 5 years will hold more change for the advertising industry than the previous 50 did. Increasingly empowered consumers, more self-reliant advertisers and ever-evolving technologies are redefining how advertising is sold, created, consumed and tracked. This means that many of the skills and capabilities that were the mainstay of success in the past will need refinement, transformation or even outright replacement. The push for control of attention, creativity, measurements and inventory will reshape the advertising value chain and shift the balance of power. Broadcasters, advertising agencies and media distributors in particular will need to plan for multiple consumer futures, craft agile strategies and build new capabilities before advertising as we know it disappears.

Please join IBM Executives and other industry leaders for a discussion on how they are navigating these developments and opportunities.

Presented by 

#### InfoSession: Echostar Satellite Services

4:00 pm–6:30 pm ..... LVCC N250

Presented by 



**American  
Red Cross**

**FIND OUT HOW YOU CAN**



**CHANGE A LIFE**



**AT NAB BOOTH N6132 (NORTH HALL)**

Please add **Change a Life**, the new American Red Cross Public Service Advertising (PSA) campaign, to your station's rotation!

Visit us at NAB Booth N6132 (North Hall), pick up a **Change a Life** Radio CD, and find out how to access broadcast-ready Change a Life TV PSAs and other Red Cross advertising resources.

Go to [www.redcross.org/advertising](http://www.redcross.org/advertising) to find out more information. **Support the Red Cross and change a life, starting with your own!**

**[www.redcross.org/advertising](http://www.redcross.org/advertising)**

# BROADCAST CONFERENCES SCHEDULE-AT-A-GLANCE

## Broadcast Regulatory Legislative, Radio & Television Management Conferences

- Event Highlights/All Conferences Sessions
- Radio Management Conference
- Broadcast Regulatory & Legislative Conference
- Television Management Conference

### Sunday, April 13

Conference Sessions		
7:00am		
8:00am		
9:00am		
10:00am	Radio/TV Focus in Leadership LVCC N235	
11:00am		
12:00pm		
1:00pm	Representing Your Local Broadcaster ABA/NAB/FCBA Continuing Legal Educational Seminar Bellagio	
2:00pm		
3:00pm		The Whole Enchilada: Getting the Most Out of Your Creative LVCC N239
4:00pm		
5:00pm		
6:00pm		

### Tuesday, April 15

Conference Sessions	
7:00am	
8:00am	FCC Breakfast LVH Barron Room
9:00am	Connecting to Your Audience with Community Service Campaigns — LVCC N239
10:00am	Selling Radio in a Changing Environment — LVCC N239
11:00am	What the World's Best Radio Managers Do Best — LVCC N239
12:00pm	
1:00pm	NAB Radio Luncheon Crystal Radio Awards LVH Barron Room
2:00pm	
3:00pm	How to Activate your Listeners Online — LVCC N239
4:00pm	
5:00pm	Regulatory Face-Off LVH Ballroom A
6:00pm	

### Monday, April 14

Conference Sessions			
7:00am			
8:00am	A Breakfast Invitation Mobile TV: Opportunity at 100 MPH! LVH Ballroom A		
9:00am	State of the Industry Address LVH Barron Room		
10:00am			
11:00am	All Hands on Deck: Unattended Station Operation During an Emergency LVCC N231	New Technologies: New Revenues LVCC N239	The Buck Stops Here: Joint NAB/MSTV OTV Transition Best Practices LVH Ballroom B
12:00pm	Radio Goes Video: The New Business Model of Monetizing Online Video Operation During an Emergency — LVCC N231	How Traditional Media Can Survive, Monetize and Grow Profits in the Digital Age — LVCC N239	
1:00pm	Television Luncheon and Hall of Fame Presentation LVH Barron Room		
2:00pm	Joint RTNDA/NAB Super Session Election 2008: The Home Stretch LVH Ballroom A	Big Money-makers from Small Markets — LVCC N231	Producing, Positioning, and Promoting Your Podcasting LVCC N239
3:00pm		Political Advertising: Taming the Beast of 2008 LVCC N231	Retransmission Consent Negotiations: Cash and Carry? LVCC N239
4:00pm			
5:00pm	OTV Transition: Partnering Opportunities for Cable Operators & Broadcasters LVCC N239		
6:00pm			

## Broadcast Engineering Conference Schedule-at-a-Glance

### Saturday, April 12–Thursday, April 17

Saturday	Sunday	Monday
	Broadcast Engineering Conference Opening Session (9:00 am–9:30 am) LVCC S219	OTV Reception Issues (10:30 am–12:00 pm) LVCC S226
The Ennes Workshop presented by the Society of Broadcast Engineers (SBE) (8:00 am–5:15 pm) LVCC S219	Digital Opportunities for Radio (9:30 am–12:00 pm) LVCC S226	Communicating with Management (10:30 am–12:00 pm) LVCC
		Alternative STL Technologies (1:00 pm–2:30 pm) LVCC S228
IEEE Broadcast Technology Society (BTS) Tutorial: Proposed ATSC Mobile/Handheld Systems (1:00 pm–5:00 pm) LVCC S226	OTV Broadcasting for Mobile and Handheld (9:30 am–5:30 pm) LVCC S219	TV-News and Live Production (1:00 pm–5:30 pm) LVCC S226
	Radio Technology Advancements (1:00 pm–5:30 pm) — LVCC S226	Digital Radio Summit (3:00 pm–5:00 pm) LVCC S228

# Broadcast Conferences: BROADCAST ENGINEERING

**Saturday, April 12–Thursday, April 17**



## » Saturday, April 12

### The SBE Ennes Workshop

**8:00 am–5:15 pm ..... LVCC S219**

This year's SBE/Ennes joint technical session focuses on file-based workflow. Nothing in Broadcast Operations has such far reaching consequences as the inevitable transition to the highly efficient file-based workflows that allow a high quality product with a minimum of resources. This year's SBE/Ennes tutorials directly address the issues of this shift, with the most recognizable presenters in the industry.

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

Moderators: Tom Mikkelsen, Senior Director, Broadcast Operations, MediaFLO USA Inc.; Lewis Zager, Independent Television Broadcast Technology Consultant

### 8:00 am–9:00 am File-based Workflow 101

Presenter: Harlan Neugeboren, CEO, The Workflow and Technology Group, LLC

### 9:00 am–9:10 am Opening Remarks

Chairperson: John Poray, Executive Director, Society of Broadcast Engineers

### 9:10 am–9:55 am Cross Platform Workflow

Presenter: Jim O'Brien, President, Building4Media

### 9:55 am–10:30 am Video Timing and Synchronization in a Web Services Environment

Presenter: Al Kovalick, Fellow, Avid Technology

### 10:35 am–11:20 am Understanding and Describing File-based Workflow

Presenter: Clyde Smith, Turner Broadcasting

### 11:20 am–12:05 pm Broadcast Exchange Format

Presenter: Chris Lennon, Director of Integration and Standards, Software Systems, Harris Broadcast Communications

### 1:15 pm–1:30 pm A Brief History of the Second

Presenter: Al Kovalick, Fellow, Avid Technology

### 1:30 pm–2:15 pm Implementing Workflow Changes

Presenter: John Luff, Consultant, Television Technology Consultant

### 2:15 pm–3:00 pm Business Process Analysis

Presenter: John Footen, Vice President, National TeleConsultants

### 3:00 pm–3:45 pm Codec Performance

Presenter: Michael Wellings, Engineering Director, ResearchChannel

### 3:45 pm–4:30 pm Filed-Based Transmission Process

Presenter: John Wadle, VP for Technology, OmniBus Systems Inc.

### 4:30 pm–5:15 pm Pathfire's Distribution of Files and the Impact on File Based Workflow

Presenter: Joe Fabiano, CTO, Pathfire

### IEEE Broadcast Technology Society (BTS) Tutorial: Proposed ATSC Mobile/Handheld Systems

**1:00 pm–5:00 pm ..... LVCC S226**

The Advanced Television Systems Committee (ATSC) has begun evaluating backward-compatible proposals for delivery of services to mobile and handheld devices using DTV broadcast signals. Work is progressing toward a target completion date for a proposed standard in the first quarter of 2009, so that broadcasters can announce new ATSC-based mobile/handheld services before the end of analog service in February 2009. There are three joint proposals under consideration, each comprising the Physical, Management, and Presentation layers of a complete system. In addition to these full-system proposals, there are three other proposals covering portions of systems.

Chairperson: Tom Gurley, President, IEEE Broadcast Technology Society

### 1:00 pm–1:15 pm Introduction: IEEE-BTS

Chairperson: Tom Gurley, IEEE Broadcast Technology Society

### 1:15 pm–1:45 pm Overview of ATSC Process

Presenter: Mark Aitken, Director, Advanced Technology, Sinclair Broadcast Group

### 1:45 pm–2:45 pm LG Electronics/Zenith/Harris "MPH" Proposal

Presenters: Wayne Brett, Principal Engineer, Zenith Electronics Corp.; John Mailhot, Manager, Video Networking Group, Harris Broadcast Communications

### 2:45 pm–3:45 pm Samsung/Rohde&Schwarz/Nokia Proposal

Presenters: Joonsoo Kim, Samsung; Junehee Lee, Samsung

### 3:45 pm–4:45 pm Thomson/Micronas Proposal

Presenters: David Campana, Thomson; Richard Citta, Chief Scientist, Linx Electronics; Wen Gao, Thomson

### 4:45 pm–5:00 pm Wrap-up

## » Sunday, April 13

### Broadcast Engineering Conference Breakfast 8:00 am–9:00 am ..... LVCC S219

Sponsored by Strobe Tech

Coping with Copyright: From Performance Tax to Streaming LVCC N231		
Television Music Licensing in the Digital World LVCC N231		
The DTV Transition: Turning the Corner LVCC N231		
Everything You Want to Know About the FCC But Were Afraid to Ask LVCC N231		
	Developing a Loyal At-Work Audience with Streaming LVCC N231	GM Internet/New Media Forum (1:00 pm–5:00 pm) LVCC N235
		Future of Digital Media in Television, Film, Newspapers, Magazines & Advertising (4–5 pm) — LVCC N231

Tuesday	Wednesday	Thursday
New Technologies for Radio Listening (9:00 am–11:30 am) LVCC S228	Monitoring and Measurements in the Broadcast Plant—TV (9:00 am–11:00 am) LVCC S226	
Video Content Creation & Manipulation (9:00 am–5:00 pm) LVCC S226	Monitoring and Measurements in the Broadcast Plant—Radio (9:00 am–12:00 pm) LVCC S228	Technology Innovations (9:00 am–11:30 am) LVCC S228
Audio Over IP (1:00 pm–3:00 am) LVCC S228	Television RF & Transmission Systems (11:00 am–4:30 pm) LVCC S226	
Future Broadcast Technologies—A Worldwide Perspective (3:30 pm–4:30 pm) LVCC S228	Technology Luncheon (12:00 pm–1:45 pm) LVH Barron Room	
Next Generation Public Alerting (4:30 pm–5:30 pm) — LVCC S228	Radio RF & Transmission Systems (2:00 pm–5:30 pm) LVCC S228	Codecs, Compression Systems & Scaling for Video (9:00 am–12:00 pm) LVCC S226
	Amateur Radio Operator's Reception (6:00 pm–8:00 pm) — LVH Ballroom B	

**Broadcast Engineering Conference**

**Opening Session**

**9:00 am–9:30 am** ..... LVCC S219

We Can Work Together: Advice to DTV and HD Radio Engineers from the Consumer Electronics Retail Community.

Chairperson: Lynn Claudy, SVP Science & Technology, NAB



**Robert Schwartz**  
Chief Counsel  
Consumer Electronics  
Retailers Coalition



**Diane Warren**  
Executive Vice President  
HD Digital Radio™ Alliance

**Digital Opportunities for Radio**

**9:30 am–12:00 pm** ..... LVCC S226

Chairperson: Paul Shulins, Director of Technical Operations, Greater Media

**9:30 am**

**Conditional Access: The Next Stage in HD Radio™ Evolution**

Presenter: Tom Rucktenwald, Director, Data Applications Sales, NDS

**10:00 am**

**Managing Radio Metadata for Multiplatform Digital Distribution**

Presenter: Daniel Mansergh, Director of Engineering, KQED Public Radio

**10:30 am**

**The Future of Radio in a Changing World**

Presenter: Dave Wilson, Director, Technology & Standards, Consumer Electronics Association

**11:00 am**

**Seeding the Internet — Automating Podcasting with Open Source Tools**

Presenter: Frederick Gleason Jr., President, Paravel Systems LLC

**11:30 am**

**Digital Opportunities for Radio**

Presenters: Melinda Driscoll, New Media Manager, Marketing & Channel Distribution, American Public Media; Laura Jensen, Deputy Director, Business Architecture, NPR; Nick Kereakos, Senior Manager, Broadcast Production & Operations, American Public Media

**DTV Broadcasting for Mobile and Handheld**

**9:30 am–5:30 pm** ..... LVCC S219

Chairperson: Mark Richer, President, Advanced Television Systems Committee

**9:30 am–11:00 am**

Panelists: Dave Glenn, President of Engineering, Ion Media TV; John Godfrey, Samsung; Wayne Luplow, VP HDTV Standards & Promotion, Zenith/LG Electronics Corporation; David Virag, Product Management, Thomson Silicon Components

**11:00 am**

**Managing the Unmanageable: Transforming Media for Multi-Channel, Multiplatform Delivery**

Presenter: John Pallett, Product Manager, Telestream, Inc.

**11:30 am**

**Producing vs. Repurposing for Multiple Platforms**

Chairperson: Dave Converse, VP & Director of Engineering, ABC/Disney Television Stations Group

Presenter: Pete Sockett, Chief Engineer, WRAL TV

**1:00 pm**

**Make Your Mobile TV Network a Reality**

Presenter: Jean Macher, Director of IPTV & Mobile TV Marketing, Thomson Grass Valley

**1:30 pm**

**Creating Content for Broadcast, Film and the Internet**

Presenter: Michael Castro, VP Operations, National Geographic Television

**2:00 pm**

**Local and Ultra Local Content in Broadcast Mobile TV**

Presenter: Richard Lhermitte, VP Systems & Partnerships, ENENSYS Technologies

**2:30 pm**

**The Role of File-based Workflows and Metadata in Repurposing Content for the Web and Mobile TV**

Presenter: Mark Bishop, Director of Engineering, Integrated Production Solutions, Thomson Grass Valley

**3:00 pm**

**Deploying Advanced Technologies to Increase QoS and Reduce Costs in DVB-H**

Presenter: Marshall Porter, Director of Mobile, Digital Fountain

**3:30 pm**

**New Techniques for Mobile TV Broadcasting Based on ISDB-T**

Presenter: Masahiro Okano, NHK, Japan's Sole Public Broadcaster

**4:00 pm**

**Preserving SFN in a Broadcast Network Using IP Distribution**

Presenter: Nicolas Fannechere, VP Marketing, ENENSYS Technologies

**4:30 pm**

**Encoding for Mobile TV — Lessons Learned for Successful Deployments**

Presenter: Boris Felts, VP Product Marketing, Envivio, Inc.

**5:00 pm**

**Backward Compatible Enhancement of ATSC Terrestrial Television Broadcast Standards for Mobile and Handheld Reception**

Presenter: Wen Gao, Thomson

**Radio Technology Advancements**

**1:00 pm–5:30 pm** ..... LVCC S226

Chairperson: Milford Smith, VP Engineering, Greater Media, Inc.

**1:00 pm**

**Radio Broadcasters: Building File-Based Networks**

Presenters: Gary Pelkey, System Architect, Wegener; Eric Wiler, VP Technology, Jones Radio Networks

**1:30 pm**

**HD Audio Quality and Netcasting**

Presenter: Greg Ogonowski, VP Product Development, Orban/CRL, Inc.

**2:00 pm**

**From ITM to ITWOM: Correcting, Completing, and Updating the Longley-Rice Irregular Terrain Model**

Presenter: Sid Shumate, President, Givens & Bell, Inc./D of E & Sr. Appraiser, BIAfn, Givens & Bell, Inc.

**2:30 pm**

**Can the Public Internet be used for Broadcast Applications?**

Presenter: Simon Daniels, Sales Manager – Europe, APT

**3:00 pm**

**A New Approach to Peak-to-Average-Power Reduction for FM IBOC Transmission**

Presenter: Philipp Schmid, Research Engineer, Nautek

**3:30 pm**

**Field Tests for Service Area and Handover Service in T-DMB**

Presenter: Kim SangHun, KBS

**4:00 pm**

**An Improved Coverage Prediction Method for HD Radio**

Presenter: John Kean, Senior Technologist, NPR Labs – National Public Radio

**4:30 pm**

**Brazil's Digital Radio Technology Choices**

Presenter: Acacio Luiz Costa, General Director, Mix TV Network, Sao Paulo Brazil

**5:00 pm**

**Advances in Digital Measurement Techniques for FM Broadcast**

Presenters: Frederic Allard, Project Manager, Audemat-Aztec; Tony Peterle, Technical Support Manager, C.S.R.E, Audemat, Inc.

**Broadcast Engineering Conference Reception**  
**5:30 pm–7:00 pm** ..... LVCC S224

Sponsored by DIVERSIFIED SYSTEMS

**» Monday, April 14**

**Communicating with Management**

**10:30 am–12:00 pm** ..... LVCC S228

Ask any manager what his biggest staff issue is, and he'll probably say communication. With multiple station responsibilities, today's engineer has to juggle a variety of tasks — communication one of them. For the manager, adding the "black science" of engineering to the communication mix, and many withdraw from what they don't understand. Rather than work in a void, this session will discuss ways to get management on your side — elevating your department's standing while providing personal satisfaction. Some of the most common communication problems will be addressed — with workable solutions. Techniques on how to get the manager's commitment to the engineering department will also be discussed. A list of discussion bullet points will be offered, to help apprise your manager of engineering's most important issues; and some techniques to keep the manager involved — without that glazed-over look. The session will also address management's biggest issues with engineering — how you can correct them. The session will provide a variety of simple, yet effective, techniques that will raise you and your department in the eyes of your manager; and that can be used to advance your career.

Moderator: Chriss Scherer, Editor, Immediate Past President, *Radio Magazine*, SBE

Presenter: John Bisset, North East Regional Sales Manager, *Broadcast Electronics*

**Engineering Communicating with Management Panel**

**11:15 am–12:00 pm ..... LVCC S228**

Panelists: David Isreal, VP/General Manager, WFVY-FM/WMXQ – FM; Don Kelley, VP/Director of Programming, Greater Media, Inc.; Gary Kline, VP Engineering & IT, Cumulus Media; Paul Tinkle, President, Thunderbolt Broadcasting Company

**DTV Reception Issues**

**10:30 am–12:00 pm ..... LVCC S226**

Chairperson: Al Grossniklaus, Director of Engineering & Operations, WTHR NBC 13

**10:30 am**

**DTV Reception in an Urban Environment**

Presenter: William Meintel, Partner, Meintel, Sgrignoli, & Wallace, LLC

**11:00 am**

**New Neighbors: Can Wireless Microphones and Consumer Devices Coexist in the White Spaces?**

Presenter: Christopher Lyons, Manager, Technical & Educational Communications, Shure Incorporated

**11:30 am**

**Measurement Results of Consumer Indoor Antennas**

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

**Alternative STL Technologies**

**1:00 pm–2:30 pm ..... LVCC S228**

Chairperson: Paul Shulins, Director of Technical Operations, Greater Media

**1:00 pm**

**The HD Radio STL: Issues, Options and Technologies**

Presenter: Bob Band, Business Development Manager, Harris Broadcast Communications

**1:30 pm**

**The Best of Synchronous with the Best of IP**

Presenter: Guy Gampell, Sales Manager – Asia, APT

**2:00 pm**

**Robust HD Radio Exporter to Engine Architecture**

Presenter: Tim Anderson, FM/Digital Radio Product Line Manager, Harris Broadcast Communications

**TV News and Live Production**

**1:00 pm–5:30 pm ..... LVCC S226**

Chairperson: Wayne Kube, Technology Manager, Broadcast Media, Belo Corporation

**1:00 pm**

**News ML-G2: Metadata for News Exchange**

Presenter: Jean-Pierre Evain, Senior Engineer, European Broadcasting Union (EBU)

**1:30 pm**

**Advanced Video Image Technologies for Live Sports TV Productions**

Presenter: Kimihiro Tomiyama, Advanced Video Image Technologies for Live Sports TV Productions, NHK (Japan Broadcasting Corporation)

**2:00 pm**

**Managing Multiformat Images for the Broadcast News Environment**

Presenter: Karl Paulsen, CTO, AZCAR Technologies

**2:30 pm**

**Best Practices: Using IP in Broadcast TV**

Presenter: Joel Wilhite, Solution Manager, Harmonic Inc.

**3:00 pm**

**Live Integrated Production Systems Streamline Live Workflow**

Presenter: Ken Swanton, President, Broadcast Pix

**3:30 pm**

**Making Field Applications Bandwidth Efficient**

Presenter: Mick Gardina, Director of Vertical Sales, iDirect Technologies

**4:00 pm**

**High Definition Electronic News Gathering (HD-ENG) Field Test Report**

Presenter: Walter Sidas, Director, Broadcast Transmission Engineer, CBS Broadcast Inc.

**4:30 pm**

**NBC Universal's New IPTV Distribution System**

Presenter: Robert Goldfarb, Director, Distribution & Affiliate Projects, NBC Universal

**5:00 pm**

**Understanding and Implementing an Ultra-fast Time-To-Air Workflow by Integrating Metadata**

Presenter: Ed Casaccia, Director of Product Management & Marketing, Thomson

**Digital Radio Summit**

**3:00 pm–5:00 pm ..... LVCC S228**

Chairperson: Barry Thomas, VP Engineering – Radio, Lincoln Financial Media

**3:00 pm**

**Bandwidth & Frequency Allocation Issues in International Digital Radio AM & FM Broadcasting**

Presenter: Chuck Kelly, Director, International Sales, Nautel

**3:30 pm**

**New Standards and Codecs for European Digital Broadcasting**

Presenter: Olaf Korte, Fraunhofer IIS

**4:00 pm**

**Mobile Coverage Optimization by Polarization Diversity in VHF and UHF Propagation**

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

**4:30 pm**

**Does Your Yotta Byte?**

Presenter: Andrew Janitschek, Director, Production Support, Radio Free Asia

**» Tuesday, April 15**

**Broadcast Engineering Conference Breakfast**

**8:00 am–9:00 am ..... LVCC S228**

Sponsored by



**New Technologies for Radio Listening**

**9:00 am–11:30 am ..... LVCC S228**

Chairperson: Steve Fluker, Director of Engineering, Cox Radio/Orlando

**9:00 am**

**Utilizing IP Networks for Seamless FM Simulcasting over Multiple Transmitters**

Presenter: Junius Kim, Engineering Project Manager, Harris Broadcast Communications

**9:30 am**

**Practical Considerations of Radio Broadcast Operations in an Arbitron PPM™ Market**

Presenter: Larry Paulausky, Chief Engineer, Greater Media, Inc.

**ESPRE Solutions Inc. InfoSession**  
*Open to all registered attendees.*

**ESPRE Solutions, Inc. and VueLIVE.com**

**Live, Relevant, Interactive, Collaborative Video**

**» Monday, April 14**

**2:00 pm–4:00 pm ..... LVCC S225**

Introducing VueLive.com, a live video ASP powered by ESPRE Solutions technology that brings the content creator, user, and technology together on one feature rich platform incorporating the ease and ubiquity of Java.

Finally, a single provider integrates the technology and infrastructure required to provide live and on demand multi-media collaboration and digital broadcast services.

How do we do it?

- ESPRE LIVE 3.0™ media platform
- ESPRE LIVE Java Smart Player™
- ESPRE LIVE Producer™
- Lightning Strike™ Codec
- ESPRE LIVE Video Router™
- ESPRE LIVE Video Gateway™

*"Now Watch This!"*

Presented by

**10:30 am**  
**Audio Mixing Requirements in Next Generation Broadcast Receivers for Audio Description and Other Enhanced Features**

Presenter: Roland Vlaicu, Senior Technical Marketing Manager, Broadcast Business Unit, Dolby Laboratories

**11:00 am**  
**HDTV System Onboard the Lunar Explorer Kaguya (SELENE)**

Presenter: Seiji Mitsuhashi, NHK (Japan Broadcasting Corporation)

**Codecs, Compression Systems & Scaling for Video**

**9:00 am–12:00 pm ..... LVCC S226**

Chairperson: Graham Jones, Director, Communications Engineering, NAB

**9:00 am**  
**10 bit High Quality MPEG-4 AVC Video Compression**

Presenter: Matthew Compton, Head of Compression Algorithms Research Group, TANDBERG Television

**9:30 am**  
**Practical Applications of Compression Standards**

Presenter: Todd Roth, VP Technology, NEXIO Server Systems, Harris Broadcast Communications

**10:00 am**  
**Providing Spatial Scalability Using Scalable Video Coding to Mobile Broadcasting**

Presenter: In Joon Cho, Korean Broadcasting System

**10:30 am**  
**Scalable Video Coding (SVC) and Broadcast Delivery of 1080P High Definition**

Presenter: Elie Sader, Product Marketing Manager, Encoders, Harmonic Inc.

**11:00 am**  
**Understanding and Implementing JPEG 2000 Compression for Long-form EFP Acquisition**

Presenter: John Naylor, Program Director, Infinity Series Product Line, Thomson

**11:30 am**  
**Bridging the Gap with HD Transcoding**

Presenter: Tim Simerly, Video Systems Architect, Texas Instruments

**Broadcast Conferences: BROADCAST REGULATORY & LEGISLATIVE**

**Sunday, April 13–Tuesday, April 15**

**» Sunday, April 13**

**ABA/NAB/FCBA Continuing Legal Education Seminar: Representing Your Local Broadcaster 7:30 am–6:00 pm ..... Bellagio**

Over the past several years, the annual seminar on Representing Your Local Broadcaster has become one of the preeminent broadcast law programs in the country. The reason is a renewed focus on the practical, daily issues facing stations and their lawyers.

For our 27th year, we will look at the major issues facing our industry from a unique perspective suggested by the book, *A Wrinkle In Time*, in which three children travel or “tesseract” through time and space with the help of three unusual beings they know as Mrs. Who, Mrs. Which and Mrs. Whatsit. They must go to the planet of Camazotz to rescue their father who is being held by “IT” who seeks to impose sameness on all.

The day promises to be spirited, practical, penetrating and relevant — the makings of an excellent seminar program!

Separate onsite registration available at the Bellagio — Registration Desk 2.

**» Monday, April 14**

**Retransmission Consent Negotiations: Cash & Carry? 2:30 pm–3:50 pm ..... LVCC N239**

Digital signal carriage. Compensation. Good faith negotiation requirements. Consent for carriage over the Internet or wireless systems. Experts will address the host of business and legal issues you need to know to conclude favorable carriage agreements.

Moderator: Ben Ivins, Senior Associate General Counsel, Legal & Regulatory Affairs, NAB

Panelists: Seth Davidson, Esq., Fleischman & Walsh, LLP; Wade Hargrove, Esq., Brooks Pierce McLendon Humphrey & Leonard LLP; Kevin Latek, Esq., Dow Lohness PLLC; Mike Nilsson, Esq., Harris, Wiltshire, & Grannis LLP

**Political Advertising: Taming the Beast of 2008 2:30 pm–3:50 pm ..... LVCC N231**

2008 is proving to be an active and historic year for political races. Radio and television broadcasters need to be fully prepared to tackle the complex rules of political advertising, from lowest unit charge and equal opportunities, to sponsorship identification, candidate certifications and beyond. Don't miss this opportunity to get advice direct from the experts.

Moderator: Ann Bobeck, Assistant General Counsel, Legal & Regulatory Affairs, NAB

Panelists: Bobby Baker, Head of Political Programming Staff, FCC; Dawn Sciarrino, Esq., Sciarrino and Associates PLLC; Gregg Skall, Esq., Womble Carlyle Sandridge & Rice

**DTV Transition: Partnering Opportunities for Cable Operators & Broadcasters 4:00 pm–5:30 pm ..... LVCC N239**

See page 22 for details.

**» Tuesday, April 15**

**FCC Breakfast 7:30 am–8:45 am ..... LVH Barron Room**

With all the issues facing broadcasters today, it is more critical than ever to attend this high-powered breakfast. Hear straight from the top about what's on the plate for broadcasters this year.

Moderator: David K. Rehr, President and CEO, NAB



**Coping with Copyright: From Performance Tax to Internet Streaming 9:00 am–10:15 am ..... LVCC N231**

Performance tax and Internet streaming rates are hot topics for Washington legislators. But while Congress debates, what's a broadcaster to do? Our experts tell you what you need to know about pending legislation, royalty rates, and how to comply with current regulations.

Moderator: Suzanne Head, Associate General Counsel, NAB

Panelists: David Oxenford, Partner, Davis Wright Tremaine LLP; Jennifer Tatel, Associate, Sidley Austin LLC

**Television Music Licensing in the Digital World 10:30 am–12:00 pm ..... LVCC N231**

Moderator: Ben Ivins, Senior Associate General Counsel, Legal & Regulatory Affairs, NAB

Panelists: Will Hoyt, Executive Director, Television Music License Committee; Charles Sennet, Senior Counsel, Tribune Broadcasting Corp.

**The DTV Transition: Turning the Corner**  
**12:30 pm–2:00 pm**.....LVCC N231

With February 19 literally just around the corner, what do you need to do to make your transition to digital as smooth as possible? What are the regulations you need to be aware of? What are the pieces you need to move around the board to prevent a checkmate? We know and we'll tell you in this timely and critically informative interactive session about the issues, new and old, surrounding the digital transition.

Moderators: Jonathan Collegio, VP Digital Television Transition, NAB; Marsha MacBride, EVP Legal & Regulatory Affairs, NAB  
 Panelists: Robert Rini, Esq., Rini Coran PC; Bryan Tramont, Chief of Staff, Chairman's Office, FCC

**Everything You Want to Know About FCC Regulation But Have Been Afraid to Ask**  
**2:30 pm–3:45 pm**.....LVCC N231

From advertising to zoning, localism to public interest obligations, FCC policies are increasingly affecting broadcast stations and your business. Join our panel of experts for a wide-ranging discussion of the FCC's enforcement practices and new regulatory initiatives.

Moderator: Jerianne Timmerman, SVP/Deputy General Counsel, Legal & Regulatory Affairs, NAB  
 Panelists: Jack Goodman, Esq., Wilmer Cutler Pickering Hale and Dorr LLP; Frank Jazzo, Esq., Fletcher Heald and Hildreth PLC; Marissa Repp, Esq., Hogan and Hartson, LLP

**The Regulatory Face-Off**  
**4:15 pm–5:30 pm**..... LVH Ballroom A

Bringing together the people who make the rules, this session features leading policy-makers so you can get information straight from the source. For insight on our industry and its priorities in Washington, don't miss this session.

■ ■ ■ ■ ■ ■ ■ ■ ■ ■  
**Broadcast Conferences:**  
**RADIO MANAGEMENT**

**Sunday, April 13–Tuesday, April 15**

» **Sunday, April 13**

**Radio/TV Focus on Leadership**  
**8:30 am–1:30 pm**.....LVCC N235  
 See page 43 for details.

**The Whole Enchilada: Getting the Most Out of Your Creative**  
**2:00 pm–4:00 pm**.....LVCC N239

Creative is more than just spots. It's about sound creative strategies and direction that get the most out of your client's campaign. By working through the inspiration, creative and production process, you'll learn how to develop tools that can help keep everything on track and focused. This hands-on session shows how you can take a simple idea and turn it into campaigns your listeners and clients will love.  
 Presenter: Doug Zanger, Founder, xhang creative

» **Monday, April 14**

**All Hands on Deck: Unattended Station Operation During an Emergency**  
**10:30 am–11:20 am**.....LVCC N231

What plan does your station have in place to react to a community emergency if, by chance, it occurs while the station itself is unattended? Learn the most effective procedures for alerting and serving the public during an emergency which are currently in place at other radio stations across America.

Moderator: Jane Mago, SVP & General Counsel, Legal & Regulatory Affairs, NAB  
 Panelists: Travis Cronen, Operations Manager/IT Director, Cherry Creek Radio LLC, Denver, CO; Bruce Goldsen, President & GM, Jackson Radio Works, Inc., Jackson, MI

**New Technologies: New Revenues**  
**10:30 am–11:20 am**.....LVCC N239

The explosion of new technologies creates new competition for all media, but it also creates new and lucrative opportunities for radio stations and companies willing to launch creative strategies that better serve their audiences and their advertisers. Learn how to emulate the success of some of the most innovative radio operators of our generation.

Presenter: Deb Esayan, VP Integrated Sales, Emmis Interactive, Chicago, IL

**HipCricket InfoSession**  
*Open to all registered attendees.*

**Mobile Marketing Panel:  
 Learn How to Grow  
 Your Station's Revenue**

» **Monday, April 14**  
**10:30 am–11:45 am**..... N235

HipCricket helps broadcast stations grow revenue by offering advertisers new and more effective ways to reach their audience. Contact HipCricket today by phone or by **texting the word NAB to 36617** to set up a personal informational meeting.

Presented by



**How Traditional Media Can Survive, Monetize and Grow Profits in the Digital Age**

**11:30 am–12:20 pm .....LVCC N239**  
 Sheila F. Kirby, President Strategic Sales Development for Interep National Radio Sales will take you through an in-depth presentation on the integration of traditional and digital media assets. Fortune 1000 companies and their agency partners are migrating online at a fast and furious rate at the expense of our traditional media budgets. For broadcasters to profit in the first decades of the new millennium, they must offer integrated touchpoints that move the needle for advertisers and agencies. You will walk away with a step-by-step plan on how to survive, monetize and grow your radio profits in a digital age.

Panelist: Sheila Kirby, President, Strategic Sales Development, Interep

**Radio Goes Video: The New Business Model of Monetizing Online Video**

**11:30 am–12:20 pm .....LVCC N231**  
 Video and visual images of the latest current events and breaking news are top drivers of traffic to the Web. Local market ad dollars are shifting from legacy media to online in record amounts. Now is the time to turn your station's Web site into a revenue generator with relevant online video content, regardless of format, in order to capture your share of the market.

Moderator: Tom Callahan, General Manager, Radio Division, Associated Press Broadcast News Center, Washington, DC

Panelist: Dan Halyburton, SVP/Market Manager, Emmis Communications, New York, NY

**Producing, Positioning, and Promoting Your Podcasting**

**1:30 pm–2:20 pm .....LVCC N239**  
 Podcasting has come into its own and many media outlets are using the new platform to further their messages and produce positive revenues. Find out what makes a good podcast, how to make it appealing to listeners, and why you need to promote it across multiple media.

Presenter: Holland Cooke, News/Talk Specialist, McVay Media

**Big Moneymakers from Small Markets**

**1:30 pm–2:20 pm .....LVCC N231**  
 Many of the biggest moneymaking ideas in Radio germinated in some of the smallest markets, where managers and sellers know they have to react quickly, creatively, and productively when their clients need help! Hear the best new ideas from the best small-market thinkers in this no-holds-barred idea swap.

Panelist: Sylvia Allen, President, Allen Consulting, Inc.

**Political Advertising: Taming the Beast of 2008**

**2:30 pm–3:50 pm .....LVCC N231**  
 2008 is proving to be an active and historic year for political races. Radio and television broadcasters need to be fully prepared to tackle the complex rules of political advertising, from lowest unit charge and equal opportunities, to sponsorship identification, candidate certifications and beyond. Don't miss this opportunity to get advice direct from the experts.

Moderator: Ann Bobeck, Assistant General Counsel, Legal & Regulatory Affairs, NAB

Panelists: Bobby Baker, Head of Political Programming Staff, FCC; Dawn Sciarrino, Esq., Sciarrino and Associates PLLC; Gregg Skall, Esq., Womble Carlyle Sandridge & Rice

**» Tuesday, April 15**

**FCC Breakfast**

**7:30 am–8:45 am .....LVH Barron Room**  
 See page 38 for details.



**Connecting to Your Audience with Community Service Campaigns**

**9:00 am–9:50 am .....LVCC N239**  
 What can Radio offer its listeners that an MP3 player, satellite radio and the Internet cannot? A personal connection with the audience via community service campaigns. Learn what works best, what to avoid, and why these campaigns are more vital now than ever to a station's survival — all from a Crystal Radio Award winning panel of experts.

Moderator: Loraine Ballard-Morill, News and Community Affairs Director, Clear Channel Radio, Philadelphia, PA

Panelists: Mary Campbell, Vice President/CFD, Omni Broadcasting, Bemidji, MN; Chris Redgrave, VP/GM, Bonneville Salt Lake Group, Salt Lake City, UT

**Selling Radio in a Changing Environment**

**10:00 am–10:50 am .....LVCC N239**  
 A slowing economy plus changes in the media landscape represent new challenges for Radio and the clients we serve. In this session, we'll explore current economics, changing consumer attitudes, the opportunities and challenges of new media, how major advertisers build long-term brand share during economic downturns, how and why Radio traditionally outperforms other media during challenging economic times, and the tools you'll need to ensure success for you and your clients in 2008 and beyond.

Presenters: Mike Mahone, EVP Services, RAB; John Potter, VP/ Director of Radio Training Academy, RAB

**What the World's Best Radio Managers Do Best**

**11:00 am–11:50 am .....LVCC N239**  
 Thanks to modern communications and transportation technology, it's easier than ever to find and adapt new ideas, wherever they originated. Our clients and their advertising agencies do this routinely, but many radio broadcasters have been reluctant to consider great ideas that aren't "home-grown." Here's your chance to find out what strategies are building audiences and making money in other countries, and how easy it can be for you to adapt those ideas to build your own local success in your own unique environment.

Moderator: Bud Stiker, VP International Development, RAB

Panelists: Christo Grozev, Chairman of the Board, Radio Corp. Netherlands; Yuri Kostin, Vice President, PMBC Broadcasting Corp., Moscow, Russia; Mathieu Sibille, CEO International Operations, NRJ International, Paris, France

**Radio Luncheon, NAB Broadcasting Hall of Fame & Crystal Radio Award Presentations**

**12:15 pm–2:00 pm .....LVH Barron Room**  
 Join us as we celebrate what's great about Radio! We'll highlight Radio's long-standing commitment to community service as we honor the 50 finalists and announce the 10 winners of this year's NAB Crystal Radio Awards. We'll also pay tribute to one of Radio's legendary disc jockeys, Larry Lujack, by inducting him into the NAB Broadcasting Hall of Fame. And media innovator Robert W. Pittman will share his insights as the luncheon speaker. There's no such thing as a free lunch — but this is one lunch that is definitely worth the price of a ticket!

New this year! NAB will be presenting the first-ever Crystal Heritage Award for long-term commitment to community service to WUSL-FM Philadelphia.



**Keynote**  
**Bob Pittman**  
 Former CEO, MTV Networks  
 Former COO, AOL and AOL Time Warner



**NAB Broadcasting Hall of Fame Radio Inductee**  
**Larry Lujack**  
 Legendary Radio Personality  
 Chicago, IL



**How to Activate Your Listeners Online**

**2:30 pm–3:20 pm .....LVCC N239**  
 Every day there are new Web sites earning your listeners' attention. How do you keep up? And how do you produce unique content that keeps them coming back, or even talking about your station's brand online? This session is a how-to guide for exactly that. We'll discuss what radio station Web sites are doing in different sized markets, both in the U.S. and abroad, to become homepage worthy. We'll review the latest online trends in media for audience engagement. We'll also discuss how you can use the most cutting edge consumer trends to activate your listeners and turn your P1's into evangelists. After this session, you should be able to improve your station's digital offering, run a better meeting about digital with your team and learn how to consistently improve the way you incorporate new media into your terrestrial media.

Presenter: Zach Braiker, President & Founder, Refine+Focus

**Developing a Loyal At-Work Audience with Streaming**

**3:30 pm–4:20 pm .....LVCC N231**  
 Your station carries the best content in the market, yet people don't seem to notice during the hours of nine to five. Learn the tricks of the trade to developing a measurable daytime audience with online streaming.

Presenter: Zach Brand, Director, NPR Digital Media

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**The Future of Digital Media in Television, Film, Newspapers, Magazines, and Advertising**

**4:00 pm–5:00 pm** .....LVCC N231  
 NAMAS represents a national community of professionals and independents including executives, producers, creatives, technologists and students working in all aspects of the media industry, from print to electronic, and the related fields of advertising and marketing. Creating a bridge between old media and new, the National Academy of Media Arts and Sciences explores the new media model from both perspectives, fostering and engaging in an important inter-media dialogue. Here, we will examine how converging media technologies are redefining traditional distribution methods; how interactive and on-demand services are changing when, where, and how we consume information, entertainment, and news; and how consumer behavior patterns are thusly affected. Living in a virtual realm and “thinking digitally,” we are all making strides to understand and utilize new and emerging technologies.

Presenters: Terry Denson, VP Programming & Marketing, Verizon; Seth Haberman, President & CEO, Visible World; Chuck Dages, EVP Emerging Technology, Warner Bros.; George Kliarkoff, Chief Digital Officer, WBCU; Scott Cohen, President & CEO, DimeStore Media; Vivian Schiller, SVP/GM, NYTimes.com

**The Regulatory Face-Off**

**4:15 pm–5:30 pm** .....LVH Ballroom A  
 See page 39 for details.

**Broadcast Conferences: NABEF CAREER DEVELOPMENT PROGRAM**

» **Sunday, April 13**

**Radio/TV Focus on Leadership**

**8:30 am–1:30 pm** .....LVCC N235  
 The Focus on Leadership seminars are brought to you by the Broadcast Leadership Training Program (BLT), the NAB Management Development Seminar for Television Executives (MDS) and the NAB Executive Development Program for Radio Broadcasters (EDP). The following sessions are open to broadcast managers, executives and operators attending the NAB Show.

**8:30 am–10:30 am  
 Innovation and the Entrepreneur**

Learn the difference between an entrepreneur and an intrapreneur and how to effectively inspire and lead innovation within your organization.

Presenter: Steven Rogers, Kellogg School of Management, Northwestern University

**10:30 am–1:30 pm  
 Grow Your Online Audience with Hyper-Local Content**

This high energy session will demonstrate how broadcasters can take advantage of their Internet presence and other platforms to create hyper-local content to drive audience, viewers and advertisers. As a Dotcom pioneer and self-described Internet geek, Rob Curley will offer broadcasters some insight to generate compelling content that can be distributed online, over the air or via any mobile device.

Presenter: Rob Curley, Washington Post Newsweek Interactive

**BROADBAND TV WORLD**

» **Wednesday, April 16**

Co-produced by **iHollywoodForum**  
the business of digital entertainment

**Welcome and Introduction**

**9:00 am–9:10 am** .....LVCC S219  
 Host: Michael Stroud, CEO & Co-Founder, iHollywood Forum

**Redefining Video for Multiple Screens**

**9:10 am–10:00 am** .....LVCC S219  
 Video and film used to have only two homes: the movie screen and the TV set. Now, video also lives on PCs, mobile phones, portable devices, game consoles and emerging platforms. How are content creators, broadcasters and operators dealing with consumers' shrinking attention span? Do multiple screens represent new revenue opportunities — or will they cannibalize TV's core revenue?

Panelists: Jeff Danley, GM, Sprint TV and Steaming Multimedia; Dmitry Shapiro, Founder & Chief Innovation Officer, Veoh Networks, Inc.; Clyde D. Smith, SVP, Global Broadcast Technology & Standards, Turner Broadcasting System, Inc.; Jon Vlassopoulos, VP Business Development, Digital Media & Strategic Planning, Endemol USA; Mitch Weinraub, Executive Director – Products & Services, Comcast Media Center

**Keynote: Change — The Engine of Our Business**

**10:00 am–10:30 am** .....LVCC S219  
 The talk will briefly examine the changes taking place in the media industry, from a “video-in-the-home” business to “video-everywhere” business. It goes through the transformation within one broadcast company from its TV-centric past to its media-centric present. Along the way, threats and opportunities abound for all.



**Keynote**  
**Sheau Ng**  
 VP Consumer & Broadcast  
 Technology Standards, & Policy  
 NBC Universal

**Keynote: Motorola**

**10:30 am–11:00 am** .....LVCC S219

**Developments in the UK VOD Market**

**11:00 am–11:30 am** .....LVCC S219  
 The UK market is at the forefront of broadband television and ioko, having delivered VOD platforms for Sky, Channel 4, ITV and the BBC, is uniquely positioned to comment on the latest developments. Sixty percent of the UK's eleven million broadband users are now using these platforms. Most of the players have MS/Intel P2P download services but several business models abound. This presentation will consider which business models are coming to the fore. Will P2P prevail? What is the future for open standards and traditional play-out? Based on our extensive experience we will also consider how the market is playing out in the USA, referencing our work with some of our U.S. customers.

Presenter: Fearghal Kelly, VP Media Solutions, ioko

**Networking Break & Product Showcase**  
**11:30 am–11:50 am** ..... LVCC S224

**The Networks Take Charge, Sort Of**  
**11:50 am–12:35 pm** ..... LVCC S225

NBC and Fox's Hulu joint venture and others alike are part of broadcast and cable networks' drive to wrench control of their assets from aggregators, dictate terms, and take a larger percentage of their shows' profits. But how much control do the networks really have in an environment where most of their shows can already be viewed for free or hacked throughout the Web?

Presenters: Sanjay Desai, VP Product Marketing, Brightcove; David Mercer, Principal Analyst, Strategy Analytics, ESPN; Simon Nelson, Controller, Portfolio & Multiplatform, BBC Vision

**Video Search for Unlimited Channels**  
**11:50 am–12:35 pm** ..... LVCC S219

It can be difficult to find something you want to watch on TV when your cable provider offers a few hundred channels. The problem becomes infinitely worse in an IPTV world of unlimited channels — including community channels, video-on-demand, video from the Web and family videos. The solution lies in a combination of user interface and search algorithms.

Presenters: Suranga Chandratillake, Founder & CEO, blinkx, Inc.; Randall Hounsell, VP Search & Discovery, Comcast; Alex Kanakaris, Founder & Chairman, Wi-Fi TV Inc.; Evan Young, Director of Broadband Services, TiVo

**Networking Lunch & Product Showcase**  
**12:40 pm–1:30 pm** ..... LVCC S224

**Keynote: Is this the End of Linear Television?**  
**12:40 pm–1:30 pm** ..... LVCC S219

Keynote: David Wolf, Senior Executive, Digital Media Practice Lead, Accenture

**The Billion Dollar Question: How Will Video Ads Make Money?**  
**1:30 pm–2:20 pm** ..... LVCC S219

The popularity of digital video notwithstanding, the fact remains that business models for making money from broadband video on the Internet are sketchy at best. If the video must be free, are banner ads and short ads at the beginning or end of video clips really the best way to grab viewers? Are all networks ready to follow Fox's example and share revenue with their affiliates from their Web and mobile content?

Moderator: Patrick Monaghan, Senior Analyst, Consumer Research, Yankee Group

Presenters: Matt Kaplan, VP Creative & Client Services, PermissionTV; Michael King, President, Abacast Inc.; Sandy Malcolm, Executive Producer, CNN.com video – CNN.com; Emily O'Halloran, Senior Executive, Digital Advertising Lead, Accenture; Paula Reinman, Director, Marketing, Microsoft TV; Lance Ware, CTO, Technicolor Electronic Distribution Services

**Digital Rights in a Cross-Platform World**  
**1:30 pm–2:20 pm** ..... LVCC S225

Operators and content owners are seeking to maximize the value of their businesses by repurposing programming across multiple platforms: TV, Internet, mobile, games, and so on. But the strategy could backfire if it invites wholesale piracy. How can intellectual property be protected without "dumbing it down" by degrading the quality of video storage to prevent it from being copied?

Moderator: Rick Levine, Senior Manager, Digital Rights Management Lead, Accenture

Presenters: Amena Ali, CMO, Arxan Technologies, Inc.; Shawn Ambwanim, VP Licensing & Business Development, Intertrust Technologies; Judson Cary, VP, Dept General Counsel, CableLabs; Derek Kuhn, Senior Director for Strategy, North America, Alcatel-Lucent; Glenn Morten, CTO & EVP Engineering, Widevine Technologies, Inc.

**Dispatch from the TV Wars**  
**2:30 pm–3:20 pm** ..... LVCC S219

As AT&T, Verizon and smaller IPTV services roll out their products to millions of TV viewers, how much market share are they gaining from incumbent cable, satellite and broadcast providers? Is the battle being fought on the price, bundles, technology, service, or all of the above?

Presenters: Thierry Fautier, Director of Telco Solutions, Harmonic Inc.; Len Feldman, Director, IPTV Analysis, Multimedia Research Group, Inc. (MRG); Ben Huang, Director of Product Management, Microsoft TV

**Featured Presentation: Starts with IP, Ends with TV — It is Still a Television Service**  
**3:20 pm–3:30 pm** ..... LVCC S219

The concept of delivering video over existing IP networks has enthused the telecommunication world. They see new opportunities and an exponential boost to their dwindling revenues. However, they have their set of worries too — how to overcome challenges the IP media presents in delivering content.

Presenter: Danny Wilson, President & CEO, Pixelmetrix Corporation

**Resuscitating VOD**  
**3:30 pm–4:15 pm** ..... LVCC S219

Adult movies aside, video-on-demand has been hobbled by high prices, consumer indifference and lack of quality content. Studios have been reluctant to release their top films and catalogs, fearing that VOD will hurt DVD sales and television rights. VOD on the Internet hasn't even left the starting gates. How can VOD's promise finally be realized?

Presenter: Bruce David Eisen, President, Digital Advisors

**Networking Reception**  
**4:15 pm–5:15 pm** ..... LVCC S224

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**CREATIVE STORAGE CONFERENCE**

» Tuesday, April 15

Co-produced by **Coughlin Associates**

**Introduction and Market Analysis**  
**8:00 am–8:15 am** ..... LVCC N119

Tom Coughlin, President, Coughlin Associates

**Storage in Content Capture and Creation**  
**8:15 am–9:45 am** ..... LVCC N119

This session explores the changing role of storage for content capture for professional applications including cameras and field editing equipment. It will also include discussions of digital storage in animation and special effects.

Presenter: Kevin Shively, Executive Vice President, TV Worldwide

**Keynote**  
**10:00 am–10:45 am** ..... LVCC N119



**Keynote**  
**Chris Hinton**  
 Senior Director of Technology  
 CNN

**Storage for Professional Content Editing and Post Production**  
**10:45 am–12:15 pm** ..... LVCC N119

Direct attached storage has been the mainstay of professional non-linear editing. Although direct attached storage is still heavily used network storage technologies are beginning to reach performance levels that can support many editing applications. This session explores direct attached, networked storage as well as grid and other advanced storage architectures to support non-linear editing and post production.

Moderator: Phillip Hodgetts, President, Intelligent Assistance

**Lunch**  
**12:15 pm–1:15 pm** ..... LVCC N119

**Keynote**  
**1:15 pm–2:00 pm** ..... LVCC N119

**Content Delivery and Archiving Digital Storage**  
**2:00 pm–3:30 pm** ..... LVCC N119

This session explores the evolving requirements of traditional and non-traditional content delivery markets. This includes video on demand, cable and satellite distribution and network distribution. It also explores digital storage opportunities in video and content downloading and social networking. Digital storage for content archiving will also be discussed.

Presenter: Guy Finley, President, LSA

**New Roles and Models for Physical Distribution**

**4:15 pm–4:15 pm**.....LVCC N119  
 This session looks at new physical media distribution models including flash, hard disk drives and higher capacity optical discs as well as new kiosk models for getting content for static home and mobile devices. What are the requirements and opportunities and how can these new models tie into working business models?

Moderator: Raymond Lucchesi, President, Silverton Consulting, Inc.

**Entertainment and Media Users Session**

**4:15 pm–5:15 pm**.....LVCC N119  
 This session includes notable end users of digital storage from the entertainment and media industry discussing their uses and issues with digital storage in this industry.

Presenter: Marty Shindler, CEO, The Shindler Perspective

**Reception**

**5:30 pm–6:30 pm**.....LVCC N119

**DIGITAL CINEMA SUMMIT**

**Saturday, April 12–Sunday, April 13**

Co-produced by  in association with  ETC Entertainment Technology Center

» **Saturday, April 12**

**Digital Cinema Summit Breakfast**

**7:30 am–8:30 am**.....LVCC S222

Sponsored by  DIGITAL CINEMA

**Session Opening Remarks**

**8:30 am–8:45 am**.....LVCC S222

**Digital Cinematography: From HD to 4K**

**8:45 am–10:00 am**.....LVCC S222  
 Digital cameras for motion picture origination continue to surface. New generation 2/3-inch 3-imager HD acquisition technology has recently arrived. Single sensor systems based on variants of the 35mm image format are also in the marketplace. A lively industry discussion on the promise of 4K has garnered global attention. These panelists, representing these exciting new technologies, will discuss the merits of each.

Moderator: Larry Thorpe, National Marketing Executive, Canon USA, Inc.

Panelists: Peter Centen, Group Leader R&D, Thomson Grass Valley; John Galt, SVP Advanced Digital Imaging, Panavision; Bill Lovell, Head of Digital Department, ARRI Media; Yasuhiko Mikami, Sr. Manager, Planning Dept, Sony; Graeme Nattress, Problem Solver, RED; Rick Robinson, Director of Marketing, Vision Research; Dan Rosen, CTO, Dalsa Digital Cinema

**Report from ASC: Look Management and its Relationship to Digital Cameras**

**10:00 am–10:45 am**.....LVCC S222

How can the Cinematographer best control his photographic vision with digital cameras? How can the director and cinematographer assure that the captured images will support artistic vision throughout the production process? What tools are needed in post production to achieve a consistent look?

Presenters: Curtis Clark, President & CEO, ASC; Lou Levinson, Senior Colorist, Post Logic Studios; Josh Pines, VP Imaging Research & Development, Technicolor Digital Intermediates

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**Stereoscopic Movie Making**

**11:00 am–12:00 pm** ..... LVCC S222  
 3D image capture has introduced a new set of creative tools for use by the Cinematographer — along with new challenges. Learn about the technical advancements and creative innovations from today's pioneers in stereoscopic production.

Moderator: Buzz Hays, Sr. VFX Producer, Sony Pictures Imageworks

Panelists: Jim Mainard, Head of Production Development, DreamWorks Animation; Steve Schklair, 3ality Digital Systems; David C. Seigle, President, In-Three, Inc.

**Keynote**

**1:00 pm–2:00 pm** ..... LVCC S222

**News from DCI**

**2:00 pm–2:15 pm** ..... LVCC S222  
 Digital Cinema Initiatives, LLC, a major force behind digital cinema, was created by six major motion picture studios: Disney, Fox, Paramount Pictures, Sony Pictures Entertainment, Universal Studios and Warner Bros. Studios. This session will provide an update on progress in setting standards and implementing a compliance testing program.

Presenter: Al Barton, VP Digital Cinema Technologies, Sony Pictures Entertainment

**Spotlight on Projection Technology: Is Laser Light Source Practical?**

**2:15 pm–3:00 pm** ..... LVCC S222  
 The enjoyment of motion pictures is all about lighting up the theater screen with engaging images that tell a story. For over fifty years, short-arc Xenon lamps have provided the light to make movies possible. But is that about to change? Recent advancements in laser technology open the prospect of projection systems with longer life, extraordinary efficiency and a vastly expanded color gamut.

Moderator: Casey Stack, President, Laser Compliance

Presenters: Bill Beck, CEO, Laser Light Engines; Greg Niven, VP Sales & Marketing, Arasor (formerly Novalux)

**Digital Cinema Standards: An Update on SMPTE DC-28**

**3:15 pm–3:30 pm** ..... LVCC S222  
 A comprehensive set of industry standards has enabled digital cinema to become reality. This session will provide a first-hand update of the extensive progress in standards activity within the SMPTE digital cinema committees, and will explain what's in store for the next phase of standardization.

Presenter: David Schnuelle, Sr. Director, Image Technology, Dolby Laboratories

**The Production Pipeline: Digital Intermediate Takes Over**

**3:30 pm–4:30 pm** ..... LVCC S222  
 With several years of work and hundreds of features "in the can," there have been many lessons learned about the evolving digital production pipeline. Virtually every major movie distributed today comes from a digital intermediate. How is 4K affecting the workflow? Can we use compression to streamline the process?

Moderator: Wendy Aylsworth, VP Technology, Warner Bros.

Panelists: Mitch Bogdanwicz, Post Logic Studios; Siegfried Foessel, Fraunhofer IIS; Glenn Kennel, VP/GM, Feature Film, Laser Pacific

**New Dimensions — New Challenges: Real World Experience with 3D**

**4:30 pm–5:30 pm** ..... LVCC S222  
 Just when you thought you mastered the art of digital video production, along comes stereoscopic production to make your life even more interesting. This session will address some of the interesting challenges and creative solutions that have recently emerged in release of 3D films.

Moderator: Howard H. Lukk, VP Production Technology, Walt Disney Studios

Presenters: Wendy Aylsworth, VP Technology, Warner Bros.; John Nicolard, Head of Digital Production, FotoKem Digital Film Services

**» Sunday, April 13**

**Digital Cinema Summit Breakfast**

**7:30 am–8:30 am** ..... LVCC S222



**The Exhibition Perspective: Truth and Consequences in the D-Cinema Rollout**

**8:30 am–9:30 am** ..... LVCC S222  
 Now approaching 5000 screens worldwide, digital cinema is showing both its strengths and its warts. Leading theatre operators from the U.S. and overseas will provide their perspectives on the most important change in motion picture exhibition in the last 80 years.

Moderator: Michael Karagosian, President, MKPE Consulting LLC

Panelists: Jeff Butkovsky, CTO, Access IT; Dan Huerta, Director of Technology, AMC; John Missale, CTO, Screen Vision

**Thwarting In-theater Piracy**

**9:30 am–10:15 am** ..... LVCC S222  
 Preventing theft of first-run theatrical releases is of concern to everyone in the industry. But protecting content is a delicate balance between security and practicality. This session will explore the progress and plans for keeping movies secure from opportunistic thievery.

Moderator: Steven Weinstein, President & CEO, Movielabs

Panelists: Richard Atkinson, Disney; Randy Kelley, CEO, Red Tail Corporation; Pierre-Anthony Lemieux, Technology Strategy, Dolby Laboratories, Inc.; Ronald Maandonks, General Manager, Philips Content Identification

**Report from NATO**

**10:15 am–10:30 am** ..... LVCC S222  
 We'll hear news from NATO's work in its Digital Cinema System Requirements. This effort addressed the interoperability and performance required of the in-theatre digital cinema components and infrastructure not addressed by DCI.

Moderator: Michael Karagosian, President, MKPE Consulting LLC

**Perspective from the Art Director's Guild: The Impact of Digital Photography**

**10:45 am–11:30 am** ..... LVCC S222  
 How are digital cameras affecting lighting, wardrobe and make-up? Can you still cheat on the backdrop? The Art Directors Guild hosts this panel of production experts from a variety of trades who are adapting to the new digital world.

Moderator: Tom Walsh, President, Art Director's Guild

Panelists: Yoojung Han, Production Designer; Cynthia Obsenares, Costume Designer, Sampaguita Productions

**ISDCF Report**

**11:30 am–11:45 am** ..... LVCC S222  
 The Intersociety Digital Cinema Forum continues its important work in bridging between content producers, exhibitors and manufacturers. Important progress has been made, but much work remains to iron the wrinkles from the worldwide D-Cinema roll-out.

Presenter: David Reisner, Digital Cinema Consultant, D-Cinema Consulting

**Keynote**

**1:00 pm–2:00 pm** ..... LVCC S222



**John Fithian**  
 President & CEO  
 National Association of  
 Theatre Owners (NATO)

**Global Initiative: An International Update on Rollout**

**2:00 pm–2:45 pm** ..... LVCC S222  
 Digital Cinema is truly a global initiative, with important contributions and deployments in Europe, South America and Asia. Innovators from around the globe will provide a briefing on progress in D-cinema outside the U.S.

Presenter: Pete Buckingham, Head of Distribution & Exhibition, UK Film Council

**Practical D-Cinema Mastering**

**3:00 pm–4:00 pm** ..... LVCC S222  
 Urban legend has it that mastering movies for distribution to digital cinema theaters is so complex and expensive that only the biggest studios can do it. Myth buster John Hurst will explain the process in plain English, and demonstrate how the independent filmmaker can make DCI-compliant distribution files using readily available, inexpensive software tools.

Moderator: John Hurst, CTO, Cinecort

Presenters: Nick Mitchell, Production Engineer, Technicolor; Jim Whittlesey, VP Digital Cinema Technologies, Deluxe Digital Media

**Stereoscopic Projection Systems**

**4:00 pm–5:00 pm** ..... LVCC S222  
 The exploding popularity of 3D motion pictures has fueled dramatic innovation in stereoscopic projection technology. It's come a long way since the days of cardboard red/blue glasses — and even since last year's Digital Cinema Summit! Hear first hand about what's new from the leading innovators in 3D imaging.

Moderator: David Monk, Professor, EDCF

Panelists: Simon Cho, CTO, Master Image Co. Ltd.; Joshua Greer, CEO & Co-Founder, REAL D; Boyd MacNaughton, President, NuVision; David Schnuelle, Sr. Director, Image Technology, Dolby Laboratories

**Closing Comments**

**5:00 pm–5:15 pm** ..... LVCC S222

# DIGITAL TECH GURU WORKSHOP

Saturday, April 12–Sunday, April 13



## » Saturday, April 12

### HD Formats Overview: From HDV to D5 9:00 am–10:15 am .....LVCC N250

It's become a world of acronyms for postproduction professionals. HDV, DVCPRO HD, HDCAM, etc.... the list is long and complicated. HD formats abound with different sampling rates, compression ratios and resolutions. Determining what your facility should work in for all stages of postproduction, regardless of how your video was acquired, can be a delicate but critical decision process. This session will explore the formats of HD as it applies to post professionals and their workflow.

Presenter: Lowell Kay, President & Founder, DR Group

### PPWC Keynote: Steven Mirrione, A.C.E., Academy Award-Winning Editor, *Traffic* 10:30 am–11:30 am .....LVCC N250

See page 56 for details.

### Storage Area Network Strategies and Workflow for Editorial 11:45 am–1:00 pm .....LVCC N250

SAN, or Storage Area Networking, allows editors and assistants to work together almost seamlessly. But once you've set up a SAN in your facility, it's still important that your workflow be designed specifically to suit your projects, or a SAN can turn into an unmanageable nightmare of overwritten media files and projects. This session will cover how different SAN technologies are used in a controlled and efficient post operation.

Presenter: Mike Chapman, Senior Editor, Diginovations, Inc.

### Creating an Ideal Mixing Studio 2:00 pm–3:15 pm .....LVCC N250

More editorial companies are adding audio mix rooms to their facilities; keeping picture and sound under one roof for final mastering has its convenience benefits. But to create the ideal mixing studio in your facility requires many careful considerations. From speakers to consoles, foam core walls to sound proof doors — this session will cover what needs to be considered when building a mixing studio for your post facility.

Presenter: Stephen Barden, Supervising Sound Editor/Owner, Sound Dogs Toronto

### Mastering 24P: From Field to Post 3:30 pm–4:45 pm .....LVCC N250

When you want to shoot video that mimics the characteristics of film, the best way is to shoot 24P. HD formats support the format, but choosing to use it with NTSC video systems requires deliberate consideration. During post production editors need to address discrepancies in timecode formats and aspect ratios to properly edit and deliver 24P materials to producers and broadcasters. This session will cover the most critical aspects of working in 24P from the field shoot to the edit suite.

Presenter: Lowell Kay, President & Founder, DR Group

### Managing the Tapeless Workflow 5:00 pm–6:15 pm .....LVCC N250

Goodbye videotape — Hello hard drives and solid state media! We're now faced with new advantages AND challenges in the post production world with tapeless workflow. From P2 to XDCAM, Firestore and RED, tapeless formats are coming fast and post production facilities are scrambling to ingest and backup critical media with full knowledge that they can no longer just recapture from the master tapes.

Presenter: Jon Ferguy, CTO, Sohonet Limited

## » Sunday, April 13

### Syncing the Screens: Calibration Tools and Techniques 9:00 am–10:15 am .....LVCC N250

Look at your image and its one color and brightness on this monitor... and something different over there. Getting your HD screens, computer monitors and projection displays to match can be a frustrating process. But there are tools that can help make it much easier for you to calibrate your HD displays and stop making excuses when your clients ask, "Why does that look different?" This session will explain how different HD monitoring options vary and what tools and techniques you can use to calibrate the best possible image.

Presenter: Christian Zak, Vice President, Independent Feature Services

### PPWC Keynote: Jay Cassidy, A.C.E., Academy Award-Nominated Editor, *Into the Wild* 10:30 am–11:30 am .....LVCC N250

See page 56 for details.

### Networking for the Digital Facility 11:45 am–1:00 pm .....LVCC N250

Every year, new computer technologies are becoming available to post production professionals to improve their digital networking. From the early days of 10-Base-T ethernet to newer technologies like Fibre channel, this session will discuss the networking foundations your post facility has been looking to implement.

Presenter: David Bigelow, Owner, Gray Matter Entertainment

### Sound Monitoring in Edit Suites 2:00 pm–3:15 pm .....LVCC N249

Edit suites are notorious for paying little attention to the quality of sound monitoring. From cramped room sizes to improper speaker placement and poor audio routing, what you hear in the edit suite can be a huge difference from what has actually been recorded. From choosing the right speakers and mixers, to making the space within your edit suite work best for sound, this session will show you how to get the most out of your edit suite's audio monitoring.

Presenter: Stephen Barden, Supervising Sound Editor/Owner, Sound Dogs Toronto

### Review and Approval: Creating the Best Experience 3:30 pm–4:45 pm .....LVCC N250

With production going global, many are turning to online-based presentation of video and audio content to expedite the creative review process. From using HTML pages and FTP, to proprietary services that deliver high end D-Cinema content in HD across the globe, this session will explore many of the most popular tools being used today to bring creatives the world over together.

Presenter: Robbie Carman, VP & CTO, Amigo Media LLC

### Get Organized: Harnessing Databases for Assets and Archives 5:00 pm–6:15 pm .....LVCC N250

Fast becoming a staple in the running of post production facilities, database software, like Filemaker Pro, are robust relational databases that can be used to inventory your assets, provide a running log of project workflow and progress, and even scheduling. When larger projects need to be managed across multiple assets and editors, database programs have what it takes to keep everything organized and flowing smoothly. This session will demonstrate some of the uses of different database programs in a post production environment, as well as show you some pre-built solutions many companies have already made to suit your needs.

Presenter: David Bigelow, Owner, Gray Matter Entertainment

# DIRECTOR OF PHOTOGRAPHY WORKSHOP

Friday, April 11–Sunday, April 13

Co-produced by 

In association with  

## » Friday, April 11

### Inside RED Digital Cinema 2:00 pm–3:30 pm .....LVCC N258

Everyone's been talking about it... but wouldn't you like to hear from the Red Digital Cinema Team directly? No need to wait in long lines, with this session you can join Red Digital Cinema for an inside look at the operation and functions of the RED ONE camera system with Ted Schilowitz and Graeme Nattress.

Presenters: Graeme Nattress, President/CEO/Head of R&D, Nattress Productions, Inc.; Ted Schilowitz, Leader of the Rebellion, RED Digital Cinema

### RED On-Set Workflow and Post Production 3:45 pm–5:15 pm .....LVCC N258

RED Digital Cinema has delivered on the promise of 4K acquisition. Join Graeme Nattress and Lucas Wilson for an insiders look at the post-production workflows for the Red One camera system. Find out how to get the most from the camera and what changes you'll need to make to your acquisition workflow.

Presenters: Graeme Nattress, President/CEO/Head of R&D, Nattress Productions, Inc.; Lucas Wilson, Director/Business Development, Assimilate, Inc.

### 3D Stereoscopic Production and Delivery 5:30 pm–7:00 pm .....LVCC N258

3D (stereoscopic) production is once again at a landmark position, and the new 3D is not only intriguing but it is by far the most unique experience one can have outside of the live event. Join industry pioneers, Vince Pace and Ryan Sheridan, along with live 3D projection for this unbelievable demonstration of the next generation in motion picture and film production.

Presenters: Vince Pace, President & CEO, Pace 3D Technologies; Ryan Sheridan, Pace 3D Technologies

## » Saturday, April 12

### ICG Filmmakers Panel 9:00 am–10:15 am .....LVCC N258

Start the morning off by hearing from several members of the International Cinematographers Guild as they discuss the role of the Director of Photography. Hear them share important insight about their craft and their support teams on set. Find out how they function amidst the constant advancements in digital gear for production.

Moderator: Gary Adcock, Digital Artist and Technology Trainer

Panelists: Alan Gitlin, Digital Imaging Technician; Steven Poster, ASC President, ICG/Director of Photography

### PPWC Keynote: Steven Mirrione, A.C.E., Academy Award-Winning Editor, *Traffic* 10:30 am–11:30 am .....LVCC N250

See page 56 for details.

### Sony HD Solutions 11:45 am–1:00 pm .....LVCC N258

Sony offers everything from HDCam to the new CineAlta F-23 and F-35 Digital Cinematography cameras. With such a wide range of options, you'll need to understand their technology to best map it to your production. Join us at this workshop to learn more about Sony HD Solutions.

Presenters: Michael Bravin, CTO, Band Pro Film and Digital Inc.; Jeff Cree, SOC, HDVS Market Development Manager, Band Pro Film and Digital Inc.; Jendra Jarnigan, Director of Photography, Floating Camera, LLC

### DIT Primer: Working with Frame or File Based Workflows 2:00 pm–3:15 pm .....LVCC N258

With all of the new ways to capture data, from Panasonic P2, to XDCAM, to the RED ONE, the first step in the process is dealing with the content as it was acquired in its raw digital form. Join us for a look at handling frame and file-based workflows. If the new acquisition workflow leaves you less than confident, don't miss this informative session.

Presenter: Gary Adcock, Digital Artist and Technology Trainer

### Arri D-20: The State of the Art in Digital Acquisition and Film 3:30 pm–4:45 pm .....LVCC N258

Arri has long been a respected name in the film industry and they are now changing the face of the high-end digital cinema market. Join us for an updated look at Arri film and digital.

Presenters: Tom Fletcher, VP Marketing, Fletcher Chicago; Bill Lovell, Head of Digital Department, ARRI Media

### Steadicam Techniques for Film and HD Production 5:00 pm–6:15 pm .....LVCC N258

With any number of solutions available, see why Steadicam is the standard that all stabilization systems are based on. This inside look with working SOC operators offers beginners and pros alike an in-depth look at the tools and the art of the moving camera.

Presenters: Paul Abraham, Director of Technical Services, The Tiffen Company; Steve Fracol, SOC – Steadicam Owner-Operator/Camera Operator, New Vision Pictures, Inc.; Alec Jarnigan, SOC, Steadicam Photography, Floating Camera, LLC

## » Sunday, April 13

### Panasonic HD Solutions 9:00 am–10:15 am .....LVCC N258

Panasonic's camera solutions have included variable frame rates and film style gamma settings from the beginning. See why Panasonic's HD solutions are wildly popular with sports coverage and independent filmmakers.

Presenters: Steve Fracol, SOC – Steadicam Owner-Operator/Camera Operator, New Vision Pictures, Inc.; Doug Leighton, Sales Development Manager, Panasonic Broadcast

### PPWC Keynote: Jay Cassidy, A.C.E., Academy Award-Nominated Editor, *Into the Wild* 10:30 am–11:30 am .....LVCC N250

See page 56 for details.

### Out of Time: Stopping or Slowing Motion with High-Speed Cameras 11:45 am–1:00 pm .....LVCC N258

An in-depth look at the growing use of high speed image acquisition for commercial and industrial production. Whether speeding up the action or slowing down a pour, understanding this specialized tool can greatly increase your storytelling ability.

Presenters: Mitch Gross, Technical Director, Able Cine Tech; Rick Robinson, Director of Marketing, Vision Research

### Choosing an HD Camera Package 2:00 pm–3:15 pm .....LVCC N258

The gear keeps changing and so do the jobs. Learn what you need to include in your package to ensure success on the shoot. This informative session will cover important options for camera support and monitoring and offer insight into new gear that can improve your shoot.

Presenters: Steve Fracol, SOC – Steadicam Owner-Operator/Camera Operator, New Vision Pictures, Inc.; Kari Hess, Sales Manager, Fletcher Chicago

### Grass Valley HD Solutions 3:30 pm–4:45 pm .....LVCC N258

Grass Valley's Viper camera is highly regarded for digital cinema solutions. Learn about both the Viper and how GV is expanding their offerings to include commitment to tapeless acquisition.

Presenter: Mark Chiolis, Senior Marketing Manager Strategic Marketing & Business Development, Thomson Grass Valley

### Capturing Metadata for VFX Onset 5:00 pm–6:15 pm .....LVCC N258

Join VFX specialist Dave Stump for a frank discussion on the needs and merits of metadata acquisition on set for special effects work. This ever-expanding area of data management is opening the doors to the post-production world in a manner never considered before.

Presenter: David Stump, ASC – DP/VFX Supervisor/Chair, ASC Camera Subcommittee

**MOTV: MOBILE TV & VIDEO FORUM**

» Tuesday, April 15

Co-produced by **iHollywoodForum**  
*the business of digital entertainment*

**Welcome and Introduction**

**9:00 am–9:10 am** ..... LVCC S219  
Host: Michael Stroud, CEO & Co-Founder, iHollywood Forum

**Keynote: SES Americom**

**9:10 am–9:40 am** ..... LVCC S219

**Featured Presentation: Sandisk**

**9:40 am–10:00 am** ..... LVCC S219

**Featured Presentation: Envivio**

**10:00 am–10:10 am** ..... LVCC S219

**Mobile TV: Will Subscribers Tune In?**

**10:10 am–10:55 am** ..... LVCC S219

Verizon has launched 20 channels of broadcast TV over Qualcomm's MediaFlo network. AT&T plans to shortly do the same. The European Union officially adopted the rival DVB-H standard last year, and China plans its own mobile TV service by the Olympics. Will consumers be persuaded to add up to \$25 to their mobile phone bills for shows they can watch for free on broadcast TV or the Internet?

Presenters: Glenn Craib, CTO, NXVision Ltd.; Jack Hallahanm, VP Advertising & Brand Partnerships, MobiTV

**Market Research Update on Mobile TV**

**10:10 am–10:55 am** ..... LVCC S225

Several leading research analysts discuss the role of content on mobile devices and highlight international trends. They share perspectives on latest research of consumer adoption and trends, and discuss results of trials and early deployments of mobile TV technologies around the world.

Presenter: Sesh Simha, Business Development Manager, Mobile Video, SES Americom

**Networking Break & Product Showcase**

**11:00 am–11:30 am** ..... LVCC S224

**Going Live**

**11:30 am–12:15 pm** ..... LVCC S225

News, sports, weather and live events — exemplified by next summer's Beijing Olympics — offer the most compelling case for mobile video. We look at how content creators are creating traction for live or near-live video.

Presenter: Marcus Yoder, Co-Founder/COO, Veeker Corporation

**The 3 Second Slot**

**11:30 am–12:15 pm** ..... LVCC S219

Programmers and operators are exploring how short video ads can be inserted in mobile programming; or how banners and text ads can complement their mobile searches for movies and TV shows. A look at the latest trends in mobile marketing and search.

Moderator: Patrick Moriarty, SVP, OTX

Panelists: Bob Bilbruck, Managing Director, Mobiletain; Misha Cornes, Group Director of Strategy, Drganic; Srinii Dharmaji, Founder & CEO, GoldSpot Media; Dan Flanagan, Mobile Strategist, JHG – Townsend; Paran Johar, CMO, JumpTap

**Networking Lunch & Product Showcase**

**12:15 pm–1:00 pm** ..... LVCC S224

**Waiting for the Mobile Video Explosion**

**1:00 pm–1:45 pm** ..... LVCC S219

Mobile television is a reality. So are 3G networks rolling out. Content — from long-form drama to user-generated content — is plentiful, but mass adoption and profits from mobile video remain elusive. We examine the mobile video landscape and prospects for the kind of explosion in popularity that has made ring-tones, games and text messaging big profit centers.

Presenters: Ethan Dreilinger, News Director, CBS Mobile News; Thanasis Latrou, CEO, Media Excel; Sam Matheny, General Manager, News Over Wireless

**Open Mobile Video Coalition Panel**

**1:50 pm–2:40 pm** ..... LVCC S219

**Can We All Get Along?**

**2:40 pm–3:30 pm** ..... LVCC S219

TV networks want to expand their use of WAP sites and text messaging — free from carriers' decks. Carriers want to keep tight control of what content flows over their networks in order to make a fair profit. How can these apparently conflicting goals be aligned?

Presenter: Mitch Rotter, VP Content Acquisition & Programming, Thumbplay

**Featured Presentation**

**3:30 pm–3:40 pm** ..... LVCC S219

**Creating for the Small Screen**

**3:40 pm–4:25 pm** ..... LVCC S219

Our third annual look at the hottest and newest video on the small screen including: dramas, music videos, serials, long-form and stand-up comedy.

Moderator: Brian Hurst, CEO, The Opportunity Management Company

Panelists: Doug Busk, VP Marketing & Product Strategy, SinglePoint; Chris Drake, Sr. Director Business Development, thePlatform; Assaf Tarnopolsky, VP Mobile Programming & Digital Product, Sony Pictures Television International; Daniel Tibbets, EVP & Studio Chief, GoTV Networks Inc.

**Social Networks and UGC Go Mobile**

**4:25 pm–5:10 pm** ..... LVCC S219

The migration of services like MySpace, YouTube and Facebook to the mobile phone creates an entirely new platform for self-expression; one that may ultimately dwarf the Wired Web. Those services will likely become massively more popular as growing numbers of consumers use built-in camcorders and cameras.

Presenters: Marcia Canady, VP Marketing & Sales, vsocial; Eric Eller, SVP Products & Marketing, Millennial Media; Muzib Khan, VP Product Management & Engineering, Samsung Telecommunications America; Brandon Mills, CEO & President, Ripcode

**Featured Presentation:**

**Keeping Up with YouTube: Building the Business Case for On-Demand Transcoding**  
**4:25 pm–5:10 pm** ..... LVCC S225

Presenters: Marcia Canady, VP Marketing & Sales, vsocial; Eric Eller, Senior Vice President, Products & Marketing, Millennial Media; Muzib Khan, Vice President of Product Management and Engineering, Samsung Telecommunications America; Brendon Mills, CEO & President, Ripcode

**Networking Reception**

**5:10 pm–6:00 pm** ..... LVCC S224

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News Over Wireless



## MPEGIF MASTER CLASS

### The New Television Experience

» Sunday, April 13

Co-produced by  **mpeg**  
Industry Forum

#### Introduction and Welcome

**10:00 am–10:10 am** ..... LVCC S228  
Hosts: Sebastian Moeritz, CEO – dicas digital image coding GmbH, President, MPEG Industry Forum; David Price, Vice President, MPEGIF

#### Keynote: Helmut Schink, Open TV Forum

**10:10 am–10:40 am** ..... LVCC S228

#### Panel 1: How Tomorrow's TV Might Look Like... Differences and Progress

**10:40 am–11:30 am** ..... LVCC S228

There is a good understanding of the status quo of today's Television experience and its immediate future. But does the path from today indeed lead to the powerful personalized video experience promised in a full unicast world? From whom, where and how will consumers receive their television services? Will a new breed of super operators emerge? How will over-the-top providers, telcos, cable operators and traditional broadcasters feature in this scenario of tomorrow? How will content be delivered to and be distributed within customer homes?

Moderator: Sebastian Moeritz, CEO – dicas digital image coding GmbH, President, MPEG Industry Forum

#### Keynote: Kay Johansson, CTO, MobiTV

**11:30 am–12:00 pm** ..... LVCC S228

#### Panel 2: Enabling Technology... Status Report

**12:00 pm–12:50 pm** ..... LVCC S228

While a lot of the world is already receiving unicast information in the form of email and Internet, the vast majority of the world is still viewing television based on a system substantially unchanged from 50 years ago. What are the key parts of the puzzle that are needed to create the new television experience and where are those pieces of technology — are they still in PowerPoint or already in mass production? What challenges are preventing existing next generation technologies to be coherently implemented into new services offering or into the migration of these services? What needs to be done in order to ensure a smooth integration of these key parts to take maximum advantage of, and capitalize on, current enabling technologies? Are open international standards still the recipe for success as seen with MPEG-4 AVC/H.264 now being virtually ubiquitous as the next generation video compression technology?

Moderator: David Price, Vice President, MPEGIF

Presenters: Marco Fumagalli, FastWeb; Kay Johansson, CTO, MobiTV; Clyde D. Smith, SVP Global Broadcast Tech & Standards, Turner Broadcasting System, Inc.; Bob Wilson, Motorola

#### Welcome Back, MPEGIF Awards-News and Prize Drawing

**1:30 pm–2:00 pm** ..... LVCC S228

Sebastian Moeritz, CEO – dicas digital image coding GmbH, President, MPEG Industry Forum; David Price, Vice President, MPEGIF

#### Keynote: Thomas Staneker, T-Con

**2:00 pm–2:30 pm** ..... LVCC S228

#### Panel 3: Show Me the Money... Business Models and ROI

**2:30 pm–3:20 pm** ..... LVCC S228

Whether it is Mobile TV television (in its various forms), Web/Internet TV, SD and HD Television delivered as IPTV over (x)DSL or cable, the jury is still out on how to actually run a profitable business based on these various forms of next generation Television. Is, for example, the transition to a click through type of advertising model going to pave the way for this transition or will subscribers actually pay more for a richer experience? What impact will the financing of the capital expenditure required have — especially when it comes to the acquisition and deployment of next generation customer premises equipment or the migration to it? Which are the business models most likely to deliver acceptable ROIs ensuring recurring revenues and customer retention? Which are the main drivers for consumers? Is it the attractiveness of a richer consumption experience or the convenience of bundled services — or is it all down to price?

Moderator: Sebastian Moeritz, CEO – dicas digital image coding GmbH, President, MPEG Industry Forum

Presenters: Alvaro Gozzolo, IPTV America; Tiaan Schutte, VP Information, Communication & Entertainment (ICE) Business Unit, Fixed Solutions Div, Thomson; Thomas Staneker, T-Con

#### Keynote: Satish Menon, Ph.D., CTO, Yahoo Media Group

**3:20 pm–3:50 pm** ..... LVCC S228

#### Panel 4: The Role of Internet Television

**3:50 pm–4:40 pm** ..... LVCC S228

Some cable operators have already attempted to put metered rates on their broadband services. A number of DSL providers supplying IPTV services have also introduced tiered broadband rates. In some countries the regulatory basis and framework is far from clear. Will bandwidth constraints (QoS) be applied to strangle Web/Internet TV at birth or is it already too far advanced? Where will net neutrality go? Will it go all the way to the highest courts in all parts of the world? What role will the FCC and their international equivalents have on the outcome in the U.S.? Are current and emerging services (and their respective business models) reasonably future-proof as far as the regulatory side is concerned?

Moderator: David Price, Vice President, MPEGIF

Presenters: William Cooper, Principal Consultant, informity; Andy Mathieson, Director, Latens Systems Ltd.; Satish Menon, CTO, Yahoo Media Group; Marty Picco, VP Systems & Technology, Harmonic, Inc.

#### Conclusions and Closing Remarks Final Prize Drawing

**4:40 pm–5:00 pm** ..... LVCC S228

Sebastian Moeritz, CEO – dicas digital image coding GmbH, President, MPEG Industry Forum; David Price, Vice President, MPEGIF



## NEW MEDIA 2.0 PRODUCTION WORKSHOP

### Creating and Delivering New Media to New Audiences

Monday, April 14–Tuesday, April 15

Co-produced by  **Polaris Media Concepts**  
Creating a New Generation of Digital Audiences

In association with



» Saturday, April 12

#### PPWC Keynote: Steven Mirrione, A.C.E., Academy Award-Winning Editor, Traffic

**10:30 am–11:30 am** ..... LVCC N250

See page 56 for details.

» Sunday, April 13

#### PPWC Keynote: Jay Cassidy, A.C.E., Academy Award-Nominated Editor, Into the Wild

**10:30 am–11:30 am** ..... LVCC N250

See page 56 for details.

» Monday, April 14

#### In-Depth: Video Production for the Web

**10:00 am–1:00 pm** ..... LVCC N258

Need to create great looking video that works on a small screen (and has a smaller budget)? Don't miss this informative class that will share secrets on creating professional-looking video that works with both podcasting and video-sharing technologies. Learn important steps to plan for success as well as best practices that will improve the look of your product. An emphasis on real-world case studies will ensure this class offers valid information.

Presenters: Richard Harrington, President & Founder, RHED Pixel; Mark Weiser, Vice President, RHED Pixel

#### In-Depth: Using New Media with Adobe Dreamweaver

**10:00 am–1:00 pm** ..... LVCC N254

AJAX, Flash, AIR — so much new media, so little time! Learn how to use Adobe Dreamweaver CS3 to make your pages come alive, and still remain accessible and standards-compliant. Harness the power of Spry, Adobe's AJAX library using unobtrusive techniques. Add Flash media to your pages and finally take your content to the desktop using Adobe AIR.

Presenter: Stephanie Sullivan, Founder & Principal, W3Conversions, LLC

**Boot Camp: Emerging Web 2.0 Technologies You Need to Know**

**10:00 am–1:00 pm** .....LVCC N256

In this session speakers will cover the array of Web 2.0 technologies from podcasting and text messaging to the underlying delivery vehicles such as Media RSS (MRSS) feeds and social networking. (Twitter, YouTube, Pickle, Cell Block, Flickr, Delicious, LinkedIn, Shutterfly, Blogs, Podcasting)

Presenters: Todd Marks, Founder/Products Development Manager, Mindgrub Technologies, LLC; Bill Spencer, Co-Founder/Technologist, viaPlace

**Social Networking Through Location Based Service — Web 2.5a**

**2:00 pm–3:15 pm** .....LVCC N256

In this session speakers will discuss social networking using location based services. They will demonstrate real world applications of location based experiences and share examples of mobile broadcasting. Learn about current location based experience development communities and what you can do to geospatially position your digital information.

Presenters: Bill Spencer, Co-Founder/Technologist, viaPlace; Todd Marks, Founder/Products Development Manager, Mindgrub Technologies, LLC

**Custom Publishing Solutions for New Media**

**2:00 pm–3:15 pm** .....LVCC N254

Should you create a podcast for yourself or should you build one for clients? Sometimes, the most profitable tact to take is helping established businesses take old media like newsletters, videos and audio tapes and turn them into new media products.

Presenter: Scott Bourne, President, Podango Productions

**Encoding Video and Audio for Maximum Impact**

**2:00 pm–3:15 pm** .....LVCC N258

Encoding is one of the linchpins of the production world. It is the quiet savior (and killer) of projects every day, and a process that, if done correctly, may go completely unnoticed. Learn workflow techniques, specific applications for encoding, and how to identify the best source material and ways to treat it.

Presenter: Andy Beach, Director of Product Management, Inlet Technologies

**How to Attract a Target Audience**

**3:30 pm–4:45 pm** .....LVCC N258

In the current Internet climate, social media is a must-have tool for communicating with your market. In this session you'll learn the best social media tools and techniques for extending your brand beyond the confines of your own Web site. You'll learn about generating buzz throughout social networks and the blogosphere for your podcast or videocast. In addition, we'll cover how to build a dynamic online community around your brand. Finally, you'll learn how YouTube can increase your search engine presence. You'll see why it's the number one way to get more people to link to your content and making your site more visible in social media searches. Come see how to stand out in the crowd.

Presenter: Paul Vogelzang, SVP Persuasive Technology, Porter Novelli

**Collaborative Tools for New Media**

**3:30 pm–4:45 pm** .....LVCC N256

With the rise in new media projects and companies we've seen a dramatic increase of "virtual" companies. No longer bound by brick and mortar, these groups need to interface seamlessly while spread across great distances. Learn effective tools for collaborating with your project team, whether they are next door or 5,000 miles away.

Presenter: Lee Gibbons, CEO/Co-Founder, Podango

**Are the "Format Wars" Over?**

**3:30 pm–4:45 pm** .....LVCC N254

One of the things holding back web video has always been competing standards... then along came H.264. One format is now supported by Adobe, Apple, Microsoft, and Sony... so does this mean the war is over? Learn where the market really stands and what is happening in the web video space.

Presenter: Jennifer Taylor, Group Product Manager, Flash Business, Adobe Systems, Inc.

**Configuring a Studio for New Media Productions**

**5:00 pm–6:15 pm** .....LVCC N258

Learn which mics, processors, computers and software you'll need to set up a basic podcasting/new media studio. We'll also go into sound treatment, accessories, lay-out and workflow. We'll also show you how to re-purpose your old studio for use as a new media production studio.

Presenter: Scott Bourne, President, Podango Productions

**The Intersection of Social Networks and New Media**

**5:00 pm–6:15 pm** .....LVCC N256

The marketplace has changed, people no longer want to only passively consume their media... they want to comment, interact, and even respond. The rise in social networks and the consumption of online video and audio are closely tied together. Learn how to tap into the evolving market and grow your audience.

Presenter: Lee Gibbons, CEO/Co-Founder, Podango

**Mobile Video with Adobe Flash**

**5:00 pm–6:15 pm** .....LVCC N254

Looking to capture a bigger audience? Know anyone with a cell phone? Content creators are scrambling to reach people where it counts... and mobile media is going to be key. Learn how to harness Adobe Flash to bring video to mobile devices.

Presenter: John Agger, Sr. Technical Marketing Manager, Adobe Systems, Inc.

**» Tuesday, April 15**

**In-Depth: Flash Media Server & the Adobe Media Player**

**10:00 am–1:00 pm** .....LVCC N254

Adobe has made it even easier to deliver H.264 and Flash Video files to the market with the release of the Adobe Media Player and Flash Media Server. But these new tools will require changes on the part of content creators. Learn how to harness these new tools and reach a giant market of flash-enabled Web users.

Presenters: Deeje Cooley, Product Manager, Adobe Systems, Inc.; Kevin Towes, Product Manager, Adobe Systems, Inc.

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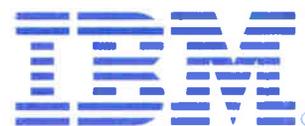
**» Tuesday, April 15**

**3:30 pm–5:30 pm** .....LVCC S225

The next 5 years will hold more change for the advertising industry than the previous 50 did. Increasingly empowered consumers, more self-reliant advertisers and ever-evolving technologies are redefining how advertising is sold, created, consumed and tracked. This means that many of the skills and capabilities that were the mainstay of success in the past will need refinement, transformation or even outright replacement. The push for control of attention, creativity, measurements and inventory will reshape the advertising value chain and shift the balance of power. Broadcasters, advertising agencies and media distributors in particular will need to plan for multiple consumer futures, craft agile strategies and build new capabilities before advertising as we know it disappears.

Please join IBM Executives and other industry leaders for a discussion on how they are navigating these developments and opportunities.

Presented by



**In-Depth: Microsoft Silverlight**

**10:00 am–1:00 pm .....LVCC N256**  
 Microsoft has entered the new media landscape with Silverlight, a cross-browser, cross-platform plug-in. Learn about Microsoft's flexible tool for creating rich interactive applications for the Web. Silverlight can execute AJAX, VB, C#, Python, and Ruby, and integrates with existing Web applications. Be sure to catch this session to learn what's possible with this new tool.

Presenter: Ben Waggoner, Principal Video Strategist, Silverlight, Microsoft Corporation

**In-Depth: Blogging and New Media**

**10:00 am–1:00 pm .....LVCC N258**  
 In this session you'll actually learn how to build a blog using WordPress. This will be a step-by-step approach that shows you everything from creating the blog, RSS feeds, and more. You'll also learn how to play your audio and video content right inside your blog.

Presenter: Scott Bourne, President, Podango Productions

**Creating a Graphic Identity for Your Web Video**

**2:00 pm–3:15 pm .....LVCC N256**  
 A successful Web video connects with the audience and brings them back to watch again. One way to raise the quality of our Web video is through a strong graphical identity. This workshop focuses on techniques using desktop graphics tools as well as some essential design ideas. Learn what works (and what doesn't) on the smaller screen.

Presenter: Richard Harrington, President & Founder, RHED Pixel

**Using Adobe Device Central**

**2:00 pm–3:15 pm .....LVCC N258**  
 If you're using the Creative Suite bundles then you have Device Central. Learn how to make graphics, Flash, and video content sized and optimized for mobile devices. You'll also learn how to test your files before they hit the market. If you are not familiar with Device Central, be sure to check out this session.

Presenter: Deeje Cooley, Product Manager, Adobe Systems, Inc.

**Monetizing New Media with Ad Revenue**

**2:00 pm–3:15 pm .....LVCC N254**  
 As a content creator, you'll likely put time and effort into creating your new media content. Wouldn't it be nice to get paid for all that work? Learn essential strategies to attract advertisers and maximize ad revenue.

Presenters: Richard Burns, Co-Founder, Culture Catch Entertainment; Dusty Wright, Co-Founder, Culture Catch Entertainment

**Bundling Flash with Adobe AIR**

**3:30 pm–4:45 pm .....LVCC N254**  
 With Adobe Integrated Runtime (AIR) you can bundle your Flash work into standalone applications. In this session, speakers will demonstrate how to publish Adobe AIR applications from Flash and Flex. They will take you step by step through the process of building an AIR application and show how to work with the file system, localized data and the Web.

Presenters: Bill Spencer, Co-Founder/Technologist, viaPlace; Todd Marks, Founder/Products Development Manager, Mindgrub Technologies, LLC

**Beyond Repurposing: Creating New Content for New Media**

**3:30 pm–4:45 pm .....LVCC N258**  
 It's not enough to take your existing radio or TV content online via a podcast or video sharing Web site. You have to learn how to generate ideas specifically for the new media audience. In this session you'll learn about transparency, community, and non-interruptive media.

Presenter: Scott Bourne, President, Podango Productions

**Television Networks and New Media**

**3:30 pm–4:45 pm .....LVCC N256**  
 Consumers are demanding new avenues for content delivery. Traditional Networks are looking to fill that need, but it's not just as easy as plugging their video into a Web page. Formats to choose, types of content, and sheer volume are all real world challenges to those interested in taking advantage of new media. Gain insight onto the hardware and software that networks want to be paying attention to as well as explore the newest formats, online distribution methods, and gain a perspective on the trends in online video consumption and where they can lead.

Presenter: Andy Beach, Director of Product Management, Inlet Technologies

**New Learning Paradigm: Synchronous Online Learning**

**5:00 pm–6:15 pm .....LVCC N258**  
 Want to connect with an audience and create an educational environment? In this session speakers will share the next generation of online learning. They will demonstrate real-time synchronous learning and contrast that will the current asynchronous models. They will demonstrate the most current tools for developing instructional technology and conduct a live virtual classroom.

Presenters: Todd Marks, Founder/Products Development Manager, Mindgrub Technologies, LLC; Bill Spencer, Co-Founder/Technologist, viaPlace

**Creating the Best Sound for New Media**

**5:00 pm–6:15 pm .....LVCC N256**  
 Creating the Best Sound for New Media will explore the constraints new media places on sound mixing. Discussing many "tricks of the trade" for sound mixers, we will learn about how to create the best sounding mixes for a variety of new media including podcasts, downloads, and new broadcast mediums. Examples will cover trailers, commercials and podcasting.

Presenter: Coll Anderson, President, C.A. Sound, Inc.

**Effective Uses for New Media in Business**

**5:00 pm–6:15 pm .....LVCC N254**  
 Looking for ways to use new media with traditional business? This informative session will help you see ways to tie new media to "regular" businesses. Learn how to help others use new media to grow their business (and in the process, grow yours).

Presenter: Lee Gibbons, CEO/Co-Founder, Podango

**PODCASTING SUMMIT**

Friday, April 11–Sunday, April 13



**>> Friday, April 11**

**Audio Podcasting Essentials**

**12:00 pm–3:00 pm .....LVCC N255**  
 Equipment and studio materials can be expensive, but they don't have to be. In this session you'll learn exactly what you need to get started with audio podcasting. From the ground up, we'll show you how to create your podcast studio, make it portable and make it high quality.

Presenter: David Lawrence, President/CEO, Sotto Voce Film+Works

**Video Podcasting Essentials**

**4:00 pm–7:00 pm .....LVCC N255**  
 Podcasting has arrived, and offers production professionals an exciting new venue for broadcasting to new media audiences. However, when planning for professional podcast productions, delivery methods and formats are often taken for granted. This session will discuss proven techniques and methodologies for video content, which will differentiate professional podcasts from the multitude of amateur content that is currently flooding the online broadcasting arena.

Presenter: Richard Harrington, President & Founder, RHED Pixel

**>> Saturday, April 12**

**Selling Podcasting to Your Clients**

**9:00 am–10:15 am .....LVCC N253**  
 Whether you run a production company with clients or a department with internal customers, chances are they are asking you about podcasting. Just what do you need to know in order to service them? How do you price services? What are the pitfalls and traps? Bringing podcasting to your customers is not as simple as adding a line item to the rate card. This informative session will help you discover podcasting as a service.

Presenter: Richard Harrington, President & Founder, RHED Pixel

**Deconstructing an RSS Feed**

**9:00 am–10:15 am .....LVCC N253**  
 RSS, or Real Simple Syndication, is the unsung hero of podcasting technology, working silently and cleanly behind the scenes to get your episodes to your listeners and viewers. But do you know how it works? How to fix it if it breaks? You will after this in-depth look at the world of RSS.

Presenter: David Lawrence, President/CEO, Sotto Voce Film+Works

**Podcasting Case Study: Lessons Learned From a Viral Podcast Producer**

**10:30 am–11:30 am .....LVCC N253**

Podcasting has been around long enough to produce overnight fame that leads to both success and failure. Learn how to avoid the time-consuming and expensive pitfalls from a leader in viral video. Tim Street's podcast subscriptions grow daily and his productions constantly skyrocket to the top of the charts. Hear how he created a successful product in French Maid TV and what he has learned along the way. Discover the pitfalls and shortcuts about the industry versus the consumer and what to consider when distributing your content. Learn the importance of emotions in video, the best ways to invest your resources, and various ways to monetize your content.

Presenter: Tim Street, President, APE Digital

**Advanced Encoding for Audio and Video Podcasting**

**11:45 am–1:00 pm .....LVCC N253**

Encoding a podcast is simple. Getting the absolute best quality encode at the smallest possible bandwidth is hard. We'll delve into the requirements for the best quality master, techniques for pre-processing the signal to improve the encode and some super-secret techniques for getting the best upload quality to major distribution sites, like blip.tv, MySpace and YouTube.

Presenter: Philip Hodgetts, President, Intelligent Assistance, Inc.

**How to Build and Blog to Support Your Podcast**

**11:45 am–1:00 pm .....LVCC N255**

If you're a podcaster, you should be blogging. In this session you'll learn about the tools used to build a blog, how to build traffic via search engine optimization on your blog, how to start building community via your blog comments and how to create new revenue streams from blogging.

Presenter: Scott Bourne, President, Podango Productions

**21st Century TV: Creating Podcasts for the Living Room**

**2:00 pm–3:15 pm .....LVCC N253**

The days of wondering when convergence will happen are over. Home theaters are now being equipped or retrofitted with hard drives and broadband connections. Apple TV is just one of many devices that offer this interface. How does this change video podcasting? Do the old rules of broadcast production apply to content producers of downloadable media? The creators of Culturecatch.com have been producing downloaded TV content for years. Learn from them their content strategies for creating downloadable programming, lighting techniques, shooting techniques, workflow in post-production, and a few tips on the simplest ways to build an audience.

Presenters: Richard Burns, Co-Founder, Culture Catch Entertainment; Dusty Wright, Co-Founder, Culture Catch Entertainment

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**Fine Tuning Audio for the Audience's Ears**

**2:00 pm–3:15 pm .....LVCC N255**

Now that you've got a few podcasts under your belt, this session will show you how to maximize the beauty of the sound you put out. Learn how to create a better listening environment for your audience, and lengthening their stays with you as a subscriber.

Presenter: David Lawrence, President/CEC, Sotto Voce Film+Works

**Making a Living Off Your Podcasting**

**3:30 pm–4:45 pm .....LVCC N253**

Can you make a decent living off a podcast? In this session we'll explore the opportunities for advertising but also spend a lot of time exploring how to distribute a free podcast and still make a living. Learn the secret to the success of the Digital Production BuZZ, which stayed in the black for several years before being sold to a new owner. This session will offer techniques that apply to all podcasts.

Presenter: Philip Hodgetts, President, Intelligent Assistance, Inc.

**Podcast Partners: How to Leverage Partnerships to Build Your Audience**

**3:30 pm–4:45 pm .....LVCC N255**  
 Are your current audience traffic statistics leaving your show flat? In this session, find out how to make a mark and expand your viewers and listeners through media and content partnerships. Hear real world examples and tips on how to approach your partners, leveraging your assets, and ideas on how to implement these strategies to achieve a record audience almost instantly.

Presenter: Alexandra Gebhardt, Producer, Inside Media Networks

**Finding Your Voice: Generating Content and Show Ideas**

**5:00 pm–6:15 pm .....LVCC N253**  
 Ever feel like the idea well is running dry? Don't miss a chance to hear from this all-star panel on how they come up with ideas for their shows. Hear the pros share their techniques to keep their shows fresh and interesting. You'll get a chance to interact with top podcasters and learn secrets for creating compelling content.

Moderator: Richard Harrington, President & Founder, RHED Pixel

Panelists: Scott Bourne, President, Podango Productions; Richard Burns, Co-Founder, Culture Catch Entertainment; Alexandra Gebhardt, Producer, Inside Media Networks; Philip Hodgetts, President, Intelligent Assistance, Inc.; David Lawrence, President/CEO, Sotto Voce Film+Works; Paul Vogelzang, SVP Persuasive Technology, Porter Novelli

**>> Sunday, April 13**

**3 Ways to Measure Your Return on Podcasting Investment**

**9:00 am–10:15 am .....LVCC N253**  
 What can you use to prove to your colleagues, your boss or your company management team that your podcast is putting more money in your pocket? Join Leesa Barnes as she shares the three most important things you must use to measure your podcast and the tools you should use to collect this information. You will also learn the best way to present this information so you continue to get the support to continue podcasting.

Presenter: Leesa Barnes, Author, *Podcasting for Profit*

**Growing Your Audience**

**9:00 am–10:15 am .....LVCC N255**  
 Creating and recording your content is just the beginning — now you've got to get your audience to listen! In this session, you'll learn ways to promote your podcast and grow your audience quickly. Beyond just submitting your podcast to iTunes, you'll learn how to use inexpensive tactics to ensure your content gets heard by the audience you want to attract.

Presenter: Michael W. Geoghegan, Founder & CEO, GigaVox Media, Inc.

**Podcasting Case Study — Monetizing the MommyCast Podcast**

**10:30 am–11:30 am .....LVCC N253**  
 At MommyCast when we were ready to monetize our podcast, we knew we needed to be more polished in order to generate revenue. This session delivers the nuts and bolts of how agencies and marketers consider what they buy and how they justify it. We will examine the difference between CPM, CPC, and sponsorships. Through this discussion, we will assess the different types of ad formats that you can include in your programming, including dry-voice and finished 10-second spots. We will also review how to structure a deal, what an insertion order looks like, the critical components of a media kit, and how to present all of this information in a comprehensive package to prospective clients. Come see how we firmly established MommyCast as a professional podcast.

Presenters: Paige Heninger, Co-Host/Co-Founder, MommyCast; Paul Vogelzang, SVP Persuasive Technology, Porter Novelli; Gretchen Vogelzang, Co-Host/Co-Founder, MommyCast

**Directing Video Podcasts**

**11:45 am–1:00 pm .....LVCC N253**  
 When it comes to successful video podcasts, it often comes down to three things: compelling content, persuasive presentation, and brevity. These three things rarely come naturally for podcasters. In this session you'll learn techniques on directing your talent and crew to produce compelling podcasts. Whether you work with amateurs or pros, this session will help you create better shows.

Presenter: Richard Harrington, President & Founder, RHED Pixel

**Who's Out There? Understanding Podcasting Metrics**

**11:45 am–1:00 pm .....LVCC N255**  
 Before you can monetize your assets and make them a desirable media buy alternative, you need to understand their demographics. How many listeners/viewers/subscribers do you have? Who are they and why would they choose your content over another provider's? This session discusses the new methods of measurement, helps you understand your audience, and the best way to describe them for potential advertisers. Learn from providers who have successfully converted their podcasts to some of the hottest media properties available today.

Presenter: Alexandra Gebhardt, Producer, Inside Media Networks

**Faster, Cheaper, More Often**

**2:00 pm–3:15 pm .....LVCC N255**  
 You've decided you want to monetize your podcast — but how do you do it? How do you set up your schedule to make the most of the audience you have on your site, and the listening/viewing habits and environment in which they enjoy your work? We'll show you lessons from sites like YouTube that are state of the art in available management and content delivery. You'll also learn essential strategies for creating appealing content in less time.

Presenter: David Lawrence, President/CEO, Sotto Voce Film+Works

**Lessons from the Field**

**2:00 pm–3:15 pm .....LVCC N253**  
 There are no shortages of mistakes and mishaps that can occur during a fully-crewed production. In a podcasting production, with little or no crew except for the podcaster and maybe an assistant, the chances that something will go wrong is almost certain. The creators of Culturecatch.com, the hit arts 'n' entertainment podcasting show, will present case studies that illustrate the pitfalls of producing on a shoe string budget. This session is a checklist of things to remember to do, some tips on how to make sure they get done and how to fix problems if they happen.

Presenters: Richard Burns, Co-Founder, Culture Catch Entertainment; Dusty Wright, Co-Founder, Culture Catch Entertainment

**How to Outfit Your Podcasting Studio**

**3:30 pm–4:45 pm .....LVCC N255**  
 Learn which mics, processors, computers and software you'll need to set up an efficient podcasting/new media studio. We'll also go into sound treatment, accessories, layout, and workflow enhancers that will improve your show without breaking the bank. This session focuses on essential gear needed for audio recording.

Presenter: Scott Bourne, President, Podango Productions

**Podcasting for Profit**

**3:30 pm–4:45 pm .....LVCC N253**  
 Think advertising and sponsorship is the only way to podcast for profit? In this interactive session, join Leesa Barnes, author of *Podcasting for Profit*, as she shares with you the three ways to generate an income through podcasting that takes you beyond ads and sponsorship. This session is ideal for both newbie and experienced podcasters and will be filled with real world case studies of podcasters earning five, six and even seven figures through their podcast.

Presenter: Leesa Barnes, Author, *Podcasting for Profit*

**Making It: Lessons Learned on the Path to Podcasting Success**

**5:00 pm–6:15 pm ..... Location**  
 Ever wonder how the pros became pros? This interactive session gives you a chance to learn from the top podcasters in the business. Learn how to avoid harmful mistakes and take a quicker path to success. Our panelists represent the best in audio and video podcasting and they'll share with you important lessons learned from creating thousands of podcasts.

Moderator: Richard Harrington, President & Founder, RHED Pixel

Panelists: Leesa Barnes, Author, *Podcasting for Profit*; Tim Bourquin, Founder and CEO, TNC New Media; Richard Burns, Co-Founder, Culture Catch Entertainment; Michael W. Geoghegan, Founder & CEO, GigaVox Media, Inc.; David Lawrence, President/CEO, Sotto Voce Film+Works

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Japan Contact: Mariko Hara ([hara@jmintelligence.co.jp](mailto:hara@jmintelligence.co.jp)) at Japan Market Intelligence (JMI) at 81-3-6230 0970

# POST|PRODUCTION WORLD CONFERENCE Friday, April 11–Wednesday, April 16

Co-produced by:  Future Media Concepts  
Training & Live Conferences of Digital Artists

In association with:    

## Keynote Speakers:

### » Saturday, April 12

10:30 am–11:30 am  
LVCC N250



**Stephen Mirrione, A.C.E.**  
Academy Award-Winning Editor  
*Traffic*

Mirrione will discuss his experience editing the new film, *Leatherheads*.

### » Sunday April 13

10:30 am–11:30 am  
LVCC N250



**Jay Cassidy, A.C.E.**  
Academy Award-Nominated Editor  
*Into the Wild*

Cassidy will discuss the creative techniques he employed on *Into the Wild*.

## Friday, April 11

Room	N257	N254	N252	N256	N259	N261
<b>Track</b>	<b>Boot Camp</b>	<b>Boot Camp</b>	<b>In-Depth</b>	<b>Boot Camp</b>	<b>Boot Camp</b>	<b>Boot Camp</b>
12:00 pm 3:00 pm	Fast Start with Apple Final Cut Pro	Fast Start with Adobe Photoshop for Video Pros	Mastering Expressions in After Effects	Fast Start with Adobe After Effects	Fast Start with Adobe After Effects	The Full HD: HD Production Essentials
<b>Track</b>	<b>In-Depth</b>	<b>In-Depth</b>	<b>Boot Camp</b>	<b>Boot Camp</b>	<b>Boot Camp</b>	<b>Boot Camp</b>
4:00 pm 7:00 pm	Apple Final Cut Pro for Experienced Editors	Video Soundtrack Success: Mastering Audio-for-Video Workflow	Fast Start with Apple Motion	Fast Start with Maxon Cinema 4D	Fast Start with Adobe Flash Video	Digital Video Production: Lighting

## Saturday, April 12

Room	N257	N252	N254	N256	N259	N261
<b>Track</b>	<b>Final Cut Studio Editing Workshop</b>	<b>Next Generation DVD</b>	<b>Advanced Motion Graphics and Visual FX</b>		<b>Digital Video Production</b>	
8:00 am–8:45 am	<b>N257</b>	Maximizing Your Conference Experience				
9:00 am 10:15 am	Beyond the Blade: Practical Trimming Techniques for Final Cut Pro	Next Generation Essentials – the State of the Disc(s)	Mastering the After Effects Timeline	Typography and Titling Essentials	Lighting Sets and Backgrounds for Effects	Audio Tools: The Latest and Greatest
10:30 am–11:30 am	<b>N250</b>	Keynote: Stephen Mirrione, A.C.E., Academy Award-winning Editor of <i>Traffic</i>				
11:45 am 1:00 pm	Pitfalls of Tapeless Workflows in Final Cut Studio	Desktop Authoring Essentials for Blu-ray	Masks, Paths, Shapes & Stuff with After Effects	An Introduction to 3D Effects with Apple Motion	Creative Lighting for Interviews	Understanding Surround Sound
2:00 pm 3:15 pm	Controlled Correction with Apple Color	Professional Authoring Essentials for Blu-ray	A Sense of Perspective with Vanishing Point	Fractal Noise: Backgrounds and Textures by the Dozen	Effective Documentary Production	Boot Camp: Field Audio Production
3:30 pm 4:45 pm	Editing in Overdrive: Advanced Techniques for FCP	Encoding for Next Generation Discs: MPEG-2 / H.264 / VC1	Puppet Master: Harnessing After Effects' Puppet Tool	Advanced Replicator and Generator Techniques for Apple Motion	The Art of the Corporate Video	
5:00 pm 6:15 pm	Setup Smart: Optimizing FCP	Advanced Interactivity (BD-J and iHD)	Between Two Worlds: Video and The Web	Advanced 3D Lighting with Apple Motion	Running a Small or Midsize Production Studio	The Mobile Media Studio

## Sunday, April 13

Room	N257	N252	N254	N256	N259	N261
<b>Track</b>	<b>Final Cut Studio Editing Workshop</b>	<b>Avid Editing Workshop</b>	<b>Advanced Motion Graphics and Visual FX</b>		<b>Digital Video Production</b>	
9:00 am 10:15 am	Being a Locksmith: Building Better Keys in Final Cut Studio	Keyframing Reframed: The Advanced Animation Editor	Creating Movement within Photos with After Effects CS3	Mastering Behaviors in Apple Motion	Scoring Soundtracks for Video	The Ultimate DV Production Kit
10:30 am–11:30 am	<b>N250</b>	Keynote: Jay Cassidy, A.C.E., Academy Award-nominated Editor of <i>Into the Wild</i>				
11:45 am 1:00 pm	Bending Space and Time: Optical Retiming and Smoothcam	Key to Life: SpectraMatte and Beyond	Color Management in After Effects CS3	On the Right Track: Motion Tracking and Stabilization in Apple Motion	Emotions in Frame: Finding the Audio Flow	Guerilla Production: What You Need to Run and Gun
2:00 pm 3:15 pm	The Sound of Room Tone: Deep into Plugins in Soundtrack Pro	IN DEPTH: Long-Form Editing on Avid Systems	HD Essentials: Designing for the Big Screen	Keying with Adobe Ultra II	Royalty-Free Audio: Loops, Effects, Soundtracks and More	Fast Action Shots: Don't Miss It!
3:30 pm 4:45 pm	Keys, Curves and Vignettes: Using Secondaries in Color		Main Title Design for Film and Video	After Effects Most Wanted	Voice Over Success	Lighting the Greenscreen
5:00 pm 6:15 pm	Plugged in: Essential Plugs for FCP	Mastering Media Management for Avid Editors	Introduction to Shape Layers in After Effects CS3	Advanced Chroma Key Strategies for Apple Motion	Many Inputs: Handling Multiple Sound Sources in the Field	Lighting for Dramatic Effect
8:00 pm 10:00 pm	NAB & FMC Content Creators Party See page X for details.					

## Certification and Hands-On Classes

need to create motion graphics in their daily work. Using Motion, Final Cut Pro and LiveType, you'll build creative titles, motion menus, show bumpers and news opens as you learn everything from text animation, compositing, and keyframing to 3D set creation and camera animation. Each student will be given a copy of the Course Textbook: *Apple Pro Training Series: Motion Graphics and Effects in Final Cut Studio 2*

Presenter: Mark Spencer, Owner, Day Street Productions

### Apple Final Cut Pro Level Two Certification Training and Exam

**Saturday, April 12**  
**9:00 am–6:15 pm** .....LVCC N260  
**Monday, April 14**  
**10:00 am–6:15 pm** .....LVCC N220

Dive deeper into the world of Final Cut Pro with this two-day course, which delivers hard-to-find advanced editing and finishing techniques. Learn how to create polished transitions, fix screen direction errors, edit multi-camera projects, work with nested sequences, create fantastic effects, use filters creatively, color-correct your video, and composite like a pro. This course also covers Soundtrack Pro, managing clips and media, and working with film.

Each student will be given a copy of the Course Textbook: *Apple Pro Training Series: Final Cut Pro 6 Beyond the Basics*

Presenter: Alex Kaloostian, Certified Instructor, Future Media Concepts

### Apple Motion Certification Training and Exam

**Tuesday, April 15**  
**10:00 am–6:15 pm** .....LVCC N262  
**Wednesday, April 16**  
**10:00 am–6:15 pm** .....LVCC N262  
**Thursday, April 17 Exam**.....LVCC N226

Discover Apple's exciting real-time software for motion graphics design. By far, Motion is one of the coolest pieces of software from Apple; real-time effects, blend modes, multi-layer editing and advanced text effects are just the tip of Motion's iceberg. This two-day hands-on course comprehensively covers working with Motion's Real-Time Design engine and interface, behavior-based animation, parameter behaviors, blend modes, advanced particle system design, advanced title animation, working with templates, chroma key techniques, masking methods, DVD motion menu design, tablet-driven gesture UI techniques, working with audio, keyframing, and integration. This course is designed for those students who wish to learn the fundamentals and functionality of Motion.

Each student will be given a copy of the Course Textbook: *Apple Pro Training Series: Motion 3*

Presenters: Sean Caselle, Certified Instructor, Future Media Concepts; Alex Kaloostian, Certified Instructor, Future Media Concepts

### » Avid Hands-on User Training

#### Avid Boot Camp: Editing with Avid Media Composer

**Friday, April 11**  
**12:00 pm–7:00 pm** .....LVCC N262  
**Saturday, April 12**  
**9:00 am–6:15 pm** .....LVCC N262

This two-day hands-on course is designed for new and intermediate users who either want to learn the various editing tools and techniques available in Media Composer, or who want to enhance their editing skills in Media Composer. Topics covered will include basic editing, capturing media, project organization, timeline techniques, trimming, layering, titling, transitions, color correction and adding special effects. Each student will enjoy their own workstation, to experience applied training from Avid Certified Instructors.

Upon completion of the two-day course, students will have the knowledge that will make them more efficient in their editing, and provide that something extra for landing the next job.

Presenter: Nicole Martinez, Certified Instructor, Future Media Concepts

### » Apple Certified Pro Training

#### Apple Final Cut Pro Level One Certification Training and Exam

**Friday, April 11**  
**12:00 pm–7:00 pm** .....LVCC N260  
**Saturday, April 12**  
**9:00 am–6:15 pm** .....LVCC N260  
**Sunday, April 13 Exam**.....LVCC N226

Beef up your resume with this two-day hands-on course, which introduces students to the primary features and basic interface of Final Cut Pro. In this essential course you will learn to perform basic editing functions while familiarizing yourself with the user interface. Topics include basic setup, adjusting and customizing preferences and settings, capturing video and audio, various editing and trimming techniques, ripple, roll, slip and slide tools, audio editing and audio creation, finishing and final output.

Each student will be given a copy of the Course Textbook: *Apple Pro Training Series: Final Cut Pro 6*

Presenters: Sean Caselle, Certified Instructor, Future Media Concepts; Yossy Tessone, Certified Instructor, Future Media Concepts

#### Motion Graphics and Effects in Final Cut Studio Certification Training and Exam

**Saturday, April 12**  
**9:00 am–6:15 pm** .....LVCC N262  
**Monday, April 14**  
**10:00 am–6:15 pm** .....LVCC N226  
**Tuesday, April 15 Exam**.....LVCC N226

Dig Deep into the Final Cut Studio's Motion Graphic capabilities with this two day hands-on course which familiarizes students with real-world effects techniques, including filters, layering, and composite modes and animating video, graphics and titles. This practical approach to motion graphics focuses on the features of Final Cut Studio that editors and designers

CERTIFICATION AND HANDS-ON CLASSES

N262	N260
<b>Avid Hands-On User Training</b>	<b>Apple Certified Pro Training</b>
Avid Boot Camp: Editing with Avid Media Composer Day 1 of 2	Apple Final Cut Pro Level One Certification Training & Exam Day 1 of 2

CERTIFICATION AND HANDS-ON CLASSES

N262	N260
<b>Avid Hands-On User Training</b>	<b>Apple Certified Pro Training</b>
Avid Boot Camp: Editing with Avid Media Composer Day 2 of 2	Apple Final Cut Pro Level One Certification Training & Exam Day 2 of 2

CERTIFICATION AND HANDS-ON CLASSES

N262	N260
<b>Apple Certified Pro Training</b>	<b>Apple Certified Pro Training</b>
Motion Graphics and Effects in Final Cut Studio Certification Training & Exam Day 1 of 2	Apple Final Cut Pro Level Two Certification Training & Exam Day 1 of 2

**Monday, April 14**

Room	N257	N252	N255	N259	N264	N261
<b>Track</b>	<b>Final Cut Studio Editing Workshop</b>	<b>In-Depth</b>	<b>Boot Camp</b>	<b>Career Workshop</b>	<b>In-Depth</b>	<b>Digital Video Production</b>
10:00 am 1:00 pm	In-Depth: Apple Color	In-Depth Editing: Multi-Camera Rocks! Mastering Multi-camera Editing Workflows	Audio Fundamentals: Mastering the Hardware	Show Reel: Harnessing New Media to Showcase Your Work	Studio Quality DVD Menus: Creating Professional DVD Menus	In-Depth: Bullet-Proof P2 Workflow
<b>Track</b>	<b>Final Cut Studio Editing Workshop</b>	<b>Avid Editing Workshop</b>	<b>Advanced Motion Graphics and Visual FX</b>		<b>In-Depth</b>	<b>Digital Video Production</b>
2:00 pm 3:15 pm	There and Back Again: Roundtripping Pitfalls	In-Depth: Broadcast Workflow on Avid Systems	The Art of Match Moving	Replicators and Generators with Apple Motion	In-Depth: Maximizing your Mac: Operating at Peak Performance	Digital Timeline: Timeline to Anywhere
3:30 pm 4:45 pm	Pushing the Grade: Filmlook in FCP		When to Use Multi-Pass Rendering	Accelerating After Effects		Getting Great Sound with Wireless Mics
5:00 pm 6:15 pm	When it all Goes Wrong: Troubleshooting FCP	Trim Like a Pro for Avid Editors	Roto and Paint	Special FX for TV/Film	<b>Career Workshop</b> Successful Business Networking Techniques	Noise Reduction: Stomping out Clicks, Pops and Hum

**Tuesday, April 15**

Room	N257	N252	N255	N259	N264	N261	N260
<b>Track</b>	<b>Final Cut Studio Editing Workshop</b>	<b>In-Depth</b>	<b>Boot Camp</b>	<b>Career Workshop</b>	<b>Adobe Production Premium CS3 with Premiere Pro</b>	<b>Digital Video Production</b>	<b>Photoshop for Video</b>
10:00 am 1:00 pm	In-Depth: Apple Soundtrack Pro	Editing Dialogue for Nonlinear Editors	Getting Started with Autodesk Maya	In-Depth: Creative Promotion for Businesses of All Sizes	Boot Camp: Fast Start with Adobe Premiere Pro	In-Depth: HD Workflow—XDCam and XDCAM EX	In-Depth: Photoshop CS3 Extended for Video
<b>Track</b>	<b>Final Cut Studio Editing Workshop</b>	<b>Avid Editing Workshop</b>	<b>Advanced Motion Graphics and Visual FX</b>		<b>Adobe Production Premium CS3 with Premiere Pro</b>	<b>Digital Video Production</b>	<b>Photoshop for Video</b>
2:00 pm 3:15 pm	Use Your Nodes: ColorFX Room in Color	In-Depth: Color Correction and Grading Done Right	Advanced Greenscreen Techniques	Creative Titles with Apple Motion	Advanced Color Correction with Premiere Pro	Producing Great Video for the Web	Color Correcting Photos for the Screen
3:30 pm 4:45 pm	Covering Your Assets: The Media Manager and You		Render Faster: Wait Less and Play More in Adobe After Effects	Camera Mapping	Transparencies and Track Mattes: Compositing Techniques with Premiere Pro	Culture Shock: Overseas Productions	Automation for Video Pros
5:00 pm 6:15 pm	Getting it Live: Multicam Techniques	How Sweet the Audio is!	Mastering Keyframes in Apple Motion	Using Flash with Motion Graphics	Great Results with Adobe Soundbooth	Guerilla Video: Essential Techniques When You Need to Move Fast	Creative and Animated DVD Menus Using Photoshop

**Wednesday, April 16**

Room	N257	N252	N255	N259	N264	N261	N254	N260
<b>Track</b>	<b>Final Cut Studio Editing Workshop</b>	<b>Career Workshop</b>	<b>In-Depth</b>	<b>Career Workshop</b>	<b>Adobe Production Premium CS3 with Premiere Pro</b>	<b>Digital Video Production</b>	<b>Flash Video</b>	<b>Photoshop for Video</b>
10:00 am 1:00 pm	In-Depth: Apple Compressor	In-Depth: Avoiding Legal Disasters in Media Production	Taming Leopard: Getting Results for Creative Pros	Get the Sale: Techniques that Maximize Your Sales Calls	Boot Camp: Fast Start with Adobe Encore	In-Depth: AVCHD and HDV Workflow	In-Depth: Flash Video Building Custom Players	In-Depth: Creative Title Design and Lower Thirds using Photoshop CS3
<b>Track</b>	<b>Final Cut Studio Editing Workshop</b>	<b>Career Workshop</b>	<b>Advanced Motion Graphics and Visual FX</b>		<b>Adobe Production Premium CS3 with Premiere Pro</b>	<b>Digital Video Production</b>	<b>Flash Video</b>	<b>Photoshop for Video</b>
2:00 pm 3:15 pm	Big and Cheap: Affordable High Definition Workflows for Final Cut Studio	Get Paid! Successful Strategies for Contracts, Billing and Collections	Mastering Particles in Apple Motion	Vector Victory! Getting the Most out of Vectors, Shapes and Masks in AE	Advanced Editing Techniques with Adobe Premiere Pro	Makeup Techniques You Can Use	Great Encoding Techniques for Flash Video	Storyboard Techniques with Adobe Photoshop
3:30 pm 4:45 pm	Expert Effect Techniques in Final Cut Pro	Maximizing Profits: Effective Techniques to Trim Production Costs	Integrating 3D Apps with After Effects	Fantastic Text Animation in After Effects	Harnessing the Power of Adobe Production Premium Suite	Working with Talent On Set	Customizing and Programming the Adobe Media Player	Automating Broadcast Design with Photoshop
5:00 pm 6:15 pm	Seeing a New Light: FCP Color Correction	Happy Clients: Successful Strategies for Avoiding & Resolving Conflict	Mastering Alpha Channels	Sound Design for Motion Graphics	Creative Titling with Adobe Premiere Pro & Adobe Photoshop	Interview Techniques for Success	A Good Host: Successfully Serving Flash Video	Perfect Alpha Channels with Photoshop CS3

**CERTIFICATION AND HANDS-ON CLASSES**

N262	N260
Apple Certified Pro Training	Apple Certified Pro Training
Motion Graphics and Effects in Final Cut Studio Certification Training & Exam Day 2 of 2	Apple Final Cut Pro Level Two Certification Training & Exam Day 2 of 2

**CERTIFICATION AND HANDS-ON CLASSES**

N262
Apple Certified Pro Training
Apple Motion Certification Training & Exam Day 1 of 2

**CERTIFICATION AND HANDS-ON CLASSES**

N262
Apple Certified Pro Training
Apple Motion Certification Training & Exam Day 2 of 2

**Presenters:**

- Coll Anderson, President, *C.A. Sound, Inc.*  
 Larry Applegate, Owner, *Rivergate, Software, Inc.*  
 Steve Audette, Senior Editor, *FRONTLINE*  
 George Avgerakis, VP Creative Director/Principal, *Avekta Productions, Inc.*  
 Leesa Barnes, Author, *Podcasting for Profit*  
 Anthony Calardo, Certified Instructor, *Future Media Concepts*  
 Robbie Carman, VP & CTO, *Amigo Media LLC*  
 Sean Casella, Certified Instructor, *Future Media Concepts*  
 Deeje Cooley, Product Manager, *Adobe Systems Inc.*  
 Denny Breitenfeld, CTO, *NetBlender, Inc.*  
 Jeffrey P. Fisher, Trainer/Author, *Fisher Creative Group*  
 Mannie Frances, Managing Director, *VASST*  
 Brian Gary, Writer/Producer/Director, *Flying Chaucer Films LLC*  
 Marcus Geduld, Programmer/Designer/Teacher  
 Matt Gottshalk, Owner, *McGee Digital Media, Inc.*  
 Frank Graziadei, Attorney, *Frank M. Graziadei, P.C.*  
 Jeff Greenberg, Principal Instructor, *Future Media Concepts*  
 John Harrington, CEO, *NetBlender, Inc.*  
 Richard Harrington, President & Founder, *RHED Pixel*  
 Rod Harlan, Dynamic Media Editor, *Layers Magazine*  
 Mitch Jacobson, Digital Media Consultant & Producer/Director/Editor, *Category-5 Entertainment, Inc.*  
 Alex Kalooostian, Certified Instructor, *Future Media Concepts*  
 Jim Kanter, Training Director, *Digital Film Institute*  
 Lowell Kay, President & Founder, *DR Group*  
 Jason Levine, Sr. Worldwide Product Evangelist, *Adobe Systems Inc.*  
 Alex Lindsay, Chief Architect, *dvGarage, Inc.*  
 Van Ling, VFX Supervisor, Consultant & DVD/HD Producer  
 Todd Marks, Technical Specialist & Founder, *Mindgrub Technologies LLC*  
 Nicole Martinez, Certified Instructor, *Future Media Concepts*  
 Chris Meyer, Founder, *Cybermotion*  
 Trish Meyer, Founder, *Cybermotion*  
 Adam Milt, Photographer/Cinematographer  
 Victor Milt, DGA  
 Bruce Nazarian, President/CEO, *Digitam Media Consulting Group, Inc.*  
 Paulette E. Pantoja, CEO & Founder, *BluFocus*  
 Kai Pedersen, Founder, *LucentDreams Animation*  
 Juan Reyes, Technical Director & Senior Java Engineer, *BluFocus*  
 Jacob Rosenberg, Digital Video Consultant, *Formika Films*  
 Steve Savayu, Executive Producer, *Buford T. Hedgehog Productions*  
 Frank Serafine, President/Owner, *Serafine, Inc.*  
 Abba Shapiro, Writer/Producer/Director, *Shapiro Video & Multimedia*  
 Yan Shvalb, Consultant/Instructor/Founder, *VizualFX*  
 Karl Soule, CSBU Product Evangelist, *Adobe Systems Inc.*  
 Bill Spencer, Co-Founder/Technologist, *viaPlace*  
 Mark Spencer, Owner, *Day Street Productions*  
 Douglas Spotted Eagle, Managing Producer/Trainer/Author, *VASST*  
 Eran Stern, Creative Officer, *SternFX*  
 Yossy Tessone, Certified Instructor, *Future Media Concepts*  
 Kevin Towes, Product Manager, *Adobe Systems Inc.*  
 Ngo Vinh-Hoi, Director of Technology, *Media Arts Department, Long Island University*  
 Ben Waggoner, Principal Video Strategist, *Silverlight, Microsoft*  
 Luisa Winters, Certified Instructor, *Video Trainers*

**NAB & FMC Content Creators Party**

**Sunday, April 13**

**8:00 pm–10:00 pm.....PURE Nightclub at Caesars Palace**



Come relax Sunday night and enjoy great food, cocktails and entertainment at the hottest and most exclusive location on the Vegas Strip — the PURE Nightclub at Caesars Palace. This private function is a great opportunity to meet and network with industry professionals and peers including the PostProduction World Conference speakers. Tickets — \$85. Includes buffet dinner, 2 drink tickets, industry raffles and entertainment. Plus, VIP entrance to the Nightclub starting at 11pm. Must be 21 to attend. Dress code is business casual — no tshirts or tennis shoes allowed in the Club. ID is required; International guests must present a passport ID. Tickets may be purchased at Registration Area in North or South Hall.







Sunday, April 13–Wednesday, April 16



**Exhibit Hours — LVH Pavilion**

**Monday, April 14–Wednesday, April 16**  
9:00 am–5:00 pm

**Thursday, April 17**  
9:00 am–3:30 pm

**» Sunday, April 13**

**Jump-Start Your Journalism Interactive Session for New Professionals Students**  
9:00 am–3:00 pm .....LVH CR 7–8

Back again by popular demand, this highly interactive and practical program is designed for college students and TV journalists who are new to the profession. The Poynter Institute's Al Tompkins will help you learn to write clearer and stronger stories, find memorable soundbites, learn how to find laser focus for your stories and develop skills for making tough ethics calls on deadline. Pre-registration is required and attendance is limited to 75 individuals. The cost for this program is \$25 per person in addition to your RTNDA@NAB registration fee. Lunch is included.

*Sponsored by RTNDF and The Poynter Institute*

**Opening Session: Leadership Lessons for Breaking News Coverage**  
4:00 pm–5:30 pm ..... LVH Ballroom A

Local news plays a vital role during a crisis. Hear from news managers about how they led during critical times, including the Minnesota bridge tragedy, Southern California fires and the Virginia Tech shooting. They'll help your newsroom prepare before breaking news happens, and show you how to take care of your staff, devote resources to your Web coverage and recruit your non-news personnel to help. The panel will also discuss ethical issues and decision-making concerning user-generated content, and give advice on working with public information officers and emergency management personnel.

Panelists: Julie Chin, News Director, KNX-FM, Los Angeles; Shane Moreland, News Director, WTKR-TV Norfolk, VA; Lindsay Radford, News Director, KSTP-TV Minneapolis, MN

*Sponsored by McCormick Tribune Foundation*

**Opening Reception**  
5:30 pm–6:30 pm ..... LVH Ballroom B

Join your colleagues for food and refreshments as we kick off another show!

*Sponsored by Disney Parks*

**» Monday, April 14**

**Business Meeting Breakfast**  
7:45 am–8:45 am ..... LVH Ballroom B

RTNDA Chairman Bill Roswell will bring members up to date on RTNDA activities, and RTNDA board candidates will speak.

**Leading Change in a Digital Newsroom**  
10:30 am–11:45 am ..... LVH Ballroom D

Your customers are changing the way they get their news. So why does your newsroom still act and look as it did 10 or 20 years ago? If you're hiring the same types of people for the same jobs, you're falling behind. The newsrooms that will thrive (even survive) in the years ahead are those ready to rebuild themselves from the inside out. We need journalists with new skills. We need new equipment. Most of all, we need leaders who have the vision, the courage and the will to lead through the changes that are sure to come. At this leadership-focused session, you'll hear from news directors and industry leaders who are helping newsrooms make those necessary changes.

Moderator: Chip Mahaney, News Director, WTVR-TV, Richmond, VA.

Panelists: Steve Safran, SVP/Media 2.0, Audience Research & Development; Adam Symson, VP/Interactive, E.W. Scripps Television Station Group

*Sponsored by RTNDF's News Leadership Project and McCormick Tribune Foundation*

**Does Your News Audience Research Data Reflect Your Newscasts?**  
10:30 am–11:45 am ..... LVH Ballroom D

What viewers see in their newscasts is often different than what they think they see. This difference between perception and reality is costing you ratings points daily. Discover how to use content analysis of your own product to improve story content, format, promotion, talent performance, operational procedures, and ratings.

**Exhibitor Showcase Session Classroom: Covering Sports When You're Shut out of the Arena**  
10:30 am–11:45 am ..... LVH Pavilion R311

Sporting organizations are adding greater restrictions. The NFL, NASCAR, NCAA and others have tightened restrictions on use of video and reduced or denied access to non-rights holders. What can we do to slow the trend? Meanwhile, how can you cover an event when you don't have credentials? Should you cover it anyway?

Panelists: Kathleen A. Kirby, Counsel, Wiley Rein LLP; Tim Moushey, News Operations Manager, WBNS-TV; Fred Nation, EVP Communications, Indianapolis Motor Speedway; Greg Shaheen, VP Men's Basketball, National Collegiate Athletic Association

**Mobile, Digital & Syndicated Content**  
10:30 am–11:45 am .....LVH Ballroom F

Check out the latest trends in mobile and digital content from across the country and the cutting edge technologies that will help you streamline the dissemination of digital news. You'll learn techniques for increasing the next (now) generation of news consumers and leave with the knowledge to deliver new content using the most cutting-edge technologies.

**Turn Everyday Events Into Memorable Stories**  
10:30 am–11:45 am ..... LVH Ballroom G

Make visually dull stories like news conferences and speeches pop off the screen with tips from The Poynter Institute and some of our other best thinkers. Poynter's Al Tompkins and CBS News photojournalist Les Rose have taught thousands of journalists the secrets to powerful storytelling, even when there is almost nothing to shoot. Learn how to make the problem story work for you.

Facilitators: Les Rose, Photographer, CBS News Los Angeles; Al Tompkins, Broadcast/Online Group L, The Poynter Institute

Panelists: Les Rose, Photographer, CBS News Los Angeles; Al Tompkins, Broadcast/Online Group L, The Poynter Institute

**Joint RTNDA/NAB Super Session: Election 2008: The Home Stretch**  
2:30 pm–3:45 pm ..... LVH Ballroom A

As issues heat up and the campaign trail grows hot, it is important to hear the messages, ask the questions and inform your viewers. Discussions with party leaders and television politicians may help confirm or cause you to revisit the station's election coverage and outreach efforts. From appointing a national chief technology officer to revamping traditional White House communications strategies, the ideas and positions of early spring's front runners could change many of the established procedures of the day-to-day business of broadcasting.

**Tough Talks for Top Managers: Live!**  
4:00 pm–5:15 pm ..... LVH Pavilion 10

Do you put off having difficult conversations — or plunge into them unprepared and regret it later? In this freewheeling session, the audience will suggest "difficult conversation" cases, hypothetical or real. The Poynter Institute's Jill Geisler and a team of newsroom managers from the RTNDF Leadership Coaches Project will act out cases in a live-at-the-Improv format. They'll demonstrate how to stay on point, deal with emotion, listen for important cues and end a difficult conversation with the best possible results. Their practical tips will sharpen your skills, helping you and your staff.

Facilitator: Jill Geisler, Leadership & Management Group Leader, The Poynter Institute

Panelists: Brain Bracco, VP News, Hearst-Argyle Television, Inc., Kansas City, MO; Andrea Parquet-Taylor, News Director, WXYZ-TV, Detroit

*Sponsored by McCormick Tribune Foundation*

**Making User-Generated Content Part of Your Overall Strategy, Online and On Air**

**4:00 pm–5:15 pm** ..... LVH Ballroom D  
 Around the world, ordinary people contribute photos, videos and content to the news and information landscape. The citizen journalism movement is gaining momentum and relevancy, but are they competing with mainstream news organizations or collaborating with them? Hear from the players; what, why and how they are doing it and what it means for your newsroom. Are they pioneers in building an architecture of participation for people who want to create and contribute to news or are they just more white noise in an already crowded news landscape?

Moderator: Jan Schaffer, Executive Director, J-Lab: The Institute for Interactive Journalism

Panelists: Dan Beckman, Creative Executive, Collective Journalism, Current TV; Rosemary Danon, CEO, Citizen Correspondents; Maximilian Duke, Manager, Interactive Media, WPBT-TV Miami

**Win the Weather War**

**4:00 pm–5:15 pm** ..... LVH Ballroom E  
 Utilizing the latest technology to improve your weather coverage is essential in a competitive market. Learn proven strategies from top weather forecasters and producers who have improved their coverage and “own” the weather, both on air and online. Topics will include the issues of overstating forecast accuracy, the precision of TV weather radars and how to improve a station’s weather product while staying within budget.

Panelists: John McLaughlin, Chief Meteorologist, KCCI-TV Des Moines, IA; Dr. Joel Myers, Founder & President, AccuWeather

**Global Goods, Local Impact: Understanding Today’s Retail Reality**

**4:00 pm–5:15 pm** .....LVH Ballroom F  
 Walk through any retail store in America today and you’ll find a virtual United Nations of products. Whether its toys and drugs made in China, shirts sewn in Cambodia or diamonds and precious metals mined in Congo and Sierra Leone, foreign-made goods are America’s retail reality. Who is responsible for ensuring consumer safety in a globalized world? What are the ethical implications of products made using child labor or to fund an armed conflict? How do these goods impact American trade and local economies? How can reporters effectively cover the local influence of global products? Policymakers and consumer specialists will help journalists gain a greater understanding of the international frameworks that guide global product safety and security. News managers, consumer reporters and investigative teams will walk away with concrete story ideas for helping their audience understand today’s retail reality.

Moderator: Simon Marks, President & Chief Correspondent, Feature Story News

Panelists: Roberta Baskin, President & Chief Correspondent, Feature Story News; Kerry Sanders, Correspondent, NBC News Miami, FL; Gretchen Stanton, Senior Counselor, World Trade Organization

**Get Hired!**

**4:00 pm–5:15 pm** ..... LVH Ballroom G  
 This informative session will arm students with the ammunition needed to battle the competitive broadcasting job market. Recognizing there’s a huge difference between being book smart and street smart, this session shares insider secrets on what it’s really going to take to land that first job. You’ll hear from news directors of all market sizes about what they’re looking for on a resume tape, tips on conducting an affective job hunt and how to avoid the pitfalls that will kill your chances of getting a job.

Moderator: Denise Dowling, Assistant Professor, University of Montana

Panelists: Neal Bennett, News Director, WVIR-TV Charlottesville, VA; Chris Carl, News Director, WDEL Radio Wilmington, DE; Mark Kraham, News Director, WHAG-TV Hagerstown, MD; Jerry Post, Executive News Director, KXLY-TV Spokane, WA

**Paul White Award Ceremony and Reception**

**5:30 pm–7:00 pm** ..... LVH Ballroom A  
 RTNDA honors ABC correspondent Sam Donaldson with the 2008 Paul White Award. *Open to Broadcast Conference Package registrants.*

**» Tuesday, April 15**

**Beating Burnout: How Newsroom Leaders Manage Employee Stress**

**9:00 am–10:30 am** ..... LVH Ballroom D  
 Stress is a mainstay for broadcast newsrooms. The adrenaline flow of high-stress breaking news can make good journalists great, or it can break even the most hardened veterans. Today’s newsroom environment of multi-tasking in multi-platforms allows one journalist to do it all but “doing it all” has a price. In this session you will learn how to identify the signs of employee stress and you will discover tips for taking care of your people and taking care of yourself.

Facilitator: Kevin Benz, News Director, News 8 Austin, TX

*Sponsored by McCormick Tribune Foundation*

**The Digital Conversion Countdown: It’s Later Than You Think**

**9:00 am–10:30 am** ..... LVH Ballroom E  
 With less than 10 months to go, have you developed a strategy for converting to a digital newsroom? There are technical and financial pitfalls to avoid as well as tips and tricks for using the best available and upcoming technology. How to budget and how to adjust your storytelling and production in an HD world should be on the minds of everyone affiliated with the news. Don’t dread the countdown — prepare now.

Moderator: Dave Sirak, News Operations Manager, WFTV Orlando, FL

Panelists: Chris Jadick, News Director, WFTS-TV Tampa, FL; Mack McLaughlin, CEO, FX Group; Anita L. Wallgren, Program Director, TV Converter Box Coupon Program, National Telecommunications and Information Administration, U.S. Department of Commerce

**Web Analytics**

**9:00 am–10:30 am** .....LVH Ballroom F  
 Do you know how your Web site stacks up against the competition? Do you know how to measure digital performance? Learning how to use and implement these ratings is essential in the digital age. You’ll leave with the ability to implement a tracking system as soon as you return to the newsroom.

**Financial Reporting**

**9:00 am–10:30 am** .....LVH CR 1–3  
 There are 10 things you need to know in order to cover today’s top money stories — from fundamental topics such as math to complex subjects such as retirement planning and financial reporting. This session will address financial topics including the soaring mortgage default rates, the massive debt incurred by consumers who become trapped in a cycle of borrowing, and the financial consequences of a serious health problem, especially for the uninsured. Take home tools to help you and your newsroom cover these important stories.

*Sponsored by National Endowment for Financial Education*

**Going Solo**

**9:00 am–10:30 am** ..... LVH Ballroom G  
 This “hands-on” training program will focus on the multiple skills needed to be a successful VJ. Via a series of video tutorials, attendees will be presented with the basics of shooting digital video, non-linear editing, lighting, writing, producing and talent performance. Attendees will view a short video focusing on “A Day in the Life,” of a working news VJ. Select members of the audience will be asked to participate in “live” demonstrations of shooting interviews, performing stand-ups and reading copy. One pre-selected volunteer will be asked to shoot and edit a story the day before the session. That story will be shown during the session and the audience will have an opportunity to critique the work.

Facilitators: Pete Liebgood, President, OnQCo; Paul Sulsky, Owner, Solar Software LLC, Avid/Apple Certified Instructor & Editor

**Your Leadership Tune Up: One-On-One Coaching**

**2:00 pm–3:15 pm** ..... LVH Pavilion 10  
 Individualized leadership coaching is back by popular demand. Just stop in, sign up and sit down for customized coaching. It’s all about you! RTNDF and The Poynter Institute’s Jill Geisler have trained a team of radio and television news managers to teach and coach other managers. They’re here to provide one-on-one advice on a range of leadership issues including difficult conversations, managing up, conducting feedback, recruiting, hiring and more. This session is reserved for newsroom managers only.

Coaches: Candy Altman, VP News, Hearst-Argyle; Kevin Benz, News Director, News 8, Austin, TX; Brian Bracco, VP News, Hearst-Argyle; Marci Burdick, SVP Broadcasting & Cable, Schurz Communications; Jill Geisler, Group Leader, Leadership & Management Programs, The Poynter Institute; Victor Hernandez, Director of Coverage, CNN; Desiree Hill, VP News Development; Rick Iler, News Director, KSHB-TV/KMCI-TV, Kansas, MO; Jeff Kiernan, News Director, WBZ-TV/WSBK-TV, Boston, MA; Harvey Nagler, VP, CBS Radio News; Al Tompkins, Broadcast & Online Group Leader, The Poynter Institute; Brian Trauring, News Director, WTVG-TV, Toledo, OH; Stacey Woelfel, News Director, KOMU-TV, Columbia, MO; Sheryl Worsley, News Director, KSL-AM, Salt Lake City, UT

*Sponsored by McCormick Tribune Foundation*

**What's Legal Online?**

**2:00 pm–3:15 pm**.....LVH Ballroom D

Navigate the murky waters of online legal rights as a panel of experts helps you steer clear of trouble. Learn the details regarding video, text, pictures and other content on your newsroom's Web site. What do you need permission to use? Where do you obtain permission? Is anything in the public domain free for use? Learn the preventative steps you can take to educate your staff before they find anything online and copy it! Get your questions answered by a distinguished group of legal professionals.

**Rush to Report: How Judgment Got Lost in Justice**

**2:00 pm–3:15 pm**.....LVH Ballroom E

Maintaining a commitment to truth and accuracy is essential and is harder and harder each day in a 24/7 news world. We'll analyze the Duke Rape Case, what went wrong, what went right and the convergence of the legal and media worlds in one of the biggest stories in the news.

Panelist: Michael Radutzky, Senior Producer, *60 Minutes*, CBS News New York

**Building a News Brand Across Multiple Platforms**

**2:00 pm–3:15 pm**.....LVH Ballroom F

Building a solid TV news brand position just isn't enough any more. Now our news brand must work with wildly different new platforms: Web sites for specific audiences, cell phone alerts, and niche digital channels. As revenue from tradition news broadcasting continues to shrink, building these new media platforms is a vital part of our growth strategy. But promoting these new platforms dilutes the brand for our highly profitable TV newscasts. What's a news director to do? How can you position a high school football Web site and a fishing cell phone alert under one brand? Should all your internet, cell phone and broadcast be one brand, or should you have different brands for different platforms? In this example packed session, Graeme Newell shows you how some the best branders in the world tackle these difficult problems. Find out specific strategies for bringing wildly varying product categories under an easy-to-understand and highly profitable brand.

Facilitator: Graeme Newell, President, 602 Communications

**Exhibitor Showcase Session Classroom: Creating Powerful News**

**2:00 pm–3:15 pm**.....LVH Pavilion R311

Create powerful content that will build your audience for news. Winning newsrooms are built on day-to-day output, not just on the "big event" or "big story" day. Learn to create compelling content for the rest of the days, when you need to create interesting, informative and entertaining stories to keep your audience tuned in. Learn the methods to combat the two main "objections" audiences have to broadcast news: It's boring or it's too depressing. Take away proven methods that will leave your audience wanting MORE instead of tuning out. Learn from one of the world's leading broadcast consultants, who has worked with radio and TV news departments in the U.S. and 27 other countries.

Facilitator: Valerie Geller, President, Geller Media International News-Talk Broadcast Consulting

**» Wednesday, April 16**

**News Shop**

**7:30 am–3:30 pm**.....LVH Pavilion

**Educator Breakfast & Program**

**8:00 am–9:15 am**.....LVH Ballroom A

The deans of the nation's top journalism and communication schools gather for a one-of-a-kind summit on what they're teaching and whether it serves the needs of professional newsrooms. Our moderator will lead a lively discussion meant to challenge the foundations of journalism education and get panelists and audience members alike thinking about what we really need in our entry-level journalists.

**Career Day**

**9:00 am–5:00 pm**.....LVH Ballroom C

See page 20 for details.

**Managing Millennials**

**9:30 am–10:45 pm**.....LVH Ballroom D

"Millennials" are starting their careers in the broadcast industry and bringing sets of skills with them that your newsroom need. What are those skills? What may be missing from their knowledge toolkit? As partnerships between educators and industry leaders continue to grow, what should broadcast educators consider implementing to help ensure "best-practice" transitions from classrooms to newsrooms? Find out what newsroom managers need to know to help this generation succeed.

*Sponsored by McCormick Tribune Foundation*

**Helicopter Coverage: Safety in the Skies**

**9:30 am–10:45 pm**.....LVH Ballroom E

Helicopters play an important role in the newsgathering process as they help journalists reach news scenes quickly. Without them, covering emergency situations like the aftermath of hurricane Katrina or the California wildfires would not be the same. They also play a daily role in covering traffic. The fatal crash of two helicopters in Phoenix this summer has raised concerns about pilot safety and possible government regulation. This session will address pilot safety issues, a separate cockpit for the pilot, reporting and piloting simultaneously, taking risks to "get the story," navigating the increasingly competitive local markets and crowded metro airspace, access to restricted air space post September 11, FAA restrictions, noise abatement and pooling helicopters during big stories.

**15 Streaming Myth-Busters: Start Streaming Your Audio Today**

**9:30 am–10:45 pm**.....LVH CR 1–3

There are very few obstacles to getting your news online, streaming your terrestrial signal. This panel explores the many common misconceptions and myths surrounding radio on the Internet and shows you the simple steps you need to get started right away. Radio GMs, program directors and news directors will leave with steps to get their radio station streaming quickly while avoiding the barriers and pitfalls. We'll also count down 15 myths about streaming.

Panelist: Jerry DeMink, Vice President, CNN News Services

**Intelsat InfoSession**

*Open to all registered attendees.*

**Intelsat's Breakfast Session**

**» Tuesday, April 15**

**8:30 am–10:30 am**.....LVCC N249

You can find Intelsat at the NAB Show indoor booth #C4837 and outdoor booths #0E402 and #0E346.

We cordially invite all broadcasters, fiber and satellite service customers to attend our annual Breakfast during the 2008 NAB Show to receive updates on

- » Key Milestones since the last NAB Show
- » International Neighborhoods Update
- » Intelsat Teleport and Fiber Status
- » Our Fleet Overview and Launch and Update
- » Global Scheduling Center performance and staffing

Intelsat is the world's leader in global video distribution and contribution services. With a team of special event broadcast experts located around the world, we deliver live sporting events in HD where and when you need it, with regional knowledge to provide you with seamless end-to-end broadcast services.

Please join us to learn more about our video services and how they can enhance your business.

Be sure to stop by and visit Intelsat to see how we provide "Video for the World!"

Presented by



**Writing the "American Story with Bob Dotson"**  
**9:30 am–10:45 pm** .....LVH Ballroom F  
 Why are so many stories on television and radio dull? The number-one reason is bad writing. Shopworn adjectives and meaningless jargon are dragging stories down. Bob Dotson returns to lead this standing room-only workshop. Don't miss out.

Facilitator: Bob Dotson, "American Story with Bob Dotson,"  
*Today Show*, NBC News New York

**Coaching Young Talent**  
**11:00 am–12:15 pm** ..... LVH Ballroom D  
 Everyone wants to see young talent perform at the top of their game, but how are you coaching them to success? In this session we'll teach you how to coach talent, because we know you can't afford an outside consultant. Learn how to approach your staff and which techniques you can use as soon as you return to your newsroom.

Panelists: Terry Anzur, Talent Coach, Terry Anzur Coaching Services; Jolene DeVito, Coaching Specialist, Talent Dynamics

**Exhibitor Showcase Session Classroom: Tips, Tricks and 20 Widgets for Your Web site**  
**11:00 am–12:15 pm** ..... LVH Pavilion R311  
 One of the most important jobs of an online content manager is to drive traffic to the Web site. An easy way to do that is to make the site fun and interactive while maintaining relevancy. In just an hour, digital media managers will learn all the tips, tricks and important insider info to make their Web sites shine.

**Wake Up Your Morning News Ratings**  
**11:00 am–12:15 pm** ..... LVH Ballroom E  
 The competition for morning news viewers is more intense than ever as stations beef up their morning news resources. See what some of the best morning newscasts in the country are doing to get viewers to tune in every day and keep them there longer than 20 minutes. Doug Drew of 602 Communications is a specialist in morning television news and he will show amazing clips from all over the country of the newest trends and most creative ideas in morning news. See how to develop morning anchors into highly popular morning show personalities, and learn how to get producers to stop producing with a yesterday/last night mentality and start producing with a "here's what's happening right now and here's what's ahead" focus.

Facilitator: Doug Drew, 602 Communications

**Go Ahead. You Can Touch It**  
**11:00 am–12:15 pm** .....LVH CR 1–3  
 Explore the latest in radio technology by attending this hands-on session. Have a mobile newsroom on a tight budget by learning what is being used now in the field by radio news reporters — flash recorders, mini discs, world telephones and more.

Moderator: Randy Bell, News Director, WMSI-FM Jackson, MS  
 Panelists: Paul Foschino, Senior Marketing Manager, Sony Electronics; Donna Francavilla, Freelance Reporter, CBS Radio News; Alex Stone, Correspondent, ABC News Radio, Los Angeles

**More Than Just a Reporter's Cap: The Many Hats Journalists Wear in the News Production Process**  
**11:00 am–12:15 pm** .....LVH Ballroom F  
 From advanced newsroom automation systems to desktop, script-based editing systems, today's newsroom looks and operates very different from those of yesterday. The new look and feel is driven by increasing competitive pressures, and the need to produce more content for more distribution platforms, often with fewer people and a smaller budget. We'll take a closer look at the impact the latest technology has on the changing role of today's journalist and explore how new solutions integrate with existing technology.

Panelists: Mary Ellen Hardies, Senior Producer, WCMH-TV, Columbus, OH; Jonathon Howard, Director of Broadcast & Media Publishing, Avid Technology, Inc.; Victoria Lim, Multi-Platform Journalist; Dow Smith, Associate Professor, SI Newhouse School of Public Communications, Syracuse University

**Super Session: What Would Murrow Do?**  
**11:00 am–12:15 pm** .....LVH Ballroom A  
 If Edward R. Murrow were alive today, how would he handle the swirl of ethics questions in today's media? Is it really a different world or is it less complicated than we're making it out to be? This discussion of journalistic ethics framed by the digital convergence is something all electronic journalists can benefit from—a look back at the philosophical base that guides us all each day. Led by the men and women that knew and worked with Murrow, this session is a must for all electronic journalists.

*Sponsored by Ethics and Excellence in Journalism Foundation*

**RTNDA/BEA/NABEF Luncheon**  
**12:15 pm–2:15 pm** ..... LVH Ballroom A

SPORTS  
 TECHNOLOGY FORUM

» Wednesday, April 16



**Making the Leap: Transitioning the International Broadcast Center to HD**  
**9:00 am–10:30 am** .....LVCC N119

Every two years the Olympic International Broadcast Center features an influx of the latest-and-greatest technology from the leading broadcast equipment makers around the world. This inside tour of the technologies and workflows within the IBC will feature presentations by leading networks and manufacturers. Learn how the latest graphics, acquisition, storage, and editing system technology will be applied to the world's largest broadcast sports event.



**Moderator**  
**Peter Angell**  
 Director of Production & Programming  
*Infront Sports and Media*

Panelists: Chris Cuddihy, Director of Olympics Project, Ascent Media; Luc Doneux, EVS Asia and Pacific GM, Head of Big Events Projects, EVS; Hugo Gaggioni, VP/CTO, Broadcast and Production Systems Division, Sony Electronics, Inc.; Eric Hamilton, Senior Manager, Pro Applications, Market Development, Asia, Apple; Joe Sidoli, Sports Director of Production Resources, Canadian Broadcasting Corp.

**Virtual Beijing: Inside the Venues**  
**10:45 am–12:30 pm** .....LVCC N119

The Beijing Games will feature some of the most technically advanced venues ever built. They'll also feature a wealth of broadcast equipment, from HD cameras, to venue-based editing systems, and fiber connectivity. Manufacturers involved with the venue construction and technology discuss how they readied the venues to meet the needs of the world's broadcasters.



**Moderator**  
**Ken Kerschbaumer**  
 Editorial Director  
*Sports Video Group*

Panelists: Chip Adams, NBC Sports Director of Venue Engineering; Charlie Cope, Post Production Editor & Technical Consultant, BBC Post Production; Shaun Dail, VP Sales & Marketing, North America, Orad; Marc Schneider, Multi-Sport International Event Project Manager, Riedel

**Lunch Break**  
**12:30 pm–1:15 pm** .....LVCC N119

**Goin' Mobile: Olympic Mobile Production and Flypack Systems at the Summer Games**  
**1:15 pm–2:15 pm .....LVCC N119**

Mobile production and services companies are the backbone of the Olympics acquisition and production process. Leading executives from the companies involved discuss the newest sports production trucks that will be used in Beijing as well as smaller flypacks that will be used at some of the smaller venues and by individual broadcasters.

Moderator: Ken Kerschbaumer, Editorial Director, Sports Video Group

Panelists: Martin Anderson, Managing Director, Visions; Jan Eveleens, VP Production & Post Production, Thomson; Luc Geoffroy, CTO, Euro Media Group

**Road Trip! Local TV Stations and the Olympics**  
**2:30 pm–3:30 pm .....LVCC N119**

With thousands of American athletes descending on Beijing dozens of local TV stations will follow. Local TV station news directors, producers, and engineers discuss plans to cover the Olympics.



**Moderator**  
**Harry Jessell**  
 Editor and Publisher  
*TV Newsday*

Panelists: Brian Bracco, VP News, Hearst-Argyle Television; Patti McGettigan, News Director, WOOD-TV, Grand Rapids, MI; Tom Mitchell, Assistant News Director, KSL-TV, Salt Lake City, Utah; Greg Thies, News Technology & Operations Manager, KING, Seattle, Washington

**Inside NBC's Highlights Factory**  
**3:45 pm–5:00 pm .....LVCC N119**

NBC will broadcast 3, 600 hours of Olympics competition via TV and the Internet, a number that eclipses all Olympic broadcasts combined. To help ready content for distribution over multiple outlets NBC Olympics is building a first-of-its kind "Highlights Factory." NBC Olympics and its partners on the project discuss the technologies and workflows that will allow for Olympic fans and viewers to see all the action.

Panelists: Matt Adams, Omneon VP, Broadcast Solutions, NBC Olympics; Peter Humphrey, Principal, Media Strategy Partners, LLC; Eric Pohl, CTO, National Teleconsultants

**SURROUND  
 BROADCAST  
 CONFERENCE**

**>> Wednesday, April 16**

Co-produced by **prosound**

**Welcome — Frank Wells, Editor,  
 Pro Sound News**  
**9:30 am–9:35 am .....LVCC N239**

**Leveling the Playing Field**  
**9:35 am–10:20 am .....LVCC N239**

Updates on the deliberations in the ATSC tech subgroup on DTV loudness, with specific information on the new ITU loudness measurement standard will be presented. Metadata management at both network and station levels, monitoring levels, and the monitoring environment and dynamic range control for DTV will also be covered.

Presenter: Jim Starzynski, Principal Audio Architect of the Advanced Engineering Group, NBC Universal

**Case Study: Loudness in the Real World**  
**10:20 am–10:30 am .....LVCC N239**

An analysis of real-world loudness testing data.

Presenter: Jim DeFilipis, SVP & Principal Engineer, FOX Entertainment Group

**Case Study: Implementing 5.1 Automatic  
 Level Control**  
**10:30 am–10:45 am .....LVCC N239**

CBS has co-developed an ITU BS1770 compliant level controller for automated level management. This session will explore the hardware and its application.

Presenter: Robert Seidel, VP Engineering & Advanced Technology, CBS

**Technology Presentation: Dolby Labs**  
**10:45 am–10:55 am .....LVCC N239**

Presenter: Steve Venezia, Manager DTV Broadcast Support, Dolby Labs

**Loudness Managed: A Case Study  
 Presented by Dolby Labs**  
**10:55 am–11:45 am .....LVCC N239**

To manage and maintain consistent levels for over a quarter million ad inserts daily, both digital and analog in origin, across 2400 inserters, Time Warner's regional operation center developed a file-based approach that includes the Dolby DP600 Program Optimizer. The approach developed for the Time Warner distribution center for the Midwest and Texas provides a practical blueprint for quality control and dial norm set up, built on simple steps that have dramatically improved consistency for the viewer. The process is scalable, and thus relevant to all distribution stages, from program creation, to network, to the local station.

Presenters: Ivan Larsen, Engineer, Time Warner; Jeffrey Riedmiller, Broadcast Product Manager, Dolby Labs

**Technology Presentation: Linear Acoustic**  
**11:45 am–11:55 am .....LVCC N239**

Presenter: Tim Carroll, Founder and President, Linear Acoustic

**Taming DTV Loudness and Consistency  
 Issues — A Discussion of Strategies to  
 Improve the Listener Experience**  
**11:55 am–12:40 pm .....LVCC N239**

The greatly increased dynamic range, format flexibility, and additional level contouring metadata options of ATSC audio have so far created significant inconsistencies between different program elements and to an even greater degree between different broadcast outlets. With a growing consensus for addressing these issues and new loudness management technology in the pipeline, our panel, representing some of the brightest minds applying their energies to the process, will discuss the current path toward industry standardization.

Moderator: Roger Charlesworth, Consultant, Charlesworth Media

Panelists: Tim Carroll, Founder and President, Linear Acoustic; Jim DeFilipis, SVP & Principal Engineer, FOX Entertainment Group; Robert Seidel, VP Engineering & Advanced Technology, CBS; Jim Starzynski, Principal Audio Architect of the Advanced Engineering Group, NBC Universal

**Technology Presentation: Loud Technologies/  
 Mackie Designs**  
**12:40 pm–12:50 pm .....LVCC N239**

Presenter: Laz Harris, Senior Product Specialist, Mackie Designs

**Networking Lunch Break**  
**12:50 pm–1:20 pm .....LVCC N239**

Boxed lunches will be provided.

**Technology Presentation: Harman Pro Audio**  
**1:20 pm–1:30 pm .....LVCC N239**

Presenters: Dave Neal, Director of Marketing Communications, Soundcraft/Studer Group; Peter Chaikin, Director of Recording & Broadcast, JBLProfessional

**DTV Audio in a File-Based World**  
**1:30 pm–2:20 pm .....LVCC N239**

As we transition to file-based production and distribution of media content we need to develop audio analysis and manipulation strategies that reflect this fundamental change in the way in which audio element flow through our facilities and are no longer accessible with conventional tools. Our panelists will discuss practical strategies as well as potential conflicts in ownership and accountability that will affect a wide range of file based audio workflows.

Moderator: Sean Richardson, Post Production Manager/Audio Engineer, Starz-Encore

Panelists: Hank Frecon, VP Sales and Strategy, Agnostic Media; Jim Kutzner, Chief Engineer, PBS; Ivan Larsen, Engineer, Time Warner; Jeff Reidmiller, Broadcast Product Manager, Dolby Labs; Chris Seeger, New Technology Analyst, SNL, NBC Universal; Clyde Smith, Senior VP Global Broadcast Technology and Standards, Turner Broadcasting

**Technology Presentation: RTW**  
**2:20 pm–2:30 pm .....LVCC N239**

**5.1 On Your Shoulder: Single System EFP Camera Miking For Surround**

**2:30 pm–2:50 pm** .....LVCC N239  
 Audio-for-Video and Post Production specialist Frank Serafine explores his uses of his Holophone H4 SuperMINI mic for a variety of projects, including a history of audio from the perspective of an audio engineer (including Les Paul, Rupert Neve and George Martin captured in HD video and surround). Frank will demonstrate his setup, play examples, and discuss ongoing projects.

Presenter: Frank Serafine, Sound Designer/Remote Recordist

**Technology Presentation: Holophone**

**2:50 pm–3:00 pm** .....LVCC N239  
 Presenter: Jonathon Godfrey, CEO, Holophone

**DTV Audio and the Local Station — 5.1 on a Shoestring**

**3:00 pm–3:25 pm** .....LVCC N239  
 In planning for HDTV Audio, local affiliates are technically and financially resourced challenged. With little control over what comes from upstream how do stations provide for a consistent viewer experience and what are practical strategies for 5.1 compatible local production? Roger Charlesworth reviews some strategic guidelines for loudness, metadata, and center-channel compatibility, and takes us through a simple checklist for 5.1 compatible local news and informational production that sensibly integrates legacy resources and takes advantage of workflow evolution to reduce operating and equipment costs.

Presenter: Roger Charlesworth, Consultant, Charlesworth Media

**Technology Presentation**

**3:25 pm–3:35 pm** .....LVCC N239

**Bringing it Home — Realizing HDTV Audio's Potential in Real Time**

**3:35 pm–4:25 pm** .....LVCC N239  
 Whether on a local or a network level the majority of true 5.1 material comes in from the outside sources; entertainment specials and sports programs are fed from far away remote trucks and episodic television audio is created in comfortable Hollywood mixing stages. How do both networks and local affiliates make the transition to creating home grown live content that is format compatible to what comes from outside? Our panelists are taking the experience creating marquee sports and entertainment programming in the field and taking it inside to transform how everyday news and informational programming is produced in 5.1 compatible formats.

Moderator: Roger Charlesworth, Consultant, Charlesworth Media

Panelists: David Hough, Audio Director, Austin City Limits; John McKenna, Chief Engineer, YES Network; Mark Metzler, Chief Engineer, KTVU; Steve Stahl, Audio Supervisor, CNN

**Technology Presentation: Solid State Logic**

**4:25 pm–4:35 pm** .....LVCC N239  
 Presenter: Niall Feldman, Director of Product Marketing, Solid State Logic

**Golden Audio: Live Music Broadcasting Lessons From The Grammys**

**Presented by The Recording Academy Producers & Engineers Wing**  
**4:35 pm–5:45 pm** .....LVCC N239

The Grammys went all 5.1 this year for their 50th annual broadcast, with no independent two-channel or mono mixes. The entire show is mixed live, with no post production or remixing, and the network approach to live music production is largely defined by the continually refined Grammy broadcast team's procedures and practices. On this auspicious birthday, our panel will recap the history of Grammy broadcast audio, the evolution of multichannel production, the implementation of the surround production infrastructure, real-time quality control and the realities of broadcasting one of the biggest live productions on the planet.

Introduction: Maureen Droney, Executive Director of The Recording Academy Producers and Engineers Wing

Moderator: Hank Neuberger, Supervisor of Broadcast Audio & Advisor to the Recording Academy

Panelists: Michael Abbott, Grammy Awards Audio Coordinator; Rocky Graham, Director of Technical Marketing, Dolby Labs; Leslie Ann Jones, Director of Music & Scoring, Skywalker Sound, Recording Academy Television Committee member; Robert Seidel, VP Engineering & Advanced Technology, CBS

**Conference Sponsors:**



**TECHNOLOGIES FOR WORSHIP CONFERENCE**

**Sunday, April 13–Thursday, April 17**

Co-produced by tfwm

**» Sunday, April 13**

**Successfully Set Up Your Own Streaming Media Solutions in a Worship Environment**  
**9:00 am–5:00 pm** .....LVCC N115

This session will cover the technical issues of capturing Live and On-demand video/audio, Webcasting, Encoding and delivering methods for streaming broadcasts over the Internet coupled with LIVE demonstrations. Learn where the resources are and how to set them up. A workshop on the "How Tos of Streaming Media" and "Streaming Media Services" will be demonstrated so you don't want to miss this session. There will be free streaming media giveaways for all that attend this session.

Presenters: Wayne Coleman, General Partner, NetBroadcasting.tv; Deeje Cooley, Senior Evangelist, Dynamic Media Organization, Adobe Systems Inc.; Dennis Radeke, Adobe Business Development Manager, Dynamic Media Organization; Marcus Singleton, Digital Media Coordinator, Breath of Life Christian Center; Shelby Smith, Sales Engineer, ViewCast Corp.; Eric Stone, NetBroadcasting.tv; Kevin Towes, Product Manager, Adobe Systems Inc.; Ben Waggoner, Principal Video Strategist, Silverlight and Expression Studio

**All Day Video Production Technologies for Media Ministry Workshop**  
**9:00 am–5:00 pm** .....LVCC N116

Participate in the video production cycle from script-writing through lighting and shooting through editing and distribution. Attendees will use a broadcast camera, set up lighting equipment, videotape subjects and use the latest versions of Apple Final Cut Pro 5.0 and Apple DVD Studio Pro 4.0 before and during the seminars. There will be an ongoing roundtable discussion with peers about shooting and editing best practices. The final output will be a short edited video ready for distribution.

Presenter: Dan Stark, Video & Systems Consultant, Stark Raving Solutions

**» Monday, April 14**

**Opening Address: NAB Show Floor for Dummies — Making the Most of Your NAB Experience**  
**8:00 am–8:30 am** .....LVCC N115

This session will explain the best ways to work the NAB Show exhibit floor and offer valuable tricks and tips that will ensure your week at NAB is a successful one.

Presenter: Rod Payne, Minister of Public Relations, First Baptist Church

**The ABCs of Starting a Worship Broadcast**  
**10:30 am–12:00 pm .....LVCC N115**

So, you want to start reaching a larger audience with your ministry's message. There is a progression, which if followed in logical steps, will allow you to grow at a manageable rate and reward your decision. Research is cheap compared to the millions you could spend and the sinking feeling you will get when you determine that you weren't ready to start broadcasting (not to mention a pack of ravenous elders hungry for your resignation). How do I get started? What does it cost? Am I ready? How do I build an audience? What will differentiate me from the hundreds of others? Take away a list of steps that will guarantee your success.

Presenter: John Ware, Broadcast Consultant/Founder, 168 Hour Film Project

**Camera Control Units — Functionality and Operation in Your House of Worship**  
**10:30 am–12:00 pm .....LVCC N116**

What is a Camera Control Unit? What does it do for me? How do I match colors on my multiple camera system? Which cameras can use them? How much do they cost? What is a waveform monitor? Why do I need a waveform monitor? How do I calibrate my color monitors so that the colors are accurate on them? With equipment becoming higher in quality and more affordable, how is this type of equipment in my system? Broadcast studios have always used these devices for their multiple camera systems and now many houses of worship use them. This will be a group discussion followed by hands-on opportunities to practice skills learned in the seminar.

Presenter: Dan Stark, Video & Systems Consultant, Stark Raving Solutions

**Sound and Acoustics — What Am I Hearing?**  
**10:30 am–12:00 pm .....LVCC N117**

Defining what we hear and how sound works can be challenging, but understanding these factors is critical to creating a good acoustical environment. This class will address the physics of sound and what we hear in terms that are easy to understand. We will also discuss the acoustical characteristics that combine to create the ideal worship space.

Presenter: R. Bob Adams, Pro Marketing Development/International Liaison, SLS Loudspeakers

**Podcasting Your Worship Service**  
**1:00 pm–2:30 pm .....LVCC N115**

This session will cover the workflow for capturing, editing, and encoding video and audio Podcasts. Learn how to select the right hosting and delivery methods for your content, whether it is LIVE streaming, RSS or via download. This session also offers tips and techniques of submitting your podcasts to popular networks and directories, including iTunes. Detailed tips on file formats, compression/filter settings will be shared along with a "before and after" example letting you see and hear the immediate impact of using the right methodology. Learn about the latest trends and see how video/audio-podcasting can be used to extend your ministry's reach. There will be free streaming media giveaways for all that attend this session.

Presenters: Wayne Coleman, General Partner, NetBroadcasting.tv; Marcus Singleton, Digital Media Coordinator, Breath of Life Christian Center; Eric Stone, NetBroadcasting.tv

**High Definition Video in Worship, Up Close and Personal**  
**1:00 pm–2:30 pm .....LVCC N116**

This session/seminar utilizes a practical, live display. It provides a look at currently available high definition video technology with live pictures created with various cameras displayed on a variety of monitors and displays. This session is designed to enable you to take a practical look at high definition, some practical applications for it in your ministry and products available for you today.

Presenter: Dan Stark, Video & Systems Consultant, Stark Raving Solutions

**PASTORS TRACK**  
**High Tech — High Touch: Using Media Technology to Turn Your Vision into Reality**  
**1:00 pm–2:30 pm .....LVCC N117**

We live in a world where Media Technology is changing at an incredible pace. We can choose to embrace emerging technology or be left behind in a media savvy culture. Learn how to leverage the latest technologies to increase your ministry impact. Discover how the right people on your team and the right technology will enable you to impact your audience at a much higher level.

Presenter: Tim Sauve, President, Worship Interactive

**Microphones & Worship Applications**  
**3:00 pm–4:30 pm .....LVCC N115**

This seminar will discuss the use of wireless systems for houses of worship: how they work and how to keep them working. Topics will include equipment selection, frequency coordination, antenna use, and troubleshooting. In addition, assistive listening systems, wireless in-ear monitors and the impact of Digital Television will be discussed. This session is recommended for those who have some experience with wireless systems and wish to add to their theoretical and practical knowledge of the subject.

Presenter: Tim Vear, Senior Applications Engineer, Shure Incorporated

**Deloitte InfoSession**

*Open to all registered attendees.*

**UNDISINTERMEDIATE!  
 Why Direct to Consumer Media Business Models are Doomed in the Digital World**

» Monday, April 14

12:00 pm–1:30 pm .....LVCC S225

Everyone agrees that digital media consumers want to consume the media they want, when, where and how they want, and don't really care how that happens. How can media companies best accommodate the expectations of such a fickle and demanding audience?

Everyone agrees that the Internet should allow content creators to sell directly to the end consumer, avoiding both distributors and retailers. Is it a good idea? How will media companies continue to add value and drive revenue?

Everyone agrees that companies who have tried to sell directly to the end consumer have largely failed. Why?

Everyone agrees that the entire media industry is in a deadlock. Who or what is dead? Who or what is locked?

Everyone agrees that this is a very complex, long-term problem. Well, maybe not everyone.

In an open discussion featuring executives from leading internet portals, networks, consumer device manufacturers and content developers, "Undisintermediate!" will explore the drivers and trends that are reshaping the media industry and offer insights into the emerging business opportunities in the digital media marketplace.

Moderator: David Rips, Principal, Deloitte Consulting LLP

Presented by

**Deloitte.**

**Jumping to I-MAG for the First Time**

**3:00 pm–4:30 pm** .....LVCC N116

If you are currently thinking about jumping into the world of using I-MAG in your worship experience or if you just want to know what in the world this “I-MAG” thing is all about... this class is for you! In this discussion, we will look at the real reasons why the use of this technical tool is so important, discuss what conditions warrant its use, the pro’s and con’s of I-MAG, the correct equipment to achieve success, investment cost scenarios, and discussion of the learning curve that will present itself by using this very effective form of technology.

Presenter: David Rauch, Principal Consultant, Bridge Communications

**How to Conduct Rehearsals and Prepare for Events in Your Church**

**3:00 pm–4:30 pm** .....LVCC N117

If you’re not in control, you’re out of control. Learn to keep staff, musicians and artists focused as we discuss techniques for effective timeline planning and production preparation to help make your next event a success.

Presenters: Tom Bullard, VP Sales & Special Events, Audio Ethics Inc.; Donnie Haulk, President, Audio Ethics Inc.

**Wireless Microphone Workshop for Houses of Worship**

**5:00 pm–6:30 pm** .....LVCC N115

This seminar will discuss the use of wireless systems for houses of worship: how they work and how to keep them working. Topics will include: Selection of appropriate wireless microphones; Frequency coordination for multiple wireless; Best practices for antennas; Impact of DTV and future spectrum issues. This session is recommended for those who have some experience with wireless systems and wish to add to their theoretical and practical knowledge of the subject.

Presenter: Tim Vear, Senior Applications Engineer, Shure Incorporated

**Enlisting and Training for your Broadcast Ministry Production Staff**

**5:00 pm–6:30 pm** .....LVCC N116

Broadcasting takes people — trained people. Are you willing to watch home videos or view Internet slide shows? Do you Flickr or watch others Flickr? Will you sit down and listen to someone’s new surround sound system? These are just a few ways to find new members for your broadcast team. We’ll explore ways to find and then train your team including the Camera Games Concept.

Presenter: Rod Payne, Minister of Public Relations, First Baptist Church

**PASTORS TRACK**

**Equipping and Managing Your Multimedia Ministry**

**5:00 pm–6:30 pm** .....LVCC N117

It’s no longer ok to have someone with a “good heart” and limited know-how in our churches multimedia ministry. In this workshop, we’ll look at some practical ways to manage the ministry as well as keeping the media team on the cutting edge.

Presenter: Tim Sauve, President, Worship Interactive

**» Tuesday, April 15**

**Programming for My Community:**

**Do I Really Need to go on National Television?**

**9:00 am–10:30 am** .....LVCC N115

In this session, you will learn about the various options and opportunities available to your church or organization for broadcasting within your community. Learn how to utilize the power of national networks but pay for your local community only.

Presenter: Isaac Hernandez, TBN Network Programming, TBN Network

**Using Blogging Effectively: How to Create Dialog**

**9:00 am–10:30 am** .....LVCC N116

Some sources estimate there are more than 100 million blogs in existence today — some of which make significant money and have remarkable influence. Phil Cooke’s “The Change Revolution” blog at philcooke.com has become a highly influential source on issues of faith and media. Faith-based blogs are more influential now than ever. Join Phil in a lively discussion of what makes blogs work and how you can get your blog noticed and read.

Presenter: Phil Cooke, Producer/Director, Phil Cooke Pictures, Inc.

**Dynamic Praise and Worship**

**9:00 am–10:30 am** .....LVCC N117

How do you transform a room or auditorium into a sanctuary for worship? This Seminar will teach you how to use the latest technology and innovative techniques to create a praise friendly environment. We will be concentrating on the roll of the technical team and ways they can enhance the worship experience. Whether planning for a new building or trying to solve problems in a 100-year-old sanctuary, this seminar is for you.

Presenter: Donnie Haulk, President, Audio Ethics Inc.

**24-hour Internet TV Stations for the Church**

**11:00 am–12:30 pm** .....LVCC N115

Level: INTERMEDIATE

This session will cover what is needed to execute a successful deployment for a 24-Hour Streaming Internet TV/Radio Station. Significant bandwidth and quality of service to provide a seamless user experience is crucial to a streaming media station. However, as the technologies for delivering streaming Internet stations are in their infancy, the choice of a streaming provider solution is vital. Should you maximize flexibility by piecing together a network of streaming stations from a variety of streaming vendors with the most innovative solutions? Learn about all sorts of cool features like archived video/audio, images, and limitless station channels. There will be FREE streaming media giveaways for all that attend this session.

Presenters: Wayne Coleman, General Partner, NetBroadcasting.tv; Marcus Singleton, Digital Media Coordinator, Breath of Life Christian Center; Eric Stone, NetBroadcasting.tv

**PASTORS TRACK**

**Introducing Change Without Offending (almost) Anyone**

**11:00 am–12:30 pm** .....LVCC N117

This class will focus on what takes place when change is implemented — and the non-negotiable aspects of building healthy technical teams, both spiritually and in task. Topics include: Defining Change from a Traditional to a Contemporary Style of Worship; Your Target Audience; Behind Every Healthy Team is a Healthy Leader; Communication Techniques; Avoiding Burn Out, Growing Spiritually Comes Before Task and more!

Presenter: David Rauch, Principal Consultant, Bridge Communications

**Making it Look Real — From Production to Projection in Video Venues**

**11:00 am–12:30 pm** .....LVCC N116

- > Overview of the projection technology used in video-only venues
- > Overcoming the myths
- > Inside tips from the leader in video-only venues
- > The need for color balancing
- > Headroom in brightness: What does it mean?

Presenter: Peter Taylor, Director of Sales, Barco P.S.D., National Sales Manager, H.O.W., BARCO Presentation and Simulation

**Coaching Actors for your Media Ministry**

**1:00 pm–2:30 pm** .....LVCC N116

Your ability to coach and direct actors well can make or break your TV program, commercial, or movie. Kathleen Cooke, one of the teachers at the prestigious “Actors Boot Camp” program in Los Angeles, will share her secrets on motivating and inspiring great performances. Make your projects sizzle with brilliant actors and learn the techniques that will make your directing career soar.

Presenter: Kathleen Cooke, Casting Director, Phil Cooke Pictures Inc.

**IPTV: Internet Protocol Television in Worship Round Table Discussion**

**1:00 pm–2:30 pm** .....LVCC N115

An introduction to IPTV — how it differs from similar technologies and how it can be used to efficiently and effectively reach a wider audience.

Chairperson: Isaac Hernandez, TBN Network Programming, TBN Network

Presenters: Wayne Coleman, General Partner, NetBroadcasting.tv; Kevin Shively, TV Worldwide; Marcus Singleton, Digital Media Coordinator, Breath of Life Christian Center

**Video Serving: Real-Time Visual Performance in Worship**

**1:00 pm–2:30 pm** .....LVCC N117

Are you including visual elements into your worship services? If you are, how free-form is it? All pre-produced? Increase your flexibility with on-the-fly video server technology. In this class we will demonstrate simple to cutting-edge technology and will show examples that can powerfully impact any service or event. See what can happen by having instantaneous and spontaneous visuals at your fingertips. See how visuals are becoming the new “instrument” of praise.

Presenter: John Broadhead, Director of Technology, Roland Systems Group

**Which Worship Presentation Software is Best for Your Church?**

**3:00 pm–4:30 pm** .....LVCC N116

In this class, facilitated by Greg Atkinson, you will hear and see demos from representatives of the top 3 worship presentation software companies. Come see the power, potential and latest features from EasyWorship, MediaShout and ProPresenter. See them compared side by side and you decide which is best for your situation.

Presenter: Greg Atkinson, Technical Arts Director, Bent Tree Bible Fellowship

**Media Industry Networking**

**3:00 pm–4:30 pm** .....LVCC N115

This session offers tips on connecting with the right people to build your career. Real networking isn't artificial; it's the art of building powerful relationships and expanding your influence. Learn how real networking can make the connections that will help you accomplish your dreams.

Presenter: Phil Cooke, Producer/Director, Phil Cooke Pictures, Inc.

**Building Project — A Holistic Approach to Creating an Intimate Worship Environment**

**3:00 pm–4:30 pm** .....LVCC N117

Get it right the first time. Whether it is new construction or a remodel, this class will focus on the factors that combine to create an environment that encourages intimacy and connectedness in worship. From architectural design, seating configuration, mechanical systems, sound and video systems, and architectural and theatrical lighting systems, every design factor can either enhance or detract from the worship experience. Join this session as we concentrate how to successfully bring it all together. Discussion topics will include: putting together the right design team; avoiding the most common mistakes; setting and keeping priorities; design issues — what are the important things to look for; and dealing with budgets.

Presenter: Vance Breshears, Acoustical Consultant, Sound Technology Consultants

**The Acoustics Factor in a Worship Environment**

**5:00 pm–6:30 pm** .....LVCC N116

In this class the attendee will learn about the acoustics factor and how it relates to everything from video presentation to live music and vocal performances in any type of venue. Acoustic issues affect us all, from small recording/broadcast booths to large auditoriums/arenas, there is sure to be something for everyone. Some of the subject material covered will be: NRC values, echo, reverberation, what causes speech intelligibility loss and how to solve it, and most importantly cost vs. value of acoustical cures. You will also learn about acoustic terminology like diffusion, absorption, reflections, room modes, etc.... We will finish out with Q & A session.

Presenter: Joab Perdue, Perdue Acoustics

**Looking Good for Television**

**5:00 pm–6:30 pm** .....LVCC N115

Hosting, acting, or preaching on television is a dramatically different experience than a live event. In this informative workshop, director Phil Cooke and actress and acting coach Kathleen Cooke share important insights on how to be more effective on TV. In a media-driven culture, perception is reality, so the impression you make matters. Discover the secrets to looking good, presenting well, and making an impact in a visual medium.

Presenters: Phil Cooke, Producer/Director, Phil Cooke Pictures Inc.; Kathleen Cooke, Casting Director, Phil Cooke Pictures Inc.

**PASTORS TRACK**

**Why In The World Do We Need A Media Director?**

**5:00 pm–6:30 pm** .....LVCC N117

As your church moves forward with the vision of reaching the lost, the importance of utilizing technical tools to bridge and support the word of God is a must. Having an individual that not only understands the technical side of the application, but more importantly understands that spiritual growth comes before task and that building, sustaining and nurturing "spiritually healthy technical teams" is key. Hiring a Media Director is much different than hiring an Associate Pastor. Discover the important qualifications, experience and skills that your Media Director and leadership in that area must possess, as well as their responsibilities, expectations and salary discussion.

Presenter: David Rauch, Principal Consultant, Bridge Communications

**» Wednesday, April 16**

**Church 2.0**

**9:00 am–10:30 am** .....LVCC N115

This class is a discussion of innovation and creativity in the local church. Besides hearing about how you can utilize Web 2.0 technologies for ministry, you will hear the stories of churches that are "doing church" differently and really making an impact. This class will stretch your definition and understanding of creativity and innovation.

Presenter: Greg Atkinson, Technical Arts Director, Bent Tree Bible Fellowship

**Once Upon a Timeline: An Introduction to Editing Your Own Ministry Videos**

**9:00 am–10:30 am** .....LVCC N116

No matter what your budget, expertise, or church size, you will benefit from the wealth of technical and artistic information packed into this workshop. How do you outfit your computer for editing video? Do you have a PC or MAC? What software should you use? How do you capture & edit digital video? What does editing video on a computer look like? What are techniques for compelling "video storytelling"?

Presenter: Jay Delp, President, Jay Delp Productions

**PASTORS TRACK**

**Show Me the Money: Finding the Funds to Finance Your Vision**

**9:00 am–10:30 am** .....LVCC N117

The greatest challenge facing Media Ministries today is finding the funding to underwrite creative and innovative programming. Many worthy and potentially life-changing projects have been sacrificed on the altar of inadequate funding. Through Partnership Dynamics, discover simple but dynamic answers to underwriting the projects and programs God has birthed in your heart. Learn about your six potential financial partners, the differences between them, and how to capture their interest in your vision.

Presenter: Mark Dreistadt, President & CEO, Infinity Concepts

**Producing a Worship Service**

**11:00 am–12:30 pm** .....LVCC N116

Now that you have your technical teams in gear and have all of the technical tools that you need to begin the journey of supporting the word of God, your next question is "now... what do I do with all of this?" This class will concentrate on answering that very question by helping you begin to build specific "greenlighting teams" and "programming teams" to come up with content for your services and team responsibilities. Also discussed will be non-negotiable service elements, themed services, numerous ideas using audio, video, lighting and staging systems and finally, how to bring it all together with SOP's, service scripts, stage plots, rehearsals, and evaluating your work. This class is great for the church that is just beginning this journey using technical tools to churches that are well on there way with these tools looking for different ideas and ways to continue to build better services.

Presenter: David Rauch, Principal Consultant, Bridge Communications

**Roundtable: How to Make Your TV Ministry Effective**

**11:00 am–12:30 pm** .....LVCC N117

The purpose of this workshop is to highlight what churches should focus on in their TV ministry and areas they should avoid — mainly, how to make their broadcast exciting for viewers, how to make their message sparkle, and how to keep viewers coming back for more. Not all churches do this effectively, and there are a lot of shows out there that are so boring and ineffective they don't engage the casual viewer.

Presenters: Phil Cooke, Producer/Director, Phil Cooke Pictures Inc.; Mark Dreistadt, President & CEO, Infinity Concepts; Isaac Hernandez, TBN Network Programming, TBN Network

**Getting the Picture: How Can I Develop Great Audio/Visual Artists in My Church?**

**11:00 am–12:30 pm .....LVCC N115**

Passionate artists in your community are the key to attracting a new audience with short films and music that is unlike anything currently available. The days of associating bad art with the church are over! Nurturing artists within your walls is an investment in the future and will give a voice to your message in the “language” of all generations (story). Jesus knew that the best way to everyone’s imagination and intellect is through story. Today, excellent artists are making music, film and TV that is unashamed of its world view. How can you encourage and promote these artists locally? How are Christians in Hollywood leading the way?

Presenter: John Ware, Broadcast Consultant/Founder, 168 Hour Film Project

**Embracing the Opportunity: Understanding Closed Captioning**

**1:00 pm–2:30 pm .....LVCC N115**

The FCC closed captioning mandate affects every television producer, as broadcasters now require programs to be captioned. Learn the specific regulations for English and Spanish programming. Understand the varied processes and options available to you to meet the closed captioning broadcast requirements. Discover the additional audience and the surprising benefits closed captioning provides.

Presenter: Mark Dreistadt, President & CEO, Infinity Concepts

**Creating Relevant Environments with Video**

**1:00 pm–2:30 pm .....LVCC N116**

Perfectly mixed audio synchronized with spectacular lighting and visual effects make the productions of top secular acts come to life in a way that transcends a mere concert... it’s a complete multi-sensory experience. While such budgets as these shows are not possible in the local church, there are creative ways using modern technologies to create these kinds of impactful environments far less expensively than ever before. Obviously, God will do the heavy lifting in people’s hearts, but our job as worship leaders is to create a pleasant and compelling environment for non-believers. Whether you’re trying to create a compelling stage for a special occasion or as a fixed installation, in this seminar you will learn how to enhance your worship productions with video in a manner that will have your regular attendees inviting their non-believer friends to church.

Presenter: Brad Weston, President, Renewed Vision

**Programming for the Big Networks: “What Are They Really Looking For?”**

**1:00 pm–2:30 pm .....LVCC N117**

In this session, you will learn from a network programming executive what the networks are really looking for in innovative new programming. Hundreds of programs and ideas are submitted every week, so how will yours stand out? Learn firsthand what you need to do in order to make sure your program does not end up discarded within the first 60 seconds.

Presenter: Isaac Hernandez, TBN Network Programming, TBN Network

**Burnout & Boundaries — Learning to Balance Career, Family & Ministry**

**3:00 pm–4:30 pm .....LVCC N115**

Serving in Technical Ministries means a lot of hours at the church, which sometimes means burnout. In this practical workshop, we will learn how to reorganize when your life is out of balance and what causes us to burnout, as well as learn practical suggestions and steps to correct the problem and get our life back into a healthy balance.

Presenter: John Chevalier, Lead Pastor/Catalyst, Mosaic Healdsburg

**Mastering Youth Ministry Through Media/Video**

**3:00 pm–4:30 pm .....LVCC N116**

In this seminar, you will learn: How to produce your own video productions with and for student ministries; Where to find the gear to shoot, edit and project your productions; How to effectively use presentation software like MediaShout, PowerPoint, etc.; Real-world ideas for using media and video in every aspect of youth work; Where to find graphics, video clips, training and music for your lessons, messages and video production.

Presenter: Jay Delp, President, Jay Delp Productions

**PASTORS TRACK**

**Branding Faith: Why Some Churches and Non-Profits Impact the Culture and Others Don’t**

**3:00 pm–4:30 pm .....LVCC N117**

How do you tell your story alongside the maddening swirl of media “clutter” — TV, Radio, Computer, Digital Music Player, Internet, Mobile Phone, and other technologies competing for our attention? How does a local church or ministry get their message heard through the massive and growing wave of media static out there? This remarkable workshop is about getting your message heard. It’s about telling your story and making that story connect with the largest audience possible.

Presenter: Phil Cooke, Producer/Director, Phil Cooke Pictures, Inc.

**It’s Not Rocket Science, But It is Rocket Art: Ancient Realities in Postmodern Worship**

**5:00 pm–6:30 pm .....LVCC N115**

Every weekend across this country millions gather for Christian worship in spaces that are essentially concert halls where the “body language” of the environment says “sit back relax and enjoy the show.” If worship however, is to be participation and not performance then that’s a huge disconnect right out of the gate. It hasn’t always been this way. This discussion will focus on what our pre-electrical forebears knew about intimacy and connectedness in assembly environments and what that means for us today in creating the right balance of the natural “body language” of the room overlaid with modern technological bells and whistles. Ahh the beauty of a “both/and” postmodern world!

Presenter: Kevin Callahan, CEO/Design Director, Callahan Studios

**PASTORS TRACK**

**Pastors Multimedia Roundtable**

**5:00 pm–6:30 pm .....LVCC N117**

An informative and lively roundtable discussion all geared to help you build a dynamic and successful Media Ministry highlights this session. Come and learn from other pastors as well as experts in the field of Media Technology. Walk away with practical strategies to maximize your ministry impact and take your Media Ministry to the next level of excellence.

This seminar will be followed by a tour of My Father’s House, a local Las Vegas media and technology-savvy church.

Presenters: Ken Baird, Owner, Visual Communications Systems; Phil Cooke, Producer/Director, Phil Cooke Pictures, Inc.; Paul Crouch Jr., President, Trinity Broadcasting Network; Jay Delp, President, Jay Delp Productions; Mark Dreistadt, President & CEO, Infinity Concepts; Brian Glassford, Executive Director Communication & Media, Central Christian Church; David Rauch, Principal Consultant, Bridge Communications; Tim Sauve, President, Worship Interactive

**>> Thursday, April 17**

**REPEAT**

**Podcasting Your Worship Service**

**9:00 am–10:30 am .....LVCC N115**

**REPEAT**

**Video Serving: Real-Time Visual Performance in Worship**

**9:00 am–10:30 am .....LVCC N116**

**Projection Basics Every Media Director Should Know**

**9:00 am–10:30 am .....LVCC N117**

Here’s a fast-paced presentation designed to make projection technology easy to understand. If you are new to projection, or would like a quick refresher, this workshop is for you. Get answers to questions about imaging systems, ambient lighting, screen sizes and types, projector brightness and contrast, lens shift and keystone correction, choosing the right lens, signal input and control options, and projector installation and maintenance considerations.

Presenters: Wayne Coombes, Eiki International, Inc.; Steen Sorensen, Eiki International, Inc.

**REPEAT**

**24-hour Internet TV Stations for the Church**

**11:00 am–12:30 pm .....LVCC N115**

**Team Building — Worship & Technical Ministries: Pulling it All Together**

**11:00 am–12:30 pm .....LVCC N116**

In this workshop, we will talk about team building between music and technical ministries in the local church. To be effective, you can no longer accept the music guy vs. the sound guy dynamic that exists in many churches. We will address real issues and talk about practical team building concepts that will solidify relationships and increase the impact of your services.

Presenter: John Chevalier, Lead Pastor/Catalyst, Mosaic Healdsburg

## Financing Alternatives for Church Media Technology

**1:00 pm–2:30 pm** .....LVCC N116

Having a funding or financing strategy for your church media technology project is a critical first step that paves the way for budgeting, project design, selection of consultants and systems integrators, and the entire scope of the project. This session, geared to the pastor, church business administrator, facilities director, or media director, explores key aspects of financing church media equipment and technology systems integration projects including: planning for an assessing funding alternative, developing clear objectives for your financing, the role of financial stewardship in determining funding choices, how to package and present your church to a lender, negotiating rates and terms that fit your objectives, why financing as an Operating Budget solution works for a church, measuring the costs of Self Financing (cash purchase), what types of financing to avoid if your objective is to pay off early, when not to include media technology in your construction or real estate loan, what differentiates systems integration financing, and avoiding the potholes and pitfalls of certain financing practices.

Presenter: Russ Munson, Vice President, National City Media Finance

## Creating a Ministry Documentary

**1:00 pm–2:30 pm** .....LVCC N117

Learn how to shoot documentary style videos for your ministry! Bring the mission field home, recap VBS, show an outtakes reel from the last men's outing. There are definite does and don'ts that will make your project either the hit of the week or naptime! This class will help you get the most out of video in ministry.

Presenter: Brad Herring, President, Church Production Resources, Inc.



# TELECOM2008: BUILDING YOUR IPTV BUSINESS

**Monday, April 14–Thursday, April 17**



## Telecom2008 Track 1: The Business of IPTV

**8:00 am–5:00 pm** .....LVCC N234

Explore the requirements of a video service through real-world experiences shared by carriers, case studies from experts, technology suppliers and content providers. This conference is targeted to the needs of business and technical professionals.

Schedule subject to change. Pick up an updated Telecom2008 program in room LVCC N232.

## » Monday, April 14

**9:00 am–9:35 am**  
*Lessons Learned About Installing Home Networks for Triple-play IPTV Services*

**9:40 am–10:15 am**  
*Using Real Time Feedback to Generate IPTV Revenue*

Presenter: David Hunt, Vice President fs/cdn Americas, Conklin-Intracom

**10:25 am–11:00 am**  
*Best Practices in IPTV System Integration*

Presenter: Curtis Howe, CEO, Mariner Partners

**11:10 am–12:25 pm**  
*HD Programming Delivery for Bandwidth- and Budget-Constrained Telcos*

Moderator: Tim Owens, Principal, Cronin Communications

Presenters: Walt Davis, Product Management Director, IP-PRIME, SES Americom; Ian Jefferson, VP Sales, Entone

**1:15 pm–2:30 pm**  
*Telecom2008 Keynote  
State of Broadband: Next-Generation Networks and the Future of Entertainment*

Presenter: Walter McCormick, President & CEO, USTelecom

**2:45 pm–3:05 pm**  
*IPTV Know How: From Rapid Deployment to Consumer Enjoyment*

Presenter: Fred Ellis, COO, SecureMedia

**3:30 pm–4:30 pm**  
*Carrier Perspective: Elements of a Healthy IPTV Ecosystem*

Presenter: Rich Moran, Director of Marketing, Optical Network Systems Division NEC Corporation of America

**4:35 pm–5:30 pm**  
*Retransmission Agreements: What Every Telecom Company Needs to Know*

Presenters: Rebecca Duke, VP Distribution, LIN Television Corporation; John Hane, Pillsbury, Winthrop, Shaw, Pittman, LLP

## » Tuesday, April 15

**9:00 am–9:20 am**  
*All-Optical Access — Video Quality, Long Tails and Market Share*

Presenter: Joe Savage, President, FTTH Council

**9:20 am–9:40 am**  
*Business of IPTV*

Presenter: Paul Connolly, VP Service Provider Video Technology Group, Cisco

**9:50 am–10:20 am**  
*The Open IPTV Forum*

Presenter: Monika Gadhammar, Vice Chair, Open IPTV Forum Marketing Workgroup

**10:25 am–11:00 am**  
*Reality Check: Solving the Inherent Quality Issues that Slow IPTV Adoption*

Presenter: Alex Hayward, Director of IPTV, Digital Fountain

**11:10 am–12:10 pm**  
*The Business of IPTV: How Targetability Will Change the TV Game*

Moderator: James McQuivey, VP and Principal Analyst, Forrester Research

Presenter: John Giere, CMO, Alcatel-Lucent

**3:00 pm–3:45 pm**  
*Should the MSOs fear Telco's IPTV*

Moderator: Thorsten Claus, Detecon, Inc.

Presenters: Tracy Geist, VP Market Development, OpenTV; Pete Holland, CFO, Horizon Tel; Gerald R. Joyce, Director, Product Innovation, Motorola Labs; Bob Laribeau, Director, Packet Networks & Services, RHK

**3:55 pm–4:45 pm**  
*Brought to You by Broadband*

Presenters: Dan Fellini, Executive Producer of the Public Internet Channel, One Economy; Tom McDonald, CEO, BeSafe

**4:50 pm–5:40 pm**  
*Telecom Broadband Deployments: Real World Experiences*

## Telecom2008 Track 2: IPTV — It's About the Content

**8:00 am–5:00 pm** .....LVCC N240

This track explores your content options. Learn how to create and acquire new content to develop competitive services, including how to make content more interactive and responsive to customers' unique needs and desires.

Schedule subject to change. Pick up an updated Telecom2008 program in room LVCC N232.

## » Tuesday, April 15

**9:00 am–9:30 am**  
*Winning the Couch Potato: Differentiating Your IPTV Services*

**9:40 am–10:10 am**  
*From Gorillas to Guerrillas: IPTV Changes Everything*

Presenter: Vince Vittore, Program Manager, Yankee Group

**10:15 am–11:00 am**

**True Hollywood Story! The Inside Scoop on Obtaining, Protecting and Broadcasting Studio Content**

Presenter: Whit Jackson, VP Business Development and Studio Relations, SecureMedia

**11:10 am–12:10 pm**

**Content Encounter: Managing the Digital Media Lifecycle**

**3:40 pm–4:30 pm**

**Content Identification — A New Business Enabler**

Presenters: Jon Dakks, NBCU; John Hallman, Motorola; Behzad Shahraray, AT&T; Yangbin Wang, Vobile

**4:40 pm–5:30 pm**

**DRM: The Role that Security Plays in the Success of IPTV**

Presenter: Yi Zhang, UTStarcom, Inc.

**» Wednesday, April 16**

**9:00 am–9:30 am**

**Building Relevance: Using IPTV to Create Market Value**

Presenter: Steven Shepard, Shepard Communications Group, LLC

**9:40 am–10:15 am**

**Watermarking and Fingerprinting: Are Content Owners Ready?**

**10:25 am–11:00 am**

**Unique Telco Content**

Presenter: Sarah Katt, Content and Business Development, Verizon FiOS TV & FiOS1 Local Channels

**11:10 am–12:25 pm**

**Corralling the Content Stampede: Delivering Unified IPTV, Broadband and Mobile Video Experiences**

Presenters: Dave Lively, Director, Video Marketing, Broadband Edge & Midrange Routing Business Unit, Cisco Systems, Inc.; Marty Roberts, VP Marketing, thePlatform

**1:15 am–2:00 pm**

**Encountering Content: A Dialogue on the Digital Media Market**

Presenter: Jim Warner, Vice-Chair and Head of Content/Media Sector, TM Forum

**2:10 pm–3:30 pm**

**Is Content the Key to a Successful IPTV Deployment?**

**3:45 pm–5:30 pm**

**Content Production Potpourri — Hot Products for Producing Local Content**

Presenters: Steve Hawley, Senior IP Analyst, Multimedia Research Group and Editor, ipTV News Magazine; Kshitij Kumar, CEO, Tellytopia; Mark Laughlin, IT Director, RT Communications; Justyn Miller, General Manager, Kalona Cooperative Telephone Company; Ken Pyle, President and Founder, Viodi View; Ben Silva, Senior Vice President, Zillion TV Corporation

**Telecom2008 Track 3: Telecom Technology Papers**

**8:00 am–5:00 pm .....LVCC N238**

Each 20 minute presentation provides a detailed explanation of an innovation in telecom technology and explains how it can benefit your business. The papers will focus on cutting edge telecom technologies with a special emphasis on video distribution over telecom networks.

Schedule subject to change. Pick up an updated Telecom2008 program in room LVCC N232.

**» Tuesday, April 15**

**9:00 am–9:15 am**

**Opening Remarks**

Presenter: John D. Abel, Team Lightbulb

**9:20 am–9:40 am**

**The Last 50 Feet: Ensuring IPTV QoS in the Home**

Presenter: Andrew Morton, Comtrend Corporation

**9:45 am–10:05 am**

**Video is Driving Network Upgrades Today that Go Well Beyond IPTV**

Presenter: Alan Lippman, Redback Networks (an Ericsson company)

**10:10 am–10:30 am**

**Achieving Cable Quality for IPTV over the Internet**

Presenter: Dr. Lawrence G. Roberts, Anagran, Inc.

**10:45 am–11:05 am**

**The Evolution of IPTV**

Presenter: Craig Knudsen, TANDBERG Television (part of the Ericsson Group)

**11:10 am–11:30 am**

**IP Pitfalls for TV Networks**

Presenter: Joel Wilhite, Harmonic, Inc.

**11:35 am–11:55 am**

**Flawless IP Video: Advanced Techniques for Delivering Perfect Signals over Imperfect Networks**

Presenter: Wes Simpson, Telecom Product Consulting

**3:00 pm–3:20 pm**

**Meeting Future Bandwidth Demands**

Presenter: Martin Stein, Motorola

**3:25 pm–3:45 pm**

**Packet-Optical Convergence: Advances for Telco Video Distribution**

Presenter: Wayne Walters, ECI Telecom

**3:50 pm–4:10 pm**

**Powerline Connectivity Accelerates IPTV Growth**

Presenter: Chano Gomez, DS2

**4:15 pm–4:35 pm**

**Leveling the Triple Play: Consolidating IPTV Costs Through Virtual Headends**

Presenter: Christer Bohm, Net Insight

**4:40 pm–5:00 pm**

**Converged Solutions for IPTV and Mobile Broadcast**

Presenter: Robert Colbert, Silicon & Software Systems (S3)

**5:05 pm–5:25 pm**

**IPTV Economics**

Presenter: Dean Bekken, ADTRAN

**» Wednesday, April 16**

**9:00 am–9:20 am**

**IPTV: Optimizing Channel Change Times**

Presenter: Rajesh Rajah, Cisco Systems Advanced Services

**9:25 am–9:45 am**

**Ensuring High Service Availability and Quality for IPTV and Other IP Video Customers**

Presenter: Dr. Stefan Winkler, Symmetricom

**9:50 am–10:10 am**

**Architecture of an IPTV User Interface**

Presenter: John Viontzos, Intracom Telecom

**10:15 am–10:35 am**

**An Efficient Approach to Audio/Video QoS Monitoring for IPTV Services**

Presenter: Dario Ercole, Telecom Italia

**10:55 am–11:15 am**

**Now That Your Service is Up and Running — How Do You Scale Up?**

Presenter: Ervin Leibovici, BitBand

**11:20 am–11:40 am**

**1550 Video Overlay: The New “Old Reliable”**

Presenter: Fernando Villarruel, Cisco

**11:45 am–12:05 pm**

**Optical Transport Considerations for Video Distribution**

Presenter: Rocky Kler, NEC Corporation of America

**12:10 pm–12:30 pm**

**A Study of Video over IP and the Effects on Broadband Architectures**

Presenter: Patrick Sims, ADC

**1:15 pm–1:35 pm**

**Content Ingest and Management across the Triple/Quad Play**

Presenter: Mark Weiss, IBM

**1:40 pm–2:00 pm**

**Starts with IP, Ends with TV**

Presenter: Danny J. Wilson, Pixelmetrix Corporation

**2:05 pm–2:25 pm**

**How to Process Video Content for RF and IPTV**

Presenter: Tony Stanley, Cisco

**3:20 pm–3:40 pm**

**Multi-Service All-IP Video Headend for IPTV**

Presenter: Julien Signas, Envivio, Inc

**3:45 pm–4:05 pm**

**IPTV and Web 2.0**

Presenter: Matt Cuson, Minerva Networks

**4:10 pm–4:30 pm**

**Targeted Advertising: The Opportunity and Delivery Architecture**

Presenter: Sanjay Dhar, RGB Networks

**4:35 pm–4:55 pm**

**The End of Advertising as We Know It**

Presenter: J.D. Zeeman, IBM

**Telecom2008 Track 4:**  
**Telecom Crash Course —**  
**Featuring Steven Shepard**  
**9:00 am–1:00 pm**.....LVCC N240

**» Thursday, April 17**

Join Steven Shepard and gain insight into what you must know and do to successfully manage your legacy and next-gen networks. What are major changes shaping today's telecom industry? What new applications and technologies offer high revenue opportunities? How do you manage the massive marketplace disruption, customer churn, and revenue disruption that these new opportunities often bring?

Presenter: Steven Shepard, Shepard Communications Group LLC

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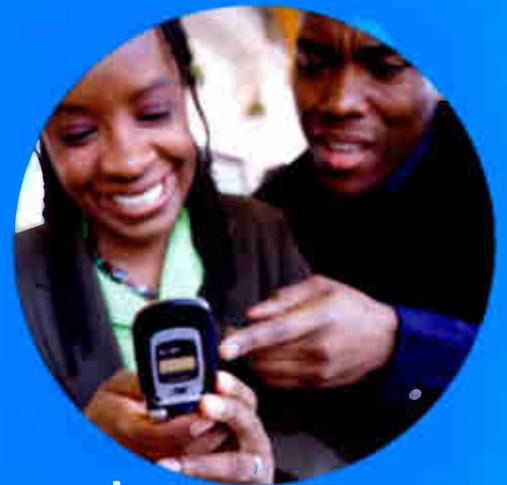
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#### Central Hall ..... C11819, C11519



NAB and the Wallonia Export Office (AWEX) have organized the Belgian Pavilion featuring companies on the cutting edge of digital imaging and sound research. Wallonia, as Southern Belgium is called, is located in the heart of Europe. Its export-driven companies are frequently in partnership with the local universities creating a climate of innovation. We invite you to visit the Belgian Pavilion to see the exciting new technology Belgium has to offer!

### Brazilian Pavilion

#### Central Hall ..... C10937

### Indian Pavilion

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### Italian Pavilion

#### Central Hall ..... C12125



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RTNDA@NAB Showcase Theater LVCC R311	
MONDAY, APRIL 14	
10:30 am–11:45 am	<b>Covering Sports When You're Shut Out of the Arena</b> National Collegiate Athletic Association
12:00 pm–12:30 pm	<b>Why Plastics Will Be the Subject of a Future Broadcast You Do</b> American Chemistry Council (ACC)
4:00 pm–4:30 pm	<b>Television Search Technology for Newsroom Research &amp; Competitive Intelligence</b> SnapStream Media
TUESDAY, APRIL 15	
10:45 am–11:15 am	<b>Tips, Tricks and 20 Widgets for Your Website</b>
2:00 pm–3:15 pm	<b>Creating Powerful News</b> Geller Media International News-Talk Broadcast Consulting
3:30 pm–4:00 pm	<b>Making All the Right Connections for Multiplatform Coverage of the 2008 DNC</b> Comcast Media Center



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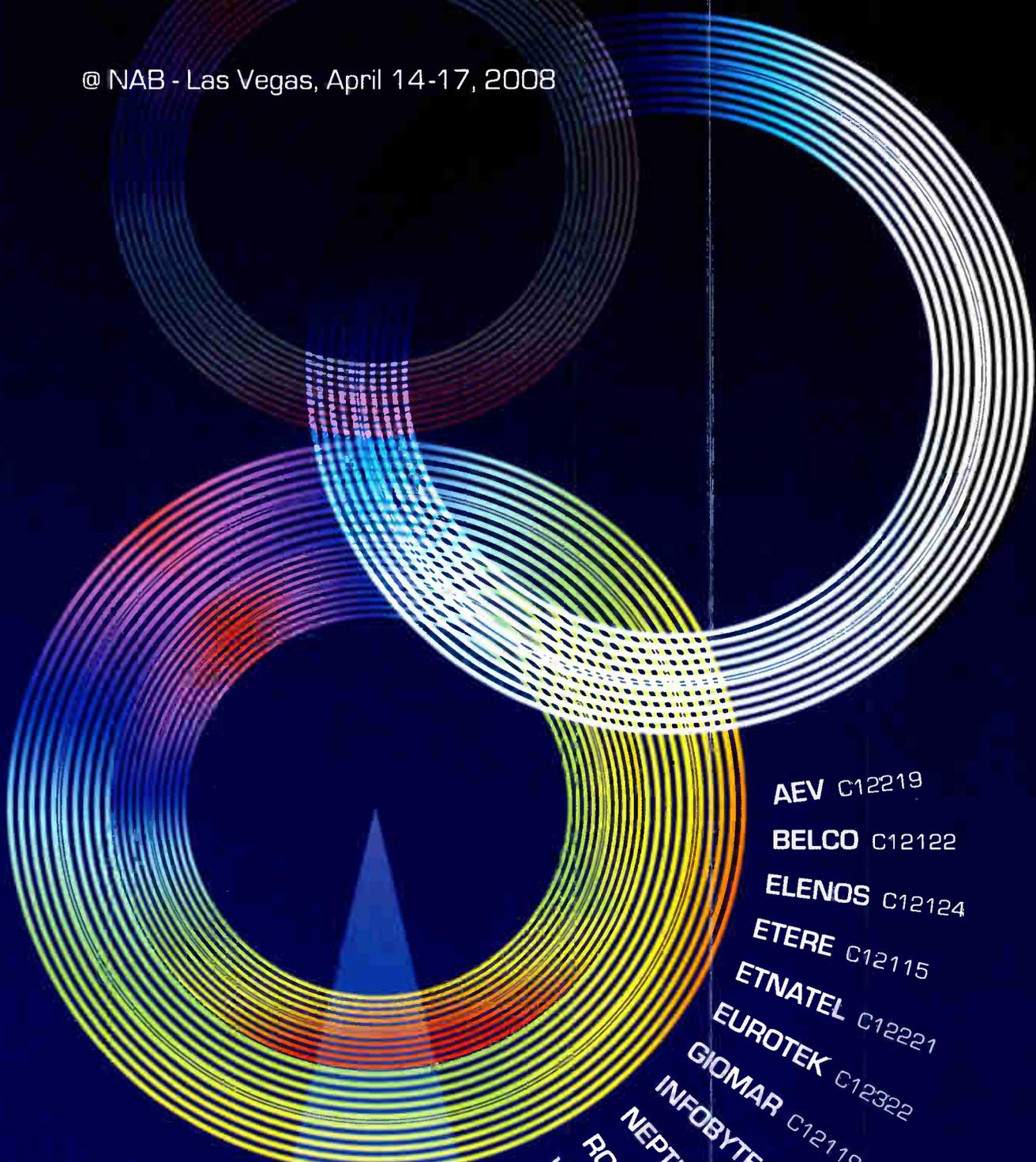
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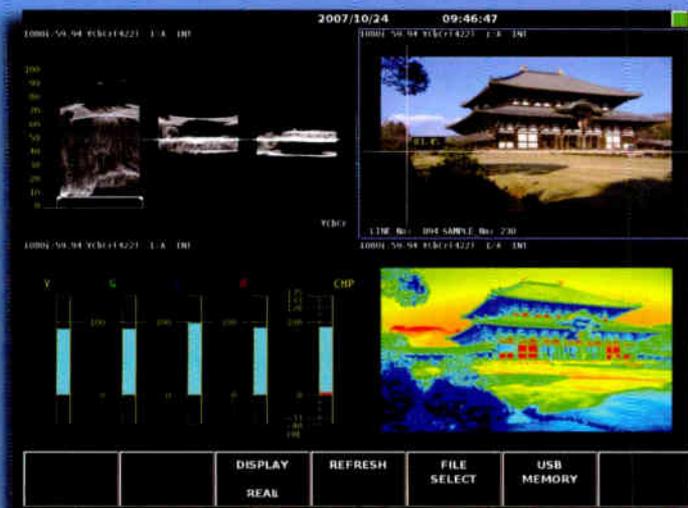
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# A New Paradigm In Exposure Evaluation

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Waveforms tell very little about lighting and composition. However, **CINEZONE** and **CINELITE** allow you evaluate video luminance and exposure right on the image. Add in **5-BAR** for gamut monitoring, and you have a wealth of information on one screen.

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 Belgium  
 jmmertz@alterwave.com  
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 Fax: +32-(0)2-4034752  
 www.alterwave.com  
 Contact: Jean-Michel Mertz, General Manager  
 Phone: +32-(0)473-993375  
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www.animationmagazine.net  
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Phone: (818) 991-2884  
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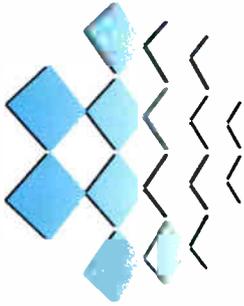
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Nordostpark 12  
Nuremberg, Bavaria, 90411  
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Phone: (513) 697-8258

[tom.deyo@azcar.com](mailto:tom.deyo@azcar.com)

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[azdenus@azdencorp.com](mailto:azdenus@azdencorp.com)

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Fax: (253) 830-0253

[www.AzEP.us](http://www.AzEP.us)

Contact: Jeff Sales, President

Phone: (520) 891-5858

[jsales@azep.us](mailto:jsales@azep.us)

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& Sales  
Phone: +49 (0) 631/303-5200  
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The Mountain  
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Framingham, Massachusetts 01701  
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Avda Albufera 321 Oficina 12 Planta 3  
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Phone: +34-91-781-6750  
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United Kingdom  
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Phone: +441962777733  
Fax: +448703835134  
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Phone: +441962777733  
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Contact: John Sorensen, President  
Phone: (616) 454-4400  
john.sorensen@broadwaysystems.com

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Contact: Ravi Panjwani, Director of Marketing  
Phone: (908) 704-1700 x3732  
ravi.panjwani@brother.com

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licensing@bt.com  
Phone: +44 147 364 5731  
Fax: +44 190 886 2664  
www.bt.com/licensing  
Contact: Kevin McLaughlin, Business Development Director  
Phone: +44 (0)7889 1754 33  
kevin.mclaughlin@bt.com

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PP 523, BT Tower  
60 Cleveland Street  
London W1T 4JZ  
United Kingdom  
Media.and.broadcast.events@bt.com  
Phone: +85 228 561 116  
Fax: +44 207 432 5002  
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Netherlands  
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7 Beaver Brook Road  
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Contact: Robert Rutherford  
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Designer and manufacturer of VHF, UHF power tubes and cavities.

**Burli Software, Inc. .... N5838**

201-1678 West Broadway  
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Vancouver, British Columbia V6T 1X6  
Canada  
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Phone: (604) 684-3140 x244  
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kirkb@burstvideo.com  
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Fax: (303) 649-9890  
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www.burstvideo.com  
Contact: Kirk Basefsky  
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Burst provides professional broadcast systems integration services that incorporate engineering and design/build solutions for broadcast television, cable channels, sports arena and worship facilities. Burst is also a value-added reseller for professional broadcast and video equipment. Systems Integration. Master Control Rooms. Turnkey Solutions. Consultation. Design. Installation. Implementation. Training. Founded in 1991, Burst's client base extends from coast to coast and internationally. Burst has recently completed projects for WXIA, WTVX, Gems TV, and Kroenke Sports Enterprises.

**Burst Electronics Inc. .... C9032**

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sales@burstelectronics.com  
Phone: (505) 898-1455  
Fax: (505) 898-0159  
www.burstelectronics.com  
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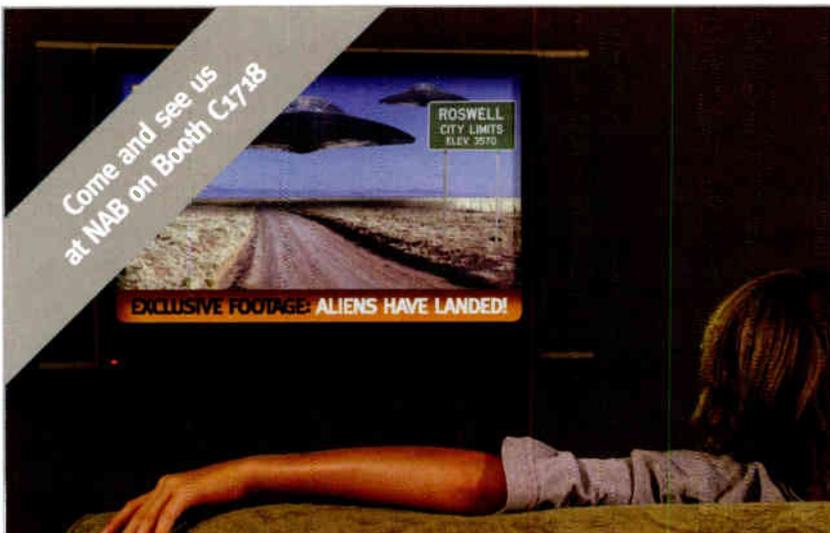
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Canon U.S.A.'s NAB exhibit includes HDTV and SDTV portable, studio and field lenses, HD-EC cine-style prime and zoom lenses, as well as a comprehensive lineup of HD camcorders for professional and consumer use. Booth visitors will also see Canon's new products launching on the first day of the show, as well as recently introduced products including the DIGISUPER 27 HDTV studio lens and the BU-4CH remote-control robotic pan-tilt HD camera system. Also on display in the booth will be the DIGISUPER 100AF and DIGISUPER 86AF long-field Autofocus zoom lenses; the full line of cost-effective HDgc portable ENG lenses for all leading camera-imager sizes; and the Canobeam DT-150 HD Free Space Optics transceiver for bi-directional, uncompressed 1.5 Gbps transmission of embedded digital video, audio and camera-control signals with no delay. The Company's revolutionary professional HD camcorders will be on-hand in the booth as well. These camcorders feature a Genuine Canon 20x HD video lens with SuperRange Optical Image Stabilization, selectable frame rates and complete customization. Visitors can also see Canon's new VIXIA line of HD consumer camcorders; available in every format — Flash Memory, Hard Disk Drive, DVD, and HDV on display in the booth.

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Fax: +86 10 8609 4090  
www.ccbn.tv  
Contact: Xu Jian, Manager of Marketing Dept.  
Phone: +86-10-86093977  
xujian2005@china.com

CCBN2009 will be held at China International Exhibition Center, Beijing next March. CCBN has already become the largest broadcasting show in Asia as well as the No.1 exhibition of DTV and broadband network in the world. With 13 exhibition halls totaling 60,000 square meters, CCBN has attracted more than 1,000 enterprises from over 30 countries and regions, more than 70,000 professional visitors.

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inc@cdnetworks.com  
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Fax: (408) 432-1306  
Toll Free: (877) YES4CDN  
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Contact: Steve Song, Director/Global Business Development  
Phone: (408) 204-3550  
steve.song@cdnetworks.com

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Celstream Technologies, a Product Engineering Services company, provides services across the Media & Entertainment value chain. At NAB, Celstream will demonstrate its capabilities in Digital Signage, CPE Device Management solutions and DLNA based Digital Entertainment. Celstream's technology solutions include Multimedia Codecs, Broadcast workflow, IPTV and STB integration services.

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**CG-CoreEL Programmable Solutions Pvt. Ltd.....SU11727**

#21, 7th Main  
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India  
h.264@coreel.com  
Phone: +91-80-4197-0400  
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CG-CoreEL is a VLSI and embedded system design services company offering services in FPGA Design, HW & SW Design and PCB Design. With its strong expertise in Video, Networking and Telecom domains, CG-CoreEL has enabled its customers build products to meet their cost and TTM requirements. CG-CoreEL also offers IP cores for both ASIC and FPGA solutions with H.264 decoder as part of its IP portfolio.

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CGS is a leading developer of ticker and branding systems used to automate the display of information to video and the Internet. CGS systems are being used by broadcasters to display a wide array of information such as sports scores, stocks quotes, school closings, weather and news headlines. In addition, CGS delivers wire feed data to both broadcasters and digital signage clients.

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info@checkersindustrial.com  
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Phone: (720) 221-3982  
cperotti@checkersindustrial.com

Checkers Industrial Products manufactures LINEBACKER and GUARD DOG modular cable protectors used to protect valuable electrical, data, and broadcast cables from damage and abuse while providing a method of safe crossing for vehicle and pedestrian traffic.

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Ontario, California 91761  
United States  
info@chenbro.com  
Phone: (909) 947-3200  
Fax: (909) 947-4300  
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Established in 1983, Chenbro Micom Co. Ltd. is a leading mechanical solution provider headquartered in Taipei, Taiwan. With 25-year experience, Chenbro is specialized in the development of mechanical solutions, including PC chassis, Pedestal server chassis and Rack-mount chassis. Our core value is providing fully integrated mechanical solutions for system integrators and OEM customers.

**Chief Manufacturing Inc. ....SL10830**

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Fax: (952) 894-6918  
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Low  
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MPEG-4 AVC / MPEG-2 HDTV Encoder

## H.264/AVC & MPEG-2 HD/SD Encoder / Decoder

HVE9100 / HVD9100 **NEW**

### Main Features

- Based on NTT Electronics' state of the art LSI
- H.264/AVC and MPEG-2 support
- 4:2:2 and 4:2:0 support
- Low latency (less than 850msec)
- Greatly enhanced audio features
- Zero Lipsync error
- Built-in Ethernet interface (optional)
- Built-in SNMP functionality and HTTP menu
- Built-in BISS-1/E functionality (optional)

### Markets and Applications

- Broadcast contribution
- Satellite, cable, terrestrial distribution
- Video over IP
- Storage, and server applications

## MPEG-2 to H.264/AVC HD/SD Transcoder

HVT9100 **NEW**

### Main Features

- Based on NTT Electronics' state of the art LSI
- Converting MPEG-2 content to H.264/AVC without quality loss
- Cross carriage and re-syncing of audio or metadata services such as closed captions

### Markets and Applications

- IPTV headend solution
- DTH satellite service
- Video over IP
- Storage, and server applications

"Visit our booth at NAB Stand # **SU10220**"

To see NTT Electronics solutions ,  
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**NEL America, Inc.**  
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<http://nel-america.com/>

**NTT Electronics Corporation**  
E-mail: [mm\\_j@yoko.nel.co.jp](mailto:mm_j@yoko.nel.co.jp)  
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**China Infomedia Co. Ltd.....SL9625**

3-502, Building 2, First City, No.19 Xidawang Road  
Chaoyang District  
Beijing, 100022  
China (People's Republic of)  
wendy@e-expo365.com  
Phone: 0086 10 87756292  
Fax: 86 10 87755261  
www.e-expo365.com

China Infomedia publishes *China Broadcasting Buyers Guide* magazine in Chinese and *China Broadcasting Directory* annual in English. Its Web portal e-expo365.com helps overseas suppliers attend e-expo China in Chinese version and also helps China suppliers to build e-booths in English version. So we helps you outsourcing products from China and assists foreign companies selling to China

**Christie Digital Systems .....SL6113**

10550 Camden Dr.  
Cypress, California 90630  
United States  
sales-us@christiedigital.com  
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**Church Production Magazine .... C11307**

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Raleigh, North Carolina 27607  
United States  
sales@churchproduction.com  
Phone: (919) 325-0120  
Fax: (919) 325-0121  
www.churchproduction.com  
Contact: Kathy Mackay, Director of Sales  
Phone: (516) 409-4693  
sales@churchproduction.com

*Church Production Magazine (CPM)* is an educational resource for technical personnel at production-oriented houses of worship. *CPM* is designed as a reference for churches that use audio, video, lighting and duplication technologies. Editorial content includes news, new product announcements, product reviews and articles on installations and tours in facilities nationwide.

**Chyron Corporation.....SL3713**

5 Hub Drive  
Melville, New York 11747  
United States  
sales@chyron.com  
Phone: (631) 845-2051  
Fax: (631) 845-2028  
www.chyron.com  
Contact: Michelle Ingram, Marketing Coordinator  
Phone: (631) 845-2051  
michelle@chyron.com

Chyron marks NAB with its entry into Web-based graphics production. Following its acquisition of AXIS Graphics, Chyron is launching Online, an array of Web-based services to enable high resolution Maps, Real-Time Weather Displays, 3D Charts & Graphs, Financial Quotes and a vast toolset to create topical News Graphics; significantly expanding its core markets beyond the traditional broadcast arena.

**Cinea, Inc (A Dolby Company)..... N3218**

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United States  
info@cinea.com  
Phone: (571) 521-7200  
Fax: (571) 323-0071  
www.cinea.com  
Contact: Rick Whittemore, Director  
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Phone: (858) 345-2645  
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Cinegy is a world-leading R&D company, developing video, broadcast & OEM software solutions. Cinegy's end to end workflow begins with software based ingest, integrating with the active archive & desktop client for editing, logging, search, browse & metadata management for a collaborative workflow, complete with network based broadcast automation & playout services, all using standard IT hardware.

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Contact: Rob Carroll  
Phone: (317) 576-0091  
rcarroll@cine-tal.com

Cine-tal develops High Definition video and Digital Cinema products for cinematographers, videographers and post production professionals. Our technology focuses on visual collaboration, image processing and image display.

**Cinetech Italiana s.r.l..... C11525**

Via del Casale Ferranti  
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falcon@cinetech.it  
Phone: 39067211804  
Fax: 39067222157  
www.cinetech.it  
Contact: Grottesi Marco, Vice President  
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marco.grottesi@mnetmail.it

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office@cinevation.net  
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Cinevation is a leading developer and manufacturer of real-time digital film recorders, digital film printers and digital intermediate tools for the film post-production industry. Cinevation is in this business to facilitate the motion picture industry's transition from the analogue to the digital world. Cinevation is the only manufacturer worldwide to produce Real Time Film Recording systems.

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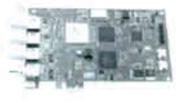
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IP Caster™



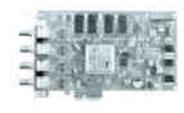
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- Total bitrate of nearly 6 Gbps
- Supports 1080i, 1080p, and 720p
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HD-SDI Master™ Quad/i PCIe

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25020 Ave Stanford  
Suite #190  
Valencia, California 91355  
United States  
Phone: (661) 294-2310  
Fax: (661) 294-1019  
Contact: Kate Bishop, Marketing & Communications Manager  
Phone: + 44 1920 463939  
[kateb@cintel.co.uk](mailto:kateb@cintel.co.uk)

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[sales@cistech.co.kr](mailto:sales@cistech.co.kr)  
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[www.claratech.com](http://www.claratech.com)  
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**Clear Channel Satellite ..... OE316**

76 Inverness Drive East  
Suite B  
Englewood, Colorado 80112  
United States  
sales@clearchannelsatellite.com  
Phone: (303) 925-1708  
Fax: (303) 925-1714  
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**CloseVu Mobile TV Factory ..... SU5022**

90 Hamilton Street  
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info@closevu.com  
Phone: (617) 817-6595  
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CloseVu develops production tools that will aid video producers to adapt video content to formats that are optimally viewed on the small screen of Mobile TV. CloseVu products are aimed mainly to content creators, television stations, and mobile telecom operators. CUnique image processing algorithms technology which will adapt and repurpose HD or SD video content to Mobile TV.

**ClusterMedia Labs, Lda ..... SU15814**

Estr. Nacional 109. 197-2E  
Aveiro, 3810-140  
Portugal  
info@clustermedialabs.com  
Phone: +351 934 260 149  
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Phone: +351 934 260 149  
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CNN Newsource, comprised of approximately 800 affiliates including TV stations and local/regional cable news channels throughout North America, is the most widely distributed syndicated news service. Through continuous digital media distribution and five digital satellite channels, CNN Newsource provides partners with the news content necessary to produce competitive newscasts.

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United States  
mjackson@ctctower.com  
Phone: (972) 923-9504  
Fax: (972) 923-9619  
ctctower.com  
Contact: Todd Jackson  
Phone: (972) 923-9504  
tjackson@ctctower.com

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**Coastal Satellite, Inc..... C5950**

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Coastal Media Group, formerly known as Coastal Satellite, based in Los Angeles & serving the South West U.S., offers complete HD & SD Live Event Management including both Fiber & Mobile Satellite Transmission; & Fiber Connected Insert Studios & Tape Playout Facilities in Los Angeles and San Diego...Serving all of your live media event needs.

**Coaxial Dynamics ..... N4626**

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**Cobalt Digital, Inc. .... N2819**

2406 East University Avenue  
Urbana, Illinois 61802  
United States  
sales@cobaltdigital.com  
Phone: (217) 344-1243  
Fax: (217) 344-1245  
Toll Free: (800) 669-1691  
www.cobaltdigital.com  
Contact: Chris Shaw, Director of Sales and Marketing  
Phone: (217) 344-1243  
chris.shaw@cobaltdigital.com

Cobalt Digital Inc., is a leading designer and manufacturer of high quality, cost effective conversion products. The product line includes the new 9000 series COMPASS cards specifically designed for the openGear frame. There is also a broad range of stand alone units for HD/SD-SDI up/down/cross conversion. At NAB 2008 Cobalt will be displaying new 9000 series cards including 3G capability.

**Codan Broadcast ..... N2914**

81 Graves Street  
Newton SA, 5074  
Australia  
broadcast@codan.com.au  
Phone: +61 (0)8 8336 0600  
Fax: +61 (0)8 8336 0699  
www.codanbroadcast.com  
Contact: Arthur J. Machia, National Sales Manager  
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Toll Free: (888) 320-6100  
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Contact: Marv Steigman, Chief Operating Officer  
Phone: (954) 566-3640  
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Fax: (631) 273-1638  
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www.convenient.com  
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Phone: (949) 690-4880  
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**Contemporary Research .....SL15306**

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Fax: (214) 381-3250  
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Phone: (214) 275-2319  
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Phone: (310) 703-7153  
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Fax: (630) 830-2525  
www.cool-lux.com  
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planta 4º 28037 Madrid  
Tel.: +34 91 327 07 02 / Fax: +34 91 754 26 68

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Corplex Inc. currently operates Mobile Television Production Units for outside broadcast events. Fleet includes HD unit Platinum with support unit Mercury as well as 2 SD units Sterling and Copper. Corplex is commissioning 2 new units in August 2008. Iridium, a HD A unit and Zinc a fully outfitted support unit will be available for preview at NAB 2008. (OE 325). Check www.corplex.tv for more info.

**COSHIP Electronics Co., Ltd. .... SU13810**

Rainbow Technology Building  
North Hi-Tech Industrial Park  
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sales@coship.com  
Phone: +86 755 269 90000  
Fax: +86 755 267 22666  
www.coship.com  
Contact: Daniel Pan, Vice President  
Phone: +86 755 269 90000  
sales@coship.com

COSHIP Electronics Co., Ltd. founded in 1994, is engaged in R&D and the production of PVR, IPTV and digital satellite receiver, digital cable receiver, digital terrestrial receiver which have been certified by ISO9000, FCC, CE and UL. CA partners include Irtdeto, Viaccess, NDS, Conax etc. In June of 2006, COSHIP successfully listed its name on Shenzhen Stock Exchange with Stock Code 002052.

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**Createcna ..... SU15809**

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contact@createcna.com  
Phone: +34 9155 98080  
Fax: +34 91559 6575  
www.createcna.com  
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Phone: +34 9155 98080  
gsantos@createcna.com

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**Creative Network Design, Inc. ....SL9605**

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Akron, Ohio 44321  
United States  
info@CreativeTechnology.com  
Phone: (330) 668-7777  
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www.CreativeTechnology.com  
Contact: Roger Berk, President  
Phone: (330) 668-7777  
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Toll Free: (866) 262-8972  
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FM Broadcast Transmitters from 30 to 10,000 watts, units can come complete with optional built in audio processor/stereo generator. FM Translators from 30 to 500 watts and upcoming HD Passthrough translator. All Crown Broadcast units include a full 3-Year Warranty and service support 24/7.

**Crystal Vision Ltd..... N1311**

Lion Technology Park  
Station Road East  
Whittlesford Cambridge,  
CB22 4WL  
United Kingdom  
sales@crystalvision.tv  
Phone: +44 1223497049  
Fax: +44 1223497059  
www.crystalvision.tv  
Contact: Stewart McGhie, Head of Sales  
Phone: +44 1223497049  
stewart@crystalvision.tv



Crystal Vision designs unusual products with features broadcast engineers won't find anywhere else along with a full range of standard interface modules. These unconventional products include the Safire chroma keyers which are used in the creation of HD and SD virtual studios and sports broadcasts everywhere, as well as Crystal Vision's brand new area of speciality: the Picturestore range of HD/SD products, based on solid state picture storage combined with optional keying and Flash permanent storage. Initial Picturestore releases are the most sophisticated modular logo keyer available, a low-cost sting store, a long video delay and the only affordable replay device. The full range of interface modules include converters, distribution amplifiers, aspect ratio converters, synchronizers, up and down converters, delays, color correctors and audio embedders — with unique features for Dolby E. In the USA Crystal Vision enjoys a successful partnership with switcher manufacturer Echolab.

**CTE Digital Broadcast ..... N8125**

Via Gadames 93  
MILAN  
20151  
Italy  
info@cte-elit.it  
Phone: +39 02 3021101  
Fax: +39 02 3084468  
www.cte-elit.it  
Contact: Mr. Enrico ANTONIAZZI, Area Sales Manager  
Phone: +39 0522 509426  
eantoniazzi@cte.it

CTE International Srl continues to maintain an excellent position on the world market due to its continued research and investment in analogue and digital radio and TV transmitters, intensified through the acquisition of new plants and new partnerships. Production now spans between plants in Reggio Emilia, Bologna and Milan, always under strict protocols of the UNI 9001:2000 certification.

**CTM/ Debie ..... C3348**

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Gennevilliers, F 92230  
France  
arnaud.frilley@ctmdebrie.com  
Phone: +33(0) 140854500  
Fax: +33(0)140854518  
www.ctmdebrie.com  
www.hs-art.com

CTM/Debie is co-exhibiting with its partner HS-ART Digital. CTM leads the way in designing, manufacturing and supplying the most complete and widest range of film equipment. It is one of few manufacturers with a full R&D program, applying new technology to laboratories and the post production process. HS ART is showing its leading digital film restoration software products DIAMANT and M.I.R.

**CTV Archive Sales.....SL8421**

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Toronto, Ontario M1S 4B5  
Canada  
jbaird@ctv.ca  
Phone: (416) 332-7389  
Fax: (416) 332-7384  
Toll Free: (800) 628-7780 North America only  
www.ctv.ca  
Contact: Jennifer Baird, Stock Shot Facilitator  
Phone: (416) 332-7389  
jbaird@ctv.ca

CTV Archive Sales is a moving image library licensing news, sports and documentary footage. CTV has been building its collection over 45 years. Footage is gathered from across Canada and around the world with new material added daily. CTV News bureaus located in Beijing, Jerusalem, London, Los Angeles, New Delhi, Kampala, Kandahar and Washington all contribute to this impressive collection.

**Cummins Onan ..... C3746**

1400 73rd Avenue, NE  
Minneapolis, Minnesota 55432  
United States  
ask.powergen@cummins.com  
Phone: (763) 574-5000  
Fax: (763) 528-7242  
Toll Free: (800) 888-6626  
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Phone: (763) 574-5000  
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Cummins Onan generators are designed for rugged conditions where reliability, uptime, and performance are crucial. The global leader in commercial mobile generator set production, Cummins Onan generator sets supply industry-leading fire and emergency truck, utility fleet vehicle manufacturers. We can provide power for all your commercial mobile applications.

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Phone: (510) 290-0807  
Fax: (408) 943-6848

**D&C Electronics ..... N6225**

P.O. Box 6409  
Spring Hill, Florida 34611  
United States  
Phone: (352) 592-7800  
Fax: (352) 596-4884  
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D&C Electronics, an international distributor of RF components. We sell new and rebuilt tubes, transmitters, sockets, mosfets, vacuum capacitors, RPU, antennas, studio equipment. We distributes Eimac/CPI, Econco, PROTEK Tubes, Shure, Tascam, Sony, E2V, Thomson-CSF and many others.

**D.Co. Marketing, Inc..... SU6807**

27665 Forbes Blvd.  
Suite 6  
Laguna Niguel, California 92677  
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**da Vinci Systems .....SL2620**

4397 NW 124th Ave.  
Coral Springs, Florida 33065  
United States  
Phone: (954) 688-5600  
Fax: (954) 575-5936  
www.davsys.com

daVinci color enhancement systems set the standard for real-time grading of commercials, television and feature films, as well as film restoration. Combining world-renowned color expertise with high-speed image processing hardware to tailor solutions for traditional and nonlinear DI workflows alike, daVinci continues to deliver innovation that meets the visions of its customers worldwide.

**Daktronics, Inc.....SL1028**

331 32nd Avenue  
Brookings, South Dakota 57006  
United States  
sales@daktronics.com  
Phone: (605) 697-4000  
Fax: (605) 697-4700  
Toll Free: (800) 843-5843  
www.daktronics.com  
Contact: Myron Linde, Mobile & Modular Sales Manager  
Phone: (605) 696-3602  
mlinde@daktronics.com

Daktronics is recognized worldwide as the leading designer and manufacturer of LED video displays, LED text and graphics displays and electronic scoreboards. The company excels in the control of large display systems, including those that require integration of complex multiple displays showing real time information, graphics, animation and video.

**Dalet Digital Media Systems USA, Inc..... SU8520**

110 Wall Street  
Second Floor  
New York, New York 10004  
United States  
jdolan@dalet.com  
Phone: (212) 269-6700  
Fax: (212) 269-6709  
www.dalet.com  
Contact: Nicolas Hans, Marketing Director  
Phone: (212) 269-6700  
nhans@dalet.com

Dalet empowers broadcasters and content professionals to produce and manage audio and video content in a digital, multi-platform world. Dalet media asset management (MAM) software streamlines production costs and increases revenue opportunities by simplifying the distribution of rich-media assets across both interactive and traditional platforms.

**Da-Lite Screen Company, Inc.....SL9224**

3100 North Detroit Street  
Warsaw, Indiana 46582  
United States  
info@da-lite.com  
Phone: (574) 267-8101  
Fax: (574) 267-7804  
Toll Free: (800) 622-3737  
www.da-lite.com  
Contact: Blake Brubaker, Vice President of Sales  
Phone: (800) 622-3737  
bbrubaker@da-lite.com

Founded in 1909, Da-Lite Screen Company is the leading producer of high quality commercial and residential projection screens worldwide. Da-Lite manufactures projection screens and accessories for entertainment and major broadcast networks, education systems and governments around the globe. Today Da-Lite's proprietary screen technologies are specified for the most demanding installations.

**Dan Dugan Sound Design ..... N4217**

290 Napoleon Street  
Studio E  
San Francisco, California 94124-1017  
United States  
dan@dandugan.com  
Phone: (415) 821-9776  
Fax: (415) 826-7699  
www.dandugan.com

Dan Dugan is the inventor of the automatic microphone mixer. His current products make his functions available for professional applications in broadcast, sound reinforcement, and teleconferencing. In addition to manufacturing his own products, Dugan licenses his technology to others, currently included in mixer products by Protech Audio.

**DARIM .....SL13713**

4511 Willow Road  
Suite 4  
Pleasanton, California 94588  
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usasales@darim.com  
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**DASTO ..... N8809**

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**DATA CHECK VIDEO, INC.....SL3705**

5148-E Commerce Avenue  
Moorpark, California 93021  
United States  
mail@datacheck.com  
Phone: (805) 517-1907  
Fax: (805) 552-0744  
www.datacheck.com  
Contact: Bill Acosta, CFO  
Phone: (858) 578-0101  
bacosta@datacheck.com

Data Check Video is a leading manufacturer of enhanced video and audio monitors for the broadcast, cable, satellite, communications, government and institutional markets. In addition to its broad assortment of standard products, Data Check Video develops custom display products for demanding applications.

**DataDirect Networks ..... SU11715**

9351 Deering Avenue  
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United States  
info@datadirectnet.com  
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Fax: (818) 700-7602  
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www.datadirectnet.com

DataDirect Networks is the leading provider of scalable storage systems for performance and capacity driven applications. DataDirect Networks' S2A (Silicon Storage Architecture) technology enables modern applications such as video streaming, content delivery, modeling and simulation, backup and archiving, and real-time collaborative workflows that are driving the explosive demand for storage.

**DataPath, Inc..... SU12705**

3095 Satellite Boulevard  
Suite 600  
Duluth, Georgia 30096  
United States  
info@datapath.com  
Phone: (678) 597-0300  
Fax: (678) 597-0301  
Toll Free: (866) 855-3800  
www.datapath.com  
Contact: Cary Stronach, VP of Product Management & Marketing  
Phone: (678) 597-0300  
cstronach@datapath.com

DataPath is a global leader in creating satellite-based network solutions that solve customers' toughest communications challenges. In urgent time frames and extreme conditions, we enable communications anywhere and deliver total network control through our communications solutions, MaxView® network management software and services. SWE-DISH Satellite Systems is a wholly owned subsidiary.

**Datavideo Corporation .....SL11208**

12300-U East Washington Boulevard  
Whittier, California 90606  
United States  
contactus@datavideo.us  
Phone: (562) 696-2324  
Fax: (562) 698-6930  
www.datavideo.us  
Contact: John Stapsy, Managing Director  
Phone: (562) 696-2324  
john@datavideo.us

Datavideo designs and manufactures video production tools for the corporate, religious and educational markets. Our products are sold and supported from corporate offices in the US, UK, Netherlands, Shanghai, Taiwan, Singapore, Beijing and Hong Kong. Products include HDSDI, SDI, DV video switchers, monitors, recorders, etc. Please look at our Website for full details www.datavideo.us.

**DAVICOM, a div of Comlab ..... N6935**

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Suite 220  
Quebec, Quebec G1N 4L2  
Canada  
dvinfo@davicom.com  
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The Davicom MAC provides broadcasters and telecom operators the most versatile remote control and monitoring system available today for transmission sites. Davicom MAC systems have been sold worldwide to prestigious clients like the Canadian Broadcasting Corporation (CBC), Bell Mobility, stations of the US Public Broadcasting System (PBS) and the British Broadcasting Corporation (BBC).

**DAVID Systems, Inc.....SL6129**

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Centreville, Virginia 20120  
United States  
info@DAVIDsystems.com  
Phone: (703) 944-6269  
Fax: (888) 620-3267  
Toll Free: (888) 374-3040  
www.DAVIDsystems.com  
Contact: Paul Weiland  
Phone: (803) 984-6273  
paul.weiland@davidsystems.us

D.A.V.I.D. provides content management and digital delivery system solutions to many of the world's most notable broadcast organizations with a particular emphasis on integrating new media platforms into a simplified workflow. Built on an open architecture, D.A.V.I.D. applications are routinely deployed to interconnect multiple locations and integrate with existing infrastructures.

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sales@DAWNco.com  
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Fax: (248) 391-9480  
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Contact: John Joslin  
Phone: (248) 391-9200  
johnj@dawnco.com

DAWNco provides Satellite Communication products, including: Satellite antennas, satellite receivers, LNBS, feedhorns, motors, controllers, and component parts. DAWNco provides Fiber Optic Communication products, including: Fiberlinks to pass Audio/Video, Fiberlinks, and Fiberlinks to pass Cable TV Broadband. Call us to discuss your needs.

**Dayang Technology Development Inc..... SU10209**

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Haidian District  
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Phone: +8610 58985822  
Fax: +8610 5898 5599  
www.dayang.com

Dayang Technology Development Inc. is a world leading manufacturer and developer of broadcast-quality digital solutions for standard-definition, high-definition and Web-based products for content creation, ingest, archiving, transcoding, broadcast playout and Media Asset Management. Founded in 1989, today, inside China, Dayang is a dominant brand taking an estimated 60% of China market share.

**DB Elettronica Telecomunicazioni S.P.A. .... N8233**

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**Dedotec USA, Inc..... C9132**

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Ashley Falls, Massachusetts 01222  
United States  
info@dedolight.com  
Phone: (413) 229-2550  
Fax: (413) 229-2556  
www.dedolight.com  
Contact: Paul Tepper  
Phone: (413) 229-2550  
info@dedolight.com

Manufacturer of Dedolight precision lighting instruments for film, television, ENG/EFP, still photography and architectural applications. Dedolight has an extensive line of precision lights, controls, imaging accessories and mounts. Wide range of location kits in both tungsten and daylight

**DekTec Digital Video BV..... C1637**

Van Riebeeckweg, 43A  
Hilversum, 1212EH  
Netherlands  
info@dektec.com  
Phone: +31 356 469 210  
Fax: +31 356 831 015  
www.dektec.com  
Contact: Nilesh Mandalia  
Phone: +44 (0) 1923 463891  
nilesh.mandalia@dektec.com

DekTec is the world leader in hardware and software components for creating digital video systems, serving T&M, system integration and OEM markets. At NAB, we are launching two all-new, revolutionary products: (1) Xpect Monitoring system (2) IP to ASI and ASI to IP converters (Power-over-Ethernet) Another first this year: Key DekTec products are available from the NAB Store!

**Dell Sports ..... C450**

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Charlotte, North Carolina 28203  
United States  
info@dellsports.com  
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www.dellsports.com

Dell Sports provides localized online games, contests, content and social networking platforms to all types of media companies. The Dell Sports products generate a positive ROI, increase audience loyalty and enhance relationships with advertisers. Prep Sports Nation localizes the High School Sports social networking experience and integrates stats, training guides and other content.

**Delta Digital Video ..... SL12917**

300 Welsh Road  
Building 3, Suite 120  
Horsham, Pennsylvania 19044  
United States  
ddv@delta-info.com  
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www.delta-info.com/ddv

Delta provides video compression solutions for military, law enforcement, security, distance learning, traffic monitoring and other remote monitoring applications. Delta's products provide a special emphasis on low-latency operation and compact, rugged packaging. Delta will demonstrate our new HD encoding product and our dual algorithm H.264/MPEG-2 capable SD encoder and decoder.

**Digital Vision AB .....SL3205**

4605 Lankershim Blvd  
Suite 700  
North Hollywood, California 91602  
United States  
marketing@digitalvision.se  
Phone: (818) 769-8111  
Fax: (818) 769-1888  
www.digitalvision.se

Digital Vision provides innovative image restoration, enhancement, colour correction and mastering systems that major movie studios, television networks and post-production facilities use to produce and enhance feature films, TV programs and commercials. Digital Vision AB, founded in 1988, has his headquarter in Stockholm, and three wholly owned subsidiaries: L.A, London and Hong-Kong.

**Digitronics, Inc..... SU4930**

2646 Durfee Avenue  
Suite 188  
El Monte, California 91732  
United States  
Phone: (626) 675-6439  
Fax: (626) 448-8437

**Dimetis AG ..... C10919C**

Franziskusstrasse 4  
Hoesbach, Bavaria, 63768  
Germany  
info@dimetis.de  
Phone: +49-(0)6021-60-522  
Fax: +49-(0)6021-60-643  
www.dimetis.de  
Contact: Kerstin Schmidt, Marketing Manager & Sales Administrator  
Phone: +49(0)6074-3010-411  
kschmidt@dimetis.de

Dimetis is an independent German IT-systems vendor located in Germany with a comprehensive system solutions offering for the broadcast, media and telecommunication market. The integrated system solutions include software and hardware platforms and are based on the Broadcast OSS philosophy (Operations Support System).

**DIS Consulting Corporation .....L26**

20 West 20th Street  
Suite 205  
New York, New York 10011  
United States  
dougshier@aol.com  
Phone: (212) 213-6872  
Fax: (212) 213-6876  
www.disconsultingcorporation.com  
Contact: Douglas I. Sheer, CEO & Chief Analyst  
Phone: (212) 213-6872  
dougshier@aol.com

A leading global market research firm that has served more than 1,200, mainly manufacturer, clients since its founding in 1982. Currently publishes 18 reports including those in: graphics, cameras, camcorders, servers, test & measuring, storage, editing, automation, news workflow, lighting, China, photo, audio, etc. The firm has conducted hundreds of custom consulting projects in all genres.

**discovery sysko GmbH ..... C10619E**

Klenzstrasse 7  
Ismaning, Bavaria, 85737  
Germany  
info@discovery.sysko.de  
Phone: +49-(89) 9968 710  
Fax: +49-(89) 9968 7199  
www.discovery.sysko.de  
Contact: Wolfgang Klein, Managing Director/ CEO  
Phone: +49-(89) 9968 710  
wolfgang.klein@discovery.sysko.de

discovery sysko GmbH offers consulting services and products for managing digital media and has access to the leading digital asset management platform, discovery reply, Reply's proprietary platform for Digital Asset Management. This media convergence is emphasized by the integration of television, radio, Internet and modern telecommunications. Media is our business.

**Display Devices, Inc.....SL4323**

5880 N. Sheridan Boulevard  
Arvada, Colorado 80003  
United States  
sales@displaydevices.com  
Phone: (303) 412-0399  
Fax: (303) 412-9346  
Toll Free: (877) 862-6865  
www.displaydevices.com  
Contact: Craig Winterhof, Sales  
Phone: (303) 412-0399  
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**divergent media.....SL9521**

136 Java St #1  
Brooklyn, New York 11222  
United States  
questions@divergentmedia.com  
Phone: (888) 632-0904  
Fax: (888) 632-0904  
www.scopebox.com  
Contact: Mike Woodworth  
Phone: (888) 632-0904  
sales@divergentmedia.com

divergent media is the maker of ScopeBox, the Mac application which recreates a suite of Quality Assurance tools — Preview Monitor, Waveform, Vectorscope, RGB and YUV parades, Luma and RGB histograms, and VU meters. It also provides direct to disk recording allowing you to record video directly to your machine as a Quicktime movie, DV stream, or M2t.

**Diversified Marketing ..... C1127**

1807 S Garfield  
Kennewick, Washington 99337  
United States  
microwaveandrfresources@verizon.net  
Phone: (509) 585-9377  
Fax: (509) 585-9455  
Contact: Aaron Davis, owner  
Phone: (509) 585-9377  
bdms@televar.com

Microwave and RF Resources has a large selection of microwave systems, wireless IP equipment, transmitters, wavguide, antennas, towers, HD encoders/decoders, and telecom equipment.

**DK-Technologies ..... N1533**

Marielundvej 37D  
DK-2730  
Denmark  
infor@dk-technologies.com  
Phone: 4544850259  
Fax: 4544850250  
www.dk-technologies.com

DK-Technologies A/S manufactures a range of audio and video test and measurement equipment for us in broadcast facilities around the world. These include the industry leading surround sound and loudness meters, the test signal generators and the new HD/SDI upgradeable waveform monitor.

**DMT USA, Inc. .... C2628**

1224 Forest Parkway  
Unit 140  
West Deptford, New Jersey 08066  
United States  
sales@dmtonline.us  
Phone: (856) 423-0010  
Fax: (856) 423-7002  
Toll Free: (888) 912-8326  
www.dmtonline.us  
Contact: Stephen Blasetti, Executive VP  
Phone: (856) 423-0010 x300  
s.blasetti@dmtonline.us

DMT USA specializes in digital transmitters for television broadcasting and mobile TV. We manufacture UHF and VHF DTV transmitters, antennas, and custom RF systems. All models are solid state and environmentally safe. Look to DMT USA for cutting edge technology and true customer service. We are your clear choice for turnkey television transmission equipment.

**DNF CONTROLS..... N313**

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Fax: (818) 898-3360  
www.dnfcontrols.com

DNF Controls is a leading provider of hardware- and software-based control solutions for equipment used in the television broadcast, audio/video production, post-production, and graphics markets. DNF provides innovative, reliable, precise, and easy-to-use products that are used in point-to-point control as well as in facility-wide multipoint control applications.

**Dolby Laboratories..... N1814**

100 Potrero Avenue  
San Francisco,  
California 94103  
United States  
info@dolby.com  
Phone: (415) 558-0200  
Fax: (415) 863-1373  
www.dolby.com  
Contact: Rocky Graham, Director, Technical Marketing, Broadcast  
Phone: (415) 645-5287  
rag@dolby.com



Dolby Laboratories (NYSE: DLB) develops products and technologies that elevate entertainment at the movies, in the home or on the go. From content creation to distribution and playback, Dolby's technologies are synonymous with premium audio, surround sound and soon dynamic video. Dolby innovations in multimedia technologies enable broadcasters, network operators and device manufacturers to deliver high quality entertainment to their customers. With Dolby, sound surrounds and images come to life. For more information about Dolby Laboratories and its technologies, please visit www.dolby.com.

**Doremi Labs, Inc. .... SU6026**

1020 Chestnut Street  
Burbank, California 91506  
United States  
info@doremilabs.com  
Phone: (818) 562-1101  
Fax: (818) 562-1109  
www.doremilabs.com

Doremi will showcase its multi-channel HD video servers, MPEG2 HD video player, and HD video test generator. Also on display are Doremi's digital cinema products; DCP2000 cinema server and DMS2000 JPEG-2000 mastering station. New at NAB is the GHX cross-converter featuring HDMI, DVI and SDI with audio support, 4:4:4 2K resolution and genlock. An all-new HD video server will also be introduced.



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Fax: +41227172727  
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victor.piiroja@editorialbolina.com  
Phone: (55) 11 99643 475  
Fax: 551141950363 ext 234  
www.editorialbolina.com  
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United Kingdom  
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Fax: 44 1784 483918  
www.electronic-visuals.com  
Contact: Peter Goldman  
Phone: 44 1784 483311  
peter.goldman@elect.com

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Fax: (973) 882-0997  
[www.electrophysics.com](http://www.electrophysics.com)  
Contact: Art Stout, Vice President  
Phone: (973) 882-0211  
[astout@electrophysics.com](mailto:astout@electrophysics.com)

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Fax: (714) 776-9683  
Toll Free: (800) 433-6745  
[www.electrorack.com](http://www.electrorack.com)  
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[www.electrosonic.com](http://www.electrosonic.com)  
Contact: Bryan Hinckley, Business Manager,  
Managed Media Services  
Phone: (818) 333-3600  
[bryan.hinckley@electrosonic.com](mailto:bryan.hinckley@electrosonic.com)

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Orvieto, 05010  
Italy  
[electrosys@electrosys.it](mailto:electrosys@electrosys.it)  
Phone: +39 0763 3361  
Fax: +39 0763 394644  
[www.electrosys.it](http://www.electrosys.it)

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Suite 200  
Austin, Texas 78758  
United States  
info@elementlabs.com  
Phone: (512) 491-9111  
Fax: (512) 491-9122  
www.elementlabs.com  
Contact: Linda Phu, Marketing Assistant  
Phone: (408) 988-9400  
linda.phu@elementlabs.com

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United States  
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Fax: (503) 222-3212  
www.elementaltechnologies.com  
Contact: Monica Enand, Strategic Marketing  
Executive  
Phone: (503) 222-3212  
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Fax: 0039 0532 829177  
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Phone: 0039 0532 829965  
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www.emceecom.com  
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Phone: (480) 315-1661  
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Fax: 44 208 230 7828  
www.e-mediavision.com  
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Fax: +44 1488 657261  
www.emotionengines.tv  
Contact: M.C Patel, CEO  
Phone: +44 148 865 7282  
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Fax: (212) 760-1418  
www.esbnyc.com  
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Phone: (212) 736-3100  
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United States  
sales@enco.com  
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Fax: (248) 827-4441  
Toll Free: (800) 362-6797  
www.enco.com  
Contact: Don Backus, VP, Sales & Marketing  
Phone: (248) 827-4440  
backus@enco.com

ENCO Systems is the manufacturer of DAD and DADtv, the digital audio automation and playout systems for radio and television. ENCO also supplies a number of utility programs like ENcaption, Phonetica and others designed to improve workflow and save time and money. ENCO Systems has offices in the UK and India with headquarters in Metro Detroit in the US.

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Rennes, 35700  
France  
contact@enensys.com  
Phone: +33170617021  
Fax: +33299360384  
Toll Free: (1)9492268056  
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Phone: +33170725170  
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Toll Free: (888) 324-6649  
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steven@enhance-tech.com  
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www.enhance-tech.com  
Contact: Steven Huang, General Manager  
Phone: (562) 777-3488 x117  
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Contact: Alex Rassej, VP Marketing  
Phone: (760) 795-2600  
Alex.Rassej@entriq.com

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400 Oyster Point Blvd  
Suite 325  
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United States  
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Fax: (310) 322-8127  
www.ese-web.com

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Via Etere, 1  
Tolentino, 62029  
Italy  
marketing@etere.eu  
Phone: +39 0733 956353  
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ida@etilux.be  
Phone: +32-(0)4-2249963  
Fax: +32-(0)4-2249986  
www.etilux.com  
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Phone: +32-(0)4-2249963  
ida@etilux.be

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Phone: 441981 259825  
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220 Portage Ave  
Palo Alto, California 94306  
United States  
www.info@euphonix.com  
Phone: (650) 855-0400  
Fax: (650) 855-0410  
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Phone: (202) 326-6716  
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sales@eurotel.it  
Phone: +3903926361  
Fax: +390392436222  
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www.foneshow.com  
Contact: Erik Schwartz, CEO & Founder  
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Foundry Networks, Inc. is a leading provider of high-performance enterprise and service provider switching, routing, security and Web traffic management solutions, including Layer 2/3 LAN switches, Layer 3 Backbone switches, Layer 4-7 application switches, wireless LAN and access points, metro and core routers. For more information about the company and its products, visit www.foundrynet.com.

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Am Wolfsmantel 33  
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rgs@iis.fraunhofer.de  
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www.dcinema.fraunhofer.de

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Am Wolfsmantel 33  
Erlangen, 91058  
Germany  
amm-info@iis.fraunhofer.de  
Phone: +49-(0)9131-776-0  
Fax: +49-(0)9131-776-399  
www.iis.fraunhofer.de/amm  
Contact: Jan Nordmann  
Phone: (408) 573-9900  
codecs@dmf.fraunhofer.org

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Phone: (303) 440-7930  
mknaisch@fpdigital.com

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Contact: Tracy McRory,  
Sales & Marketing Assistant  
Phone: (727) 573-0400  
tmcory@frontlinecomm.com

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Phone: (914) 789-8314  
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Phone: (973) 686-2409  
tcalabro@fujinon.com

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7-25 Higashi-Kibougakoka Asahiku  
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Japan  
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Fax: (407) 877-9894  
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Fax: +49 894 521 8199  
www.gecko-cam.com  
Contact: Bentele Peter, Executive Manager  
Phone: +49 894 521 8100  
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Fax: (508) 652-0909  
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Fax: (770) 497-1009  
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Kyoto, 604-0847  
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esales@geoscience.co.jp  
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Fax: (847) 795-8770  
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155 Jackson Avenue N  
Suite 10  
Minneapolis, Minnesota 55343  
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Fort Lauderdale, Florida 33316  
United States  
martin@globalsatellite.us  
Phone: (954) 462-1245  
Fax: (954) 828-1245  
Toll Free: (800) 263-4540  
www.globalsatellite.us  
Contact: Martin Fierstone, President/CEO  
Phone: (954) 462-1245  
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Jackson, Mississippi 39201  
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**GlobeCast ..... C5437**

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info@globecast.com  
Phone: +33 1 55 95 27 20  
Fax: +33 1 55 95 27 40  
www.globecast.com  
Contact: Matthew Rosenstein  
Phone: +33 1 55 95 27 20  
matthew.rosenstein@globecast.com

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225 Long Avenue  
Hillside, New Jersey 07205  
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cwelch@glowpoint.com  
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**Glue Tools ..... C11210**

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sales@gluetools.com  
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**Glux Tech (Shenzhen) Co. Ltd.....SL5628**

2rd Floor, Block 201, Jinzhong Industrial Zone  
Nanshan District  
Guangdong, 518000  
China (People's Republic of)  
simon@glux.cc  
Phone: +86 755 862 32736  
Fax: +86 755 862 32762  
www.glux.cc  
Contact: Simon Wang  
Phone: +86 13691984936  
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Ontario, California 91761  
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Phone: (909) 230-4748  
jdeubler@gmaxstorage.com

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1501 Green Road  
Suite A-B  
Pompano Beach, Florida 33064  
United States  
info@gmpcs-us.com  
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Fax: (714) 522-4540  
Toll Free: (800) 255-7527  
Contact: Jonathan Pusey,  
National Marketing Manager  
Phone: (714) 522-8878  
jonathan@hosatech.com

Headquartered in Buena Park, CA, Hosa Technology, Inc. is the leading supplier of analog and digital connectivity solutions to the musical-instrument and professional-audio industries. Since the company's inception in 1984, Hosa Technology's consumer-driven inventory has expanded to include a full line of audio, video, and computer products.

**Hotronic, Inc. .... SU3308**

1875 South Winchester Boulevard  
Campbell, California 95008  
United States  
sales@hotronics.com  
Phone: (408) 378-3883  
Fax: (408) 378-3888  
www.hotronics.com

Hotronic manufactures Broadcast Video/Audio equipment since 1982. The latest product is a Digital Server/Time Delay, model AV61. Other products include TBC, Frame Synchronizer, Test Signal Generator, SDI converter, Video/Audio delay from 1 frame to 3 hours etc. NTSC and PAL products are sold worldwide. Customers include TV network and affiliated Stations, Government, School, production facility.

**Huatian Film & TV Equipment Co., Ltd. .... C11607**

Room 1001, Unit 4, Building 1, District #1  
Shanghecun, Yuanda Road  
Haidian District, Beijing, 100097  
China (People's Republic of)  
dujingjing@188.com  
Phone: +86 10 884 06461  
Fax: +86 10 884 06462  
www.htvideo.com.cn

Huatian Film & TV Equipment Co.Ltd. has collected twenty years practical experience and possesses senior technical personnels. We have developed and served as an agent for a batch of products which owns independent intellectual property rights and core technologies, such as Series of LCD Monitor, Tripod, Camcrane, LED News Lamp and intercom system. We are creating an exchange platform for new tech

**Hurst USA, Inc. .... OE433**

P.O. Box 178621  
San Diego, California 92177  
United States  
info@hurstusa.com  
Phone: (619) 277-9990  
Fax: (619) 374-7154  
www.hurstusa.com  
Contact: Jeff Hurst, President  
Phone: (619) 277-9990  
jeff@hurstusa.com

Hurst USA is an all-inclusive satellite and fiber transmission company. We offer 4 uplink vehicles and 2 fiber transmission kits. Our service area is the entire USA. We specialize in HD transmission. Our brand new transportable uplink vehicle is equipped with one C-band antenna and one C/Ku-band antenna allowing us to broadcast two C-band programs simultaneously (or one C and one Ku).

**Hybrid MC ..... SL13216**

89, rue Gabriel Peri  
Montrouge, 92120  
France  
info@hybrid-mc.com  
Phone: +33 1 46 73 00 66  
Fax: +33 1 46 73 00 77  
www.hybrid-mc.com  
Contact: Olivier Cohen, CEO  
Phone: +33 1 46 73 00 66  
olivierc@hybrid-mc.com



Hybrid MC is a broadcast manufacturer of high precision robotic camera support for use within regular broadcast environment and real time 3D graphics solutions: Virtual set & on air graphics. With more than 10 years of experience in the field of motion tracking, virtual set and high quality broadcast robotics. Hybrid MC is a preferred vendor for new technologies for studio equipment. Our Pan/Tilt heads provides the best smooth broadcast quality movements. Thanks to their high precision, they allow broadcasters to use virtual set without video/audio delays. Our graphic and video engine can be used for 3D real time rendering for on air 3D templates or 3D virtual background. The high level and power of their rendering capabilities allow broadcasters to use it for complex 3D or 2D presentation.

**IABM ..... C7105**

P.O. Box 2264  
Reading  
Berks, RG31 6WA  
United Kingdom  
info@theiabm.org  
Phone: +44 118 9418620  
Fax: +44 118 9418630  
www.theiabm.org  
Contact: Elaine Bukiej, Membership Administrator  
Phone: +44 118 9418620  
elaine.bukiej@theiabm.org

The IABM is the international association representing over 250 Broadcast & Media Technology businesses worldwide who themselves represent &gt; 80% of the US\$12bn global market value. Through our market intelligence, industry representation, executive networking and event support the IABM brings the international supply community together and aids its growth and competitiveness. Web: www.theiabm.org.

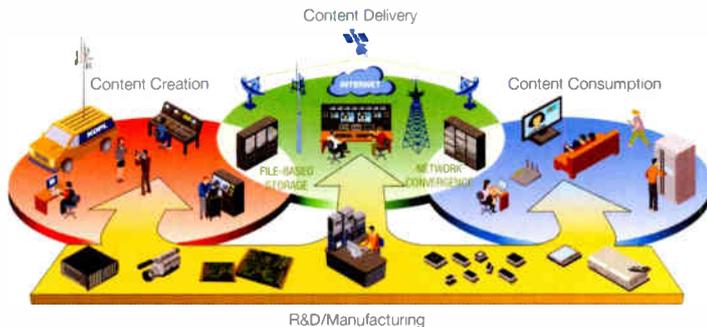
**IBC ..... C1405**

Fifth Floor International Press Centre  
76 Shoe Lane  
London, EC4A 3JB  
United Kingdom  
show@ibc.org  
Phone: +44-20-7832-4100  
Fax: +44-20-7832-4130  
www.ibc.org

IBC is the leading event for professionals involved in the creation, management and delivery of entertainment content, attracting over 46,000 visitors from 130 plus countries worldwide. With over 1,300 exhibitors including the world's key technology suppliers and a world-renowned conference, an event not to be missed. IBC2008 RAI Amsterdam 11-15 September Conference 12-16 September Exhibition.

# Solving Today's Digital Video Delivery and Quality Challenges

Digital technology is quickly replacing analog technology at every level in the video industry, enabling entirely new classes of products and services. This transformation is fundamentally changing how video content is created, stored, managed, distributed and enjoyed. The digital video ecosystem is comprised of companies in the business of creating and distributing content as well as the designers and manufacturers of professional and consumer electronics. The new competitive landscape reflects the pace and scope of technology-driven change and Tektronix continues to provide the most comprehensive range of solutions across the entire digital video ecosystem.



## Baseband Video Networks

The transition from analog to Standard Definition digital video and High Definition digital video is well underway. Since many facilities are not able to incur the substantial investment associated with a large scale conversion of plant infrastructure, these organizations face the daunting challenge of managing signals in a hybrid facility.

Tektronix test, measurement and monitoring instruments and applications for baseband signals provide broad standards and format support. And Tektronix customers' continue to leverage continuous enhancement of easy-to-use See and Solve™ features, enabling faster, more effective adoption of new technologies to improve operational efficiency and maximize content quality.

## Compressed Video Analysis and Monitoring

Among the most prevalent enabling technologies in the digital video ecosystem is content compression. The variety of standards and formats available to manufacturers and content delivery organizations changes regularly, reflecting the latest advances.

Equipment designers and manufacturers look to Tektronix to help them reduce their time-to-market and ensure standards based interoperability. Engineers in these organizations require deep analysis tools designed to enable isolation and fast source identification of critical faults. Many of the faults are intermittent and tools that can be configured to "trap" fault conditions, capture relevant data and assist in the debug process are invaluable for improving time-to-insight and significantly increasing the efficiency of staff. Tektronix offers the broadest (across multiple standards and video layers) and deepest (in-depth generation and analysis) test capabilities for compressed digital video.

NAB 2008 **Main booth #N2520**  
**IPTV pavilion #C1051**

## File Based Content Analysis

In the midst of the transition from tape to file-based storage, broadcasters are faced with a wide variety of technical challenges and changes in workflow. Complicating the process are continual updates in technology prompted by new digital codecs designed for MPEG-4/AVC and VC-1 to support IPTV and broadcast to handheld appliances, and high bit rate MPEG-2 for digital cinema applications. Regardless of the codec or format being used, maintaining content quality and consistency is critical for commercial success.

Sophisticated tools are needed to assess the quality of file-based, compressed digital content eliminating the need for costly, subjective human visual evaluation. Tektronix provides file-based content analysis that eliminates the need to decode, evaluate and re-encode a piece of compressed media for quality control and enables automated review of data not visible when watching uncompressed versions of the file including compression rates and file syntax that might otherwise be missed and that could critically impact the quality of the image when it reaches the viewer.

## Solutions that Enable

Regardless of your industry, if you or your customers are competing in the content delivery market you face new and daunting challenges every day. Challenges associated with emerging technologies, the need to deploy new services and the underlying requirement to ensure the highest level of Quality of Service possible.

Tektronix solutions are designed to solve today's digital video delivery and quality challenges. We provide the broadest portfolio of products in the industry built on a heritage of more than 50 years of providing leading edge solutions. This year at NAB we will be demonstrating generator, monitor and analyzer solutions for Video over IP and IPTV, a full featured monitoring solution for 3 GB/s single link SDI signals, the PQA500 the industry's only HD Picture Quality Analyzer and the world's only full automatic file-based content verification system, Cerify. Each is designed to enable our customers' innovations in the new digital world.

### Tektronix, Inc.

14200 SW Karl Braun Drive  
P.O. Box 500  
Beaverton, OR 97077  
United States  
Toll-Free Phone: +1-800-835-9433  
Phone: +1-503-627-7999  
Fax: +1-503-627-4876  
[www.tektronix.com/videoexplosion](http://www.tektronix.com/videoexplosion)

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Dunley Hill Court  
Ranmore  
Dorking, Surrey, RH5 6SX  
United Kingdom  
americasales@ibis.tv  
Phone: +44-(0)1483-280-208  
Fax: +44-(0)1483-280-244  
Toll Free: (877) 541-IBIS  
www.ibis.tv  
Contact: Andrew Winter, Director Sales & Marketing  
Phone: +44-(0)1483-280-208  
andrew.winter@ibis.tv

IBIS specialises in the design and development of Media Asset Management systems. Covering the complete workflow from import to export; Web-based Media Management applications control ingest, movement, playout, sports highlights production, archiving of media and associated metadata. MOS Playout to air. Archiving via HSM and control of XDCart complete the range of MAM applications.

**IBM ..... SU3614, S215LMR**

3039 E. Cornwallis Rd.  
P.O. Box 12195  
Research Triangle Park, North Carolina 27709  
United States  
bmhurter@us.ibm.com  
Phone: (919) 517-0411  
Fax: (508) 513-3300  
www.ibm.com/media  
Contact: Brandon Hurter, IBM Americas  
Marketing Manager - Media & Entertainment  
Phone: (919) 517-0411  
bmhurter@us.ibm.com

With a unique combination of media industry experience, insight into where the business is headed, and the know-how to get things done, IBM is the company that many broadcasters and other media organizations have historically found to be their partner in success. Our solutions can bring together diverse and powerful applications from IBM and many other vendors to create a true end-to-end workflow.

**IBS/Safeworlds ..... C9748**

18900 Teller Avenue  
Irvine, California 92612  
United States  
Phone: (949) 553-1737  
Fax: (949) 553-1613

**ICG Magazine/ICG Local 600..... C7605**

7755 Sunset Boulevard  
Hollywood, California 90046  
United States  
info@icgmagazine.com  
Phone: (323) 876-0160  
Fax: (323) 878-1180  
www.icgmagazine.com  
Contact: Teresa Munoz, Marketing Director  
Phone: (323) 969-2714  
info@icgmagazine.com

The International Cinematographers Guild-Local 600 represents and promotes the financial, educational and social interest of the finest camera crew members. Since 1929, ICG Magazine has served as the premiere cinematography publication of "how to" for film and digital productions. It incorporates a wide range of editorial that defines the tools and technology necessary for advancement in this field.

**i-Chips Technology ..... SL15309**

568 East Weddell Drive  
Sunnyvale, California 94089  
United States  
info@i-chipstech.com  
Phone: (408) 541-0156  
Fax: (408) 541-0792  
Toll Free: (866) 392-4447  
www.i-chipstech.com  
Contact: Pierre Sicard, Product Manager  
Phone: (408) 541-0156  
psicard@dairtron.com

i-Chips Technology, Inc. designs and manufactures semiconductors for the display and presentation markets. The i-Chips high-performance Display Processors perform image scaling, video de-interlacing and frame rate conversion, allowing to render high-quality images on digital display systems. Applications include Flat-Panel Display, Video wall controller, Scan Converter, and Broadcasting equipment.

**ICM Corp. .... C8839**

6260 Downing Street  
Denver, Colorado 80216  
United States  
timroot@icmcorp.net  
Phone: (303) 288-8107  
Fax: (303) 288-4769  
Toll Free: (800) 222-2142  
www.icmcorp.net  
Contact: Tim Root, VP of Sales & Marketing  
Phone: (303) 288-8107  
timroot@icmcorp.net

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Goleta, California 93117  
United States  
sales@iconixvideo.com  
Phone: (805) 690-3650  
Fax: (805) 690-3655  
Toll Free: (800) 783-1080  
www.iconixvideo.com  
Contact: Kim Vandyk  
kim.vandyk@iconixvideo.com

High Definition Point of View Video Cameras The HD-2K CCU is the next evolutionary step in the Iconix line, taking full advantage of HD-RH1 3CCD camera head's high resolution. This new 4:4:4 CCU produces 2048x1080p images from 23.98 to 30Hz. Naturally, it still outputs NTSC, PAL, 720p, 1080i, 1080PsF and 1080p from 24 to 60 fps. The NEW HD-Lite CCU is a miniaturized lower-cost version of the RH-2K, but don't let its small size (4"x6.375") fool you! It is fully-featured, with dual-link 4:4:4 HD-SDI outputs. The RH-Lite also features optional fiber optic outputs, a memory stick interface, and an on-panel LCD for easy control. The RCP-160 is a fully-featured and configurable remote control in a 14" rack mount style, popular for use in video trucks and integrators. Designed for use with Iconix cameras, it will control of up to six cameras from a single RCP. feature a touch-screen LCD Graphic-User Interface for full menu and control access, have 2 dedicated and assignable encoder knobs, permit lens motor control including Zoom, Focus and Iris, and feature full camera paint and feature control, and a memory card interface for scene and setup storage.

**ICONIX****Idealstor ..... SU15316**

18203-A Flower Hill Way  
Gaithersburg, Maryland 20879  
United States  
info@idealstor.com  
Phone: (301) 947-8737 x116  
Fax: (301) 947-8736  
www.idealstor.com  
Contact: Ben Ginster  
Phone: (301) 947-8737  
bginster@idealstor.com

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5 Mead Lane  
Farnham, Surrey, GU97DY  
United Kingdom  
sales@ideasunlimited.tv  
Phone: +44-(0)870-1627200  
Fax: +44-(0)870-1627201  
www.ideasunlimited.tv  
Contact: Glyn Powell-Evans, Managing Director  
Phone: +44-(0)870-1627200  
glyn@ideasunlimited.tv

ContentProbe — the low-cost TV Compliance Recorder selling fast across the world with an attractive price/performance ratio, 1U high platform includes 90 days hot-swappable RAID 5 storage. Unique features include; instant rewind, real-time fault alerts for black, frozen video, loss of audio etc, via SNMP, e-mail, GPI or SMS messages. Uses patented Media FingerPrinting technology.

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Herndon, Virginia 20171  
United States  
sales@idirect.net  
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Fax: (703) 648-8015  
Toll Free: (866) 345-0983  
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iDirect is transforming the way the world gets and stays connected. The company's satellite-based IP communications technology enables constant connectivity for voice, video and data applications in diverse and challenging environments.

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Torrance, California 90501  
United States  
idx.usa@idx.tv  
Phone: (310) 891-2800  
Fax: (310) 891-3600  
www.idx.tv  
Contact: Isabel Garcia, Marketing Assistant  
Phone: (310) 891-2800  
isabel@idx.tv

IDX is a leading worldwide manufacturer and supplier of batteries, chargers, power supplies, and accessories for a wide range of applications. Our customers range from broadcasters to government, military and professional video industry worldwide. From the innovative design of our compact power supplies, to the award winning Lithium Ion battery system; a world first, all IDX System Technology products are designed to recognize international EMC specifications and safety standards. In addition, every innovation, advancement, and progression has been made with the user in mind, ensuring confidence that with the constantly changing camera and portable equipment world, IDX will be meeting this challenge with your needs foremost. Contact IDX for the most complete power systems available today and any promotion.



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United States  
bts@ieee.org  
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Fax: (732) 235-1626  
www.ieee.org/organizations/society/bt/index.html  
Membership organization for Broadcast Engineers.

**Ignite Technologies..... C1548**

3211 Internet Blvd.  
Suite 300  
Frisco, Texas 75034  
United States  
info@ignitetechnology.com  
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United States  
info@ikancorp.com  
Phone: (713) 272-8822  
Fax: (713) 995-4994  
www.ikancorp.com

Ikan corporation specializes in design and development of tools for video professionals, such as our HD/SD monitors, studio/location lighting, grip gear and accessories. We work closely with our dealers and end users to create quality products that will enhance film and video productions. Please come visit us at booth #SL6820 located on the first floor, south hall to view what we have to offer.

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37 Brook Avenue  
Maywood, New Jersey 07607  
United States  
sales@ikegami.com  
Phone: (201) 368-9171  
Fax: (201) 569-1626  
www.ikegami.com

Ikegami is a leading supplier of professional broadcasting products in the Western Hemisphere. With U.S. offices in NJ, CA, FL, TX, and IL, the Ikegami name is recognized worldwide for its state-of-the-art television cameras and closed-circuit TV equipment. Ikegami's universal High Definition TV cameras have been widely accepted by the broadcast industry as it continues the transition to HDTV.

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783 Phillips Drive  
City of Industry, California 91748  
United States  
sales@ily.com  
Phone: (562) 801-2888  
Fax: (562) 801-2898  
Toll Free: (888) 742-5459  
www.ily.com  
Contact: Robert Aguillera,  
Assistant Marketing Manager  
Phone: (888) 742-5459  
robert@ily.com

ILY Enterprise Inc, established in 1995, is a pioneer in advanced duplication systems. As an industry leading manufacturer, ILY is continually developing new technology and currently offers extensive product lines including stand-alone CD/DVD/Blu-ray/LightScribe/USB/SD/Hard Drive duplication systems, autoloaders, printers, shredders, duplicator controllers, cases and other related products.

**Image Systems AB.....SL6628**

Agatan 40  
Linköping, 58222  
Sweden  
info@imagesystems.se  
Phone: +46-(13)-200-140  
Fax: +46-(13)-200-150  
www.imagesystems.se

Image Systems AB is a high-tech company specialising in motion analysis, advanced software development and high resolution film scanning via GOLDENEYE film scanner. Image Systems has worked with film scanning since the end of 80th. The first scanners were delivered to the Military and Automotive industry. GOLDENEYE was introduced to the Broadcasting industry in the year 2005.

**Image Video..... SU3305**

1620 Midland Avenue  
Toronto, Ontario M1P 3C2  
Canada  
sales@imagevideo.com  
Phone: (416) 750-8872  
Fax: (416) 750-8015  
www.imagevideo.com



Image Video is a leading manufacturer of Tally Control Systems featuring the TSI-1000, GSI-1 and GSI-3 controllers. Extensive selection of Under Monitor Displays including the RDU1510, RDU1610, RDU1710 and 7721 series. Image Video also manufactures a series of Multi-Image Display processors including the VxV-16, VxV-4 SDI, VxV-4DVI, LVX-4, IMD-1, IMD-DVI, and VxV4H-DNew for NAB 2008. The model 4212 Ethernet enabled GPI I/O interface for TSI-1000. Higher density with 48 I/O in 1RU, and 80 I/O in 2RU. Also features momentary output control for pulsed applications. New Options for the VxV-4HD quad split processor including HDS/SDI output module, as well as a DVI input module which allows multiple units to be cascaded together. New configuration software for the TSI-1000. Next Generation TSCONS will feature tabular system views. New intuitive user interface for easy implementation of standard functions while maintaining expression language for custom applications.

**IMAGICA Corp. of America .....SL9227**

1840 Century Park East  
Suite #750  
Los Angeles, California 90067  
United States  
sales@imagica-technologies.com  
Phone: (310) 277-1790  
Fax: (310) 277-1791  
www.imagica-technologies.com  
Contact: Richard Antley, Vice President  
Phone: (310) 277-1790  
sales@imagica-la.com

IMAGICA Technologies Corp. (ITC) is a division of one of the largest entertainment technology companies in Japan. ITC, the developer of the Primate chroma key technology, provides front and back-end digital imaging solutions for feature film post with the XE/HSX Film Scanners and the HSR Film Recorder. Headquartered in Tokyo, ITC also maintains a sales and support office in Los Angeles, California.

**Imagineer Systems.....SL12405**

40 Occam Road  
The Surrey Research Park  
Guildford, Surrey, GU2 7YG  
United Kingdom  
sales@imagineersystems.com  
Phone: +44-(0)1483685585  
Fax: +44-(0)1483685586  
www.imagineersystems.com  
Contact: Allan Jaenicke, CEO  
Phone: +44-(0)1483685585  
allanj@imagineersystems.com

Imagineer builds advanced systems and software for creating visual effects. Our products been used to create effects on blockbuster films like Pirates of the Caribbean, Harry Potter, Charlie's Angels as well as numerous commercials, music videos and TV shows.

**Immersive Media..... SU6005**

2407 SE 10th Ave  
Portland, Oregon 97214  
United States  
info@immersivemedia.com  
Phone: (503) 231-2656  
Fax: (503) 231-2655  
Toll Free: (866) 333-8817  
www.immersivemedia.com  
Contact: Eric Weymueller, Executive Producer  
Phone: (503) 231-2656 x103  
EricW@immersivemedia.com

The leader in full motion 360° video, Immersive Media (IMC) uses patented multi-lens cameras, to produce spherical video that is seamlessly stitched for an engaging, interactive and additive User experience. IMC provides original, co-production and account services for Internet, IPTV, DVR, gaming, kiosk and projection distribution platforms. See the new LIVE spherical video at booth SU 6005.

**I-Movix, Inc..... C11819E**

111 North Market Street  
6th Floor  
San Jose, California 95113  
United States  
info@i-movix.com  
Phone: +32-(0)65-321535  
Fax: +32-(0)65-554100  
www.i-movix.com  
Contact: Cédric Leprince, Sales Manager  
Phone: +32-(0)65-321535  
cleprince@i-movix.com

I-Movix is a Belgian company working in the extreme slow motion field covering until 5,000 images per second in SD and HD. I-Movix has a subsidiary in San Jose, Silicon Valley, California. SprintCam Live is the only product available in the world offering a fully integrated configuration for TV broadcast with capture speeds going from 250 to 8,000 images per second in High Definition.

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4 Avenue de l'Europe  
Bry-Sur-Marne, 94366  
France  
Phone: +33-(0)1-4983-2298  
Fax: +33-(0)1-4983-2582  
www.ina.fr/signature  
Contact: Frederic Dumas  
Phone: +33-(0)1-4983-2298  
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Ina, the world's largest digitized moving image bank, will demonstrate "ina-signature". Ina's innovative technology is based on a signature, or digital video fingerprint, which constitutes a distinctive genetic code for a sequence of images. This technology can be applied to TV broadcasts monitoring and contents filtering on video sharing Websites.

**Independent Audio Inc..... N4920**

43 Deerfield Road  
Portland, Maine 04101-1805  
United States  
info@independentaudio.com  
Phone: (207) 773-2424  
Fax: (207) 773-2422  
www.independentaudio.com  
Contact: Fraser Jones  
Phone: (207) 773-2424  
fraser@independentaudio.com

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OE: Outdoor Media & Equipment Exhibits, LVCC  
R: RTNDA, Pavilion, LVH

S: Silver Lot  
SL: South Hall, Lower Level, LVCC  
SU: South Hall, Upper Level, LVCC

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10134 Hammerly  
Number 109  
Houston, Texas 77080  
United States  
Phone: (832) 593-0405  
Fax: (832) 593-0406  
www.indieslate.com  
Contact: M.E. Herzog, Editor in Chief  
Phone: (832) 593-0405  
editor@indieslate.com

Indie Production Bible Covering Producing & Distributing Independent Film & Television: Essential info on production and distribution, with profiles of industry players, "Reel Life" accounts from grassroots indie moviemakers + an exclusive "Production Slate" in every issue of 150+ projects in preparation/production across the US & CANADA, including crew calls & contact info. Find clients — jobs!

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1-C, Vulcan Insurance Building,  
Veer Nariman Road, Churchgate  
Mumbai, Maharashtra, 400 020  
India  
ho@iaccindia.com  
Phone: +91-22-22821413  
Fax: +91-22-22046141  
www.iaccindia.com  
Contact: Mr RK Chopra, Secretary General  
Phone: +91-22-22821413  
rk@iaccindia.com

The Indo-American Chamber of Commerce: IACC, established in 1968, is the only bilateral Chamber in India, committed to the development of Indo-US business. The Chamber interacts with Indian & US Governments to provide feedback on bilateral trade & investment issues. IACC has over 2,600 members, representing American and Indian enterprises, and operates through 14 offices around the country.

**Industrial Acoustics Company..... N2236**

1160 Commerce Avenue  
Bronx, New York 10462  
United States  
info@industrialacoustics.com  
Phone: (718) 430-4519  
Fax: (718) 430-4599  
www.industrialacoustics.com  
Contact: Maureen Ferguson  
Phone: (718) 430-4519  
cdanna@industrialacoustics.com

IAC Inc. is a global noise control products company, specializing in noise control solutions for the Radio/Broadcast Industries, Studios, Performing Arts Centers and Theaters. Lab developed and field proven products since 1949 include Noise-Lock Doors & Windows, Accutone II Studios, Quiet-Duct Silencers and NIC 854 Trackwall. IAC continues to make the world a quieter place.

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5706 Corsa Avenue  
Suite 200-W  
Westlake Village, California 91362  
United States  
sales@industryadvanced.com  
Phone: (818) 889-9550  
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JDSU's Communications Test and Measurement business is the leading provider of solutions and optical products for telecommunications service provider, cable operator, and network equipment manufacturer customers globally, with industry leading digital video test capability led by the JDSU DTS product line, including the new MVP-200 for digital video edge troubleshooting.

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Fax: (914) 206-3550  
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foreign@jietu.com  
Phone: +86 108 208 0867  
Fax: +86 106 237 9979  
www.jietu.com  
Contact: David Peng, Sales Manager  
Phone: +86 108 208 0867  
foreign@jietu.com

Our company JieTu Lighting Co.,Ltd is a professional company engaged in the design, manufacture and distribution of lighting for the entertainment industries. Our products include: fluorescent lights, fresnel studio spotlights, compact spotlights (with electronic ballast), backdrop lights, rigging systems, etc.

**JK Audio, Inc. .... N7929**

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info@jkaudio.com  
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The John Lennon Educational Tour Bus is a non-profit 501(c)(3) mobile audio and HD video recording and production facility. Since 1998, the Bus has provided free hands-on programs to hundreds of high schools, colleges, Boys and Girls Clubs, music festivals, concerts, conventions and community organizations.

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Phone: (818) 321-1000  
Fax: (818) 348-3102  
www.jonestm.com  
Contact: Robert Rettberg  
Phone: (818) 321-1000  
rrettberg@jonestm.com

JonesTM, Inc. creates, produces and distributes music-based products and services for broadcast media use. JonesTM's clients include radio and television stations, satellite and Internet networks, Websites, the Armed Forces Radio Network, and numerous advertising agencies and commercial businesses. They are presenting their new post production music libraries IMAGIO and AUDIO ARCHITECTURE at NAB.

**JonyJib ..... OE342**

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Phone: (209) 667-7322  
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Fax: +4930677721 46  
www.junger-audio.com  
Contact: Peter Poers, Director Sales & Marketing  
Phone: +49306777210  
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Jünger Audio is specialized in adaptive dynamic range and audio signal processing in the digital domain. Jünger Audio is specialized in audio products with integrated SDI interface for direct processing of embedded audio. At the NAB Show will be on display the family of Level Magic™ boxes. Further to see are the known range of B40 series 4-channel processors, C8000 modular system and MIX4.

**JVC Professional Products Company ..... C4218**

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Phone: (973) 317-5000  
Fax: (973) 317-5030  
Toll Free: (800) 526-5308  
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JVC Professional Products Company, located in Wayne, New Jersey, is a leading manufacturer and distributor of a complete line of broadcast and professional equipment. For more information about this, or any other JVC Professional Products Company product, contact JVC at (800) 582-5825; or visit JVC's Web site at www.jvc.com/pro.

**K5600, Inc. .... C9715**

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United States  
info@k5600.com  
Phone: (818) 762-5756  
Fax: (818) 762-6629  
Toll Free: (800) 662-5756  
www.k5600.com  
Contact: Ryan Smith  
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Phone: (541) 779-6500  
Fax: (541) 779-3991  
www.kathrein-scala.com  
Contact: Michael Wm. Bach, Sales Engineer  
Phone: (541) 779-6500  
mbach@kathrein.com

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**Kathrein Mobilcom Brasil ..... C5508A**

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kathrein@kathrein.com.br  
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Fax: +55 (11) 5685-4292  
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Phone: +55 (11) 5685-4290  
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broadcast@kathrein.de  
Phone: 49 8031 184 958  
Fax: 49 8031 184 495  
www.kathrein.de  
Contact: Georg Klauser, Dipl-Ing  
Phone: 49 8031 184 958  
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Fax: (423) 878-4224  
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Contact: Tom F. King, President  
Phone: (423) 878-3141 x12  
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Fax: (678) 966-9903  
Toll Free: 866-GO-KLOTZ  
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Room 2001, KWTC, 159-1  
Samsung-Dong, Gangnam-gu  
Seoul, 135729  
Republic of Korea (South Korea)  
Phone: +82-(2)551-0102  
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**Kowa Optimed Inc..... N6938**

20001 South Vermont Avenue  
Torrance, California 90502  
United States  
kowa-usa-info@kowa.com  
Phone: (310) 327-1913  
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Kowa Company, Ltd., established in 1894, is a large Japanese conglomerate company which began producing broadcasting equipment in 1958. Their equipment is used in most television and radio stations in Japan including NHK, NTV and Tokyo FM. Kowa enjoys the top share with their radio automation systems that are well accepted by Japanese customers as well as meeting the high standards of Japanese broadcasting. Kowa Group has about 4,200 employees and is doing business in various industries such as trading, apparel, pharmaceutical, medical, optical and broadcasting equipment.

**KPFF Consulting Engineers..... C1728**

1601 Fifth Avenue  
Suite 1600  
Seattle, Washington 98101  
United States  
tony.fonseca@kpff.com  
Phone: (206) 926-0649  
Fax: (206) 622-8130  
www.kpff.com/tower  
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Business Development Director  
Phone: (803) 873-1562  
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**Kramer Electronics .....SL4305**

96 Route 173 West  
Suite 1  
Hampton, New Jersey 08827  
United States  
info@kramerus.com  
Phone: (908) 735-0018  
Fax: (908) 735-0515  
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**KROMA TELECOM ..... SU3109**

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Pol. Ind. Alcobendas  
Madrid, 28108  
Spain  
sales@kromatelecom.es  
Phone: +34916614514  
Fax: +3491 661 5875  
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21540 Prairie Street  
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Chatsworth, California 91311  
United States  
sales@ktechtelecom.com  
Phone: (818) 773-0333  
Fax: (818) 773-8330  
www.ktechtelecom.com  
Contact: Romeo Castillo, Director of Sales  
Phone: (818) 773-0333  
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KTech Telecom is a manufacturer of professional digital TV Broadcast and digital Cable TV products.

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**K-Tek ..... N2630**

1384-F Poinsettia Avenue  
Vista, California 92081  
United States  
info@mklemme.com  
Phone: (760) 727-0593  
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**Kupo Company Limited..... C10308**

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Chung Shin Road, San Chung  
Taipei, 241  
Taiwan (Republic of China)  
mavis\_w@kupo.com.tw  
Phone: 886229991906  
Fax: 886229991955  
www.grip.com.tw  
Contact: Mavis Wu, Sales Engineer  
Phone: 886229991906  
mavis\_wu@kupo.com.tw

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Woodland Hills, California 91364  
United States  
salesus@kwillcorporation.com  
Phone: (818) 961-2400  
Fax: (818) 961-2419  
Toll Free: (866) 519-WILL  
www.kwillcorporation.com  
Contact: John Alexenko,  
General Manager - Americas  
Phone: (818) 961-2400  
alexenko@kwillcorporation.com

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Phone: (818) 780-9828  
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Fax: (570) 326-2903  
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www.larcanc.com  
Contact: Jim Adamson, Senior Vice President,  
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Phone: (905) 564-9222  
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Fax: (949) 727-9282  
Toll Free: (800) 727-2655  
www.lasergraphics.com  
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www.lawo.de  
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Phone: (416) 292-0078  
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# 第14届上海电视节国际广播 影视设备市场暨技术研讨会

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# 2008 Program & Exhibit Guide Addendum



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## Booth Updates

Since February 15, 2008

Apace Systems .....	SL15005
FICCI .....	C850
Honest Tea .....	R330
IBM .....	S204LMR
Indo-American Chamber of Commerce .....	C750
lynda.com .....	S112LMR
MTD Systems .....	N1536
Specialized Products Company .....	C2554
Sun Microsystems .....	S115LMR
TBN Networks .....	C10442

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## Exhibits

### 2008 NAB Show Exhibit Hours

Monday–Wednesday .....	9:00 am–6:00 pm
Thursday .....	9:00 am–4:00 pm

### RTNDA @NAB Exhibit Hours

Monday–Tuesday .....	9:00 am–5:00 pm
Wednesday .....	9:00 am–3:30 pm

### Exhibit Locations

#### *North Hall*

- Acquisition & Production
- Management & Systems
- Pro Audio
- Radio

#### *Central Hall*

- Acquisition & Production
- Content Central
- Distribution & Delivery
- Technologies for Worship

#### *South Hall Upper*

- Acquisition & Production
- Management & Systems

#### *South Hall Lower*

- Display Systems
- Post-Production

#### *Walkway between Central & South Halls*

- Outdoor Media & Equipment

#### *Las Vegas Hilton Pavilion*

- RTNDA @NAB

## Lobby/Service Booths Directory

#### *North Lobby*

ADA .....	L3
ARL.....	L1
Concierge Services.....	L3
Expovision/Housing Assistance.....	L3
Radio Advertising Bureau .....	L2

#### *North Hall*

NAB Public Service Pavilion .....	N6132
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#### *Central Lobby*

NAB Member Benefit Programs & Associate Membership .....	L10
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#### *South Upper Lobby*

ATSC DTV HotSpot .....	L31
DIS Consulting Corporation .....	L26
IEEE.....	L29
SBE.....	L27
SMPTE.....	L30

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**4kNinjas.net..... SL8712**

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**All Pro Solutions Inc ..... SL15305**

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Brazil

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Caspio's rapid database publishing framework empowers news organizations to quickly create and deploy hyper-local web applications without programming. Hundreds of media sites use Caspio Bridge to publish highly-trafficked interactive web applications that boost advertising revenues; including crime reports, school stats, map mashups, sports scoreboards, election coverage and more.  
[www.caspio.com](http://www.caspio.com)

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**Cinesoft ..... SL10906**

1870 Olympic Blvd  
Suite 250  
Walnut Creek, California 94596  
United States  
sales@cinesoft.com  
Phone: (925)944-3456  
Fax: (925) 944-3433  
Toll Free: 1-877-CINESOFT  
www.cinesoft.com  
Contact: Marco Solorio  
Phone: 1-877-CINESOFT  
marco@cinesoft.com

Cinesoft's flagship product, "Media Batch" allows studios to upload and manage media files to their website during the production phases. Clients can view, download, approve, add notes and further collaborate in an organized easy-to-use password protected interface. Everything is automated and doesn't require any coding by the website owner. Your days of clumsy FTP and email attachments are over!

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**CIRVALE CIRCUITOS**

**IMPRESSOS LTDA ..... C10937**

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Brazil

cci@cirvale.com.br  
Phone: +55 35 3471-1211  
Fax: +55 11 5062-8353  
Contact: Paulo Cândido da Silva  
Phone: (35) 3471-1211  
Fax: (35) 3471-1983  
paulocci@cirvale.com.br

Cirvale has for over 20 years developed and marketed printed circuit boards, single or double face, in addition to prototypes of small and large lots. Cirvale's products suit the needs of diverse industries: car making, telecommunications, electronics, industrial automation, medical and aeronautics, among others. The printed circuit boards are produced under different shapes, sizes and colors fulfilling customers' needs.

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**City of Munich ..... C9919A**

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Germany  
Phone: 49-89-233 261 80  
Fax: 49-89-233 261 66

Munich. The media industry, information and communication technology, automotive engineering, aerospace, life sciences – it's all here: a concentrated powerhouse of expertise that leads the national and international field, year after year. Munich is also known for its outstanding research and development landscape, which constantly fuels the city's vast potential for innovation and creativity.

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**Codex Digital ..... C11212**

60 Poland Street  
London, W1F 7NT

United Kingdom  
info@codexdigital.com  
Phone: +44 207 292 6919  
Fax: +44 207 292 6901  
www.codexdigital.com

Codex Digital designs and manufactures high-end digital recording equipment for motion picture and broadcast production. Award-winning products include the high-resolution media Codex Recorder, for uncompressed capture from HD to 4K and the Codex Portable, a whole new standard for digital cinematography workflow. The Codex Virtual File System generates real-time Post formats from camera originals.

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**Contec USA.....SU11324**

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United States  
Phone: (408) 400-8043

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**ContentNext Media, Inc. ....C451**

525 Broadway  
Suite 210  
Santa Monica, California 90404  
United States

mnavarre@contentnext.com  
Phone: (310) 736-1491  
Fax: (310) 733-1027

www.paidContent.org  
Contact: Mike Navarre, Director of Sales  
Phone: (310) 736-1522  
mnavarre@contentnext.com

ContentNext is an independent media and information company covering the business of digital media. Founded by journalist Rafat Ali, the company's news sites chronicle the economic evolution of digital content that is shaping the future of the media, information and entertainment industries.  
Sites:www.PaidContent.orgwww.paidContent.co.ukwww.MocoNews.netwww.ContentSutra.com

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**Data Expedition, Inc.....SU11514**

859 Willard Street  
1 Adams Place; Suite 400  
Quincy, Massachusetts 02169  
United States

info@dataexpedition.com  
Phone: (781) 353-6403  
Fax: (405) 573-1999  
Toll Free: (877) 292-2280

http://www.dataexpedition.com/  
Contact: Dana Merk  
Phone: (781) 353-6403  
dmerk@DataExpedition.com

Data Expedition, Inc. provides software solutions that actually move all data types faster through the network, including unique and already compressed data, such as video. Our MTP/IP (Multipurpose Transaction Protocol) technology uses unique flow-control and error recovery algorithms to achieve high network efficiency, even under adverse conditions such as congestion, latency, and packet loss.

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**Digidesign ..... N8425**

2001 Junipero Serra Boulevard  
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Phone: (650) 731-6300  
Fax: (650) 731-6399  
http://www.digidesign.com  
prodinfo@digidesign.com

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Element Technica builds professional quality support and accessories for the latest film and digital imaging systems with a special emphasis on unique innovations for the RED One camera. The company's two principals have over 35 years of collective experience creating solutions for professional cinematographers.

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**EyePartner Inc.....C259**

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Marathon, Florida 33050  
United States

tim.green@eyepartner.com  
Phone: (305) 289-4557  
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sales@filmsys.com  
Phone: (678) 336-1640  
Fax: (678) 336-1990

Toll Free: (866) 886-0634  
www.filmsys.com

Contact: Ken Chambliss

Phone: 678-336-1640  
ken.cambliss@filmsys.com  
Film Systems, with its headquarters in Alpharetta Georgia USA, is a manufacturer of a number of products used in motion picture film scanning and associated post production environment. With its roots in film and video post, Film Systems is fully aware of the continual changes and demands placed on this industry designing products that provide efficient and affordable solutions to everyday problems.

**Fórum do Sistema Brasileiro de TV Digital Terrestre ..... C10937**

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01520-060 – São Paulo – SP  
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Phone: +55 11 3107 9752  
Fax: +55 11 3107 9752  
www.forumsbtvd.org.br  
Contact: Mauricio Kakassu  
Phone: +55 11 3107 9752  
Fax: +55 11 3107 9752  
superintendencia@forumsbtvd.org.br

The Brazilian Digital Terrestrial TV Forum, an association which joins together TV broadcasters, manufacturers of transmission & reception equipment, software industries and teaching & research centers for the purpose of presenting the digital terrestrial TV system that has been adopted in Brazil. At the stand, technical standards and information on implementation as well as a small demonstration of the system will be available.

**FOXCOM, A Division of OnePath Networks ..... C5948**

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www.gamecaster.com  
Contact: David Macintosh  
Phone: (619) 234-4263  
dmacintosh@gamecaster.com

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**Genius Instituto de Tecnologia..... C10937**

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Phone: +55 92 2126-6500  
Fax: + 55 92 2126-6772  
www.genius.org.br  
Contact: Carlos Eduardo Pitta  
Phone: + 55 11 3376-4202

Fax: +55 11 3376-4210  
cpitta@ginus.org.br  
Created in 1999 by the private sector, Genius Institute of Technology is a private Brazilian institution, with focus on research, development and innovation in the areas of Digital TV, software, embedded software, electronics and microelectronics. Based in Manaus, Amazon, one of the major Brazilian electro-electronics industry centers, Genius also has a subsidiary in Sao Paulo and works on R&D&I in partnership with the industry, together with Brazilian development agencies.

**Grass Valley ..... SL2120, N914, SL106**

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United States  
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Thomson develops technologies, products, and services for broadcast, teleproduction and film under the Thomson Grass Valley brand name. Thomson Premises Systems supplies digital gateways and decoders for telecoms, cable/satellite operators & broadcasters. The Network Intelligence Solutions organization supplies telecoms with VoIP & IPTV platforms for multiplay & fixed-mobile convergence services.

**Hansun Technologies Inc. .... C1257**

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Contact: Jeff Alexander, Vice President, Marketing & Sales, Professional Products  
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Fax: (55) 35-3421-2043  
WWW.IDEALANTENAS.COM.BR  
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Mumbai, Maharashtra, 400 053  
India  
Phone: +91-22-40666777  
Fax: +91-22-26740644

**Inform Technologies ..... C263**

145 East 57th Street  
Sixth Floor  
New York, New York 10022  
United States  
kvarrone@inform.com  
Phone: (646) 722-9690  
Fax: N/A  
http://www.inform.com/  
Contact: Ted Bienkowski, Vice President, Business Development  
Phone: (646) 722-9625  
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www.idtvision.com

IDT designs and manufactures cutting-edge digital cameras for the broadcast industry. Our solutions integrate plug-and-play image acquisition, camera and lighting synchronization, and illumination components controlled by a user-friendly MAC/Win software suite. Through a recent transaction with Roper Industries, IDT became the R&D, manufacturer and worldwide distributor of Redlake brand cameras.

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info@digitalsystemsmedia.com  
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Fax: (949) 215-6399  
Toll Free: (877) 629-7810  
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Contact: Shawn Merassa, CEO  
Phone: 714-749-1371  
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Fax: (905) 660-0406  
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Contact: Ilya Tchaplia, President  
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United States  
Phone: (408) 570-0955  
Fax: (408) 570-0186

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**Klein + Hummel ..... N8207**

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Old Lyme, Connecticut 06371  
United States  
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Phone: (860) 434-9190  
Fax: (860) 434-1759  
Toll Free: (877) SENNHEISER  
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Phone: (35) 3473-3473  
Fax: (35) 3473-3474  
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Contact: Carlos Alberto Frutuoso  
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**LUMATEK Iluminação Técnica Indústria**

**e Comércio Ltda ..... C10937**

Rua Salvador Simões - nº 1445 - Ipiranga - São Paulo - SP - 04276-000  
Brazil  
lumatek@uol.com.br  
Phone: +55 11 5062-0885/2062-3993  
Fax: +55 11 5062-8353

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**MaestroVision .....N2531**

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**Media Archive Systems.....N1638**

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sales@notape.biz  
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Fax: (813)792-0609  
Toll Free: (888)792-9098  
www.notape.biz

Contact: David Rhines, President  
Phone: 678-517-3121  
drhines@notape.biz

Media Archive Systems provides equipment and services to convert tape, modern and legacy formats, to Digital computer files. The tapes can be shipped to our Digital Conversion Center or our portable Systems may be shipped to your site. Systems can be rented, leased or purchased. MAS also offers design and implementation of completely turn-key digital solutions. MAS can work within any budget!

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**Mogulus ..... SL3705**

636 Broadway  
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New Delhi, 100020  
India  
Phone: +91-11-264-46666  
Fax: +91-11-417-35110

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**NEC America .....C1152**

14040 Park Center Road  
Herndon, Virginia 20171  
United States  
rich.moran@necam.com

Phone: (703) 834-4145  
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**NEFE..... R133**

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Greenwood Village, Colorado 80111  
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Contact: Pat Seaman, Director of Communications  
Phone: (303) 224-3538  
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Fax: (860) 434-1759  
Toll Free: (877) SENNHEISER  
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**New Pro Video Systems, Inc.....C5208A**

3546 Admiral Drive  
North Charleston, South Carolina 29405  
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**NEXAGE, Inc.....C854**

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http://www.nexage.com  
Contact: Dev Gandhi, CEO  
Phone: (510) 687 9999  
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Phone: (213) 453-8131  
Fax: (702) 438-7749

Nexstar manufactures semiconductor components and connectors for microwave transmitters and receivers for the broadcasting industry world-wide.

---

**NiteRider Dive & Video Lights..... C11308**

8205 Ronson Road  
Suite H  
San Diego, California 92111  
United States  
Phone: (858) 268-3850  
Fax: (858) 268-3858

Manufacturer of high end portable lighting systems for video and film production. We have been making underwater lighting systems for video and film production and underwater dive lights since 1989. We offer several lighting systems using the latest technologies available of HMI or LEDs. Our video lights systems include rechargeable NiMH or Li-Ion batteries and articulating video light arms with 2 sided light bouncers.

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**North Plains Systems Corporation..... SU14315**

510 Front Street West  
4th Floor  
Toronto, Ontario M5V 3H3  
Canada  
contactsales@northplains.com  
Phone: (416) 345-1900  
Fax: (416) 599-0808  
http://www.northplains.com/

North Plains is the leading provider of video and digital asset management solutions. With its platform agnostic approach to managing video and digital assets, over 450 customers benefit from North Plains' award winning TeleScope™ suite of products and expertise in delivering industry defining solutions for the management, collaboration and distribution of video and digital media assets.

**ONEsite ..... N7937**

14000 Quail Springs Parkway  
Suite 3600  
Oklahoma City, Oklahoma 73134  
United States  
Phone: (405) 753-9300  
Fax: (405) 753-9353

ONEsite is the leading provider of customized Web 2.0 community solutions, with clients that include Clear Channel, Univision, and World Wrestling Entertainment. We offer a complete community platform, with social networking, loyalty, and mobile integrated through patent-pending technology, and a talented, expert team with a proven ability to deliver.

**PCCW Global ..... C755**

450 Spring Park Place  
Suite 100  
Herndon, Virginia 20170  
United States  
Us.pccwglobal@pccw.com  
Phone: (703) 621-3104  
Fax: (703) 621-1621  
http://www.pccwglobal.com

PCCW Global provides a portfolio of integrated global communications solutions that include fiber and satellite transmission, International Private Leased Circuits, IP transit, MPLS-VPN, ATM/frame relay and IP telephony, with capabilities such as Hosted PBX. The unit's global IP-VPN solution, built over one of Asia's largest backbone is able to provide services to more than 800 cities in more than 70 countries.

**Plasticase Inc. .... N6937**

1059 Enterprise Blvd West  
Terrebonne, Quebec J6Y 1V2  
Canada  
Phone: (450) 628-1006  
Fax: (450) 628-7801  
Toll Free: (800) 783-6883

Plasticase is a leading manufacturer of injection molded high performance cases. We are proud to introduce NANUK. An extreme carrying case series, Nanuk is designed to protect the most sensitive equipment in the harshest environments. Engineered to stringent military specifications, these virtually indestructible lightweight watertight cases offer the ultimate grade of protection for your equipment.

**Plug In Pavilion ..... SL2128E**

167 Vernon Street  
San Francisco, California 94132  
United States  
Phone: (415) 586-8434  
Fax: (415) 358-4874

The Plug In Pavilion offers the widest selection of third party solutions available at NAB. The nine different companies in the pavilion offer software solutions for Adobe, Apple, Autodesk, Avid, Eyeon, and most other major developers.

The companies in the pavilion this year are:

- Digital Anarchy: digitalanarchy.com
- Synthetic Aperture: synthetic-ap.com
- ReVision: revisionfx.com
- Automatic Duck: automaticduck.com
- Noise Industries: noiseindustries.com
- Red Giant Software: redgiantsoftware.com
- Creative Technology: creativetechology.com
- Zaxwerks: zaxwerks.com
- DigiEffects: digieffects.com

**Qualis Audio ..... N3936**

380 SE Spokane Street  
Suite 305  
Portland, Oregon 97202

United States  
danar@qualisaudio.com  
Phone: (503) 233-4678  
Fax: (503) 922-0002  
www.qualisaudio.com  
Contact: Richard Cabot, CEE / CEO  
Phone: (503)233-4678  
Richc@qualisaudio.com

Qualis Audio will demonstrate products for metering, monitoring and assessing compatibility issues in surround sound. The Sentinel introduced at 2008 is specifically designed to meet the needs of the television production and broadcast industry.

**Qube Cinema Inc..... SU15212**

4640 Lankershim Boulevard  
Suite 601  
North Hollywood, California 91602  
United States  
info@qubecinema.com  
Phone: (818) 392-8155  
www.qubecinema.com  
Contact: Hannah Cash  
Phone: (818) 392-8155  
hannahcash@qubecinema.com

Qube Cinema, Inc is a manufacturer of Digital Cinema Servers and Digital Cinema Mastering Software. They are one of only a handful of companies in the world that that fulfills the exacting needs of DCI with the highest and most versatile multi-format compatibility for all types of content and exhibition.

**RF COM Sistemas Ltda. .... C10937**

Rua Carlos Marcondes 501  
CEP 12241-421  
São José dos Campos  
SP - Brazil  
info@rf.com.br  
Phone: +55 12 3933-1204  
Fax: +55 12 3933-3250  
www.rf.com.br

RF COM designs and manufactures custom vehicles for all telecom applications, including mobile field production (EFP), microwave and satellite news gathering (ENG, SNG), satellite up/downlink, power generation, defense, and cellular. From passenger-car telecom equipment installation to turnkey full-size expanding side semi-trailers with full aluminum frame, RF COM has the experience to deliver the right solution.

**RF TELAVO  
TELECOMUNICAÇÕES LTDA ..... C10937**

AV TEOTONIO BRANDÃO VILELA,800, JD TRIANGULO  
CEP 06783-005  
TABOÃO DA SERRA/ SP  
telavo.vendas@rftel.com.br  
Phone: 55-11-4137-7333  
FAX: 55-11-4137-4955  
www.rftel.com.br  
Contact: Rodrigo Lenci  
Phone: 55 11-4137-7333  
Fax: 55 11 4137-4950  
telavo.rodrigo@rftel.com.br

TELAVO Telecomunicações Ltda has been founded in May of 1977 by professionals with wide experience in radio and television broadcasting. With own technology, TELAVO has developed VHF and FM TV transmitters with powers of 10 watts up to 15.000 watts and FM Modulated Frequency of 50 up to 20.000 watts, made for the market of Radio Broadcasting for tv and radio broadcasting systems.

**R-Quest Technologies, LLC..... SL9713**

4710 Oak Hill Road  
Placerville, California 95667  
United States  
sales@r-quest.com

Phone: (530) 621-9916  
Fax: (530) 621-3144  
www.r-quest.com  
R-Quest Technologies is a leader in the development and manufacture of high performance automated optical disc publishing systems. R-Quest's proven track record in robotics and proprietary recording technologies is the perfect solution for all of your CD/DVD/Blu-Ray distribution needs. Come see our newest hardware and software products being released at NAB!

**SAN Solutions, Inc. .... SL8605**

4466 Beck Avenue  
Studio City, California 91602  
United States  
Phone: (866) 661-7144  
Fax: (818) 755-9464  
Toll Free: (866) 669-2044

Focused on the entertainment markets, SAN Solutions architects, implements, and supports enterprise class network storage infrastructures that revolutionize the workflow and management of media throughout a studio. With its proven methodology, SAN Solutions has developed solution sets that cover ingest, production, post-production, media transformation, digital asset management, content delivery, and archive.

**Satellite Technology Systems ..... OE245**

4702 State Route 176  
Unit F  
Crystal Lake, Illinois 60014  
United States  
Phone: (815) 482-0224  
Fax: (815) 728-1208  
http://www.stslivetv.com

Satellite Technology Systems (STS) of the Chicago region is a C/KU/HD mobile satellite truck uplink provider. STS also provides mobile HD production. STS has 3 trucks in its fleet. This STS Super Truck being shown at NAB has unlinked events such as the Super Bowl World feed and the Indy 500.

**Sat-Lite Technologies ..... OE300**

409 N. Fredonia  
Suite 110  
Longview, Texas 75601  
United States  
Phone: (903) 386-0544  
Fax: (903) 386-0596

**Seambi ..... C563**

1 Hamasgen Street  
Halls 207-208  
Raanaana, 43652  
Israel  
contact@seambi.com  
Phone: +972-9-7481344  
Fax: +972-9-7404218  
www.seambi.com  
Contact: Roy Baharav, CEO, Founder  
Phone: (818) 879-3643  
roy@seambi.com

SeamBI (Seamless Brand Integration), founded in 2005, has created proprietary <sup>3</sup>AddMagictm<sup>2</sup> technology that makes it possible to quickly add high-quality product images, either 2D or 3D, to existing broadcast or internet programs - thereby increasing ad revenues by creating additional, TiVo-proof, advertising opportunities within the body of the show.

**Shenick Network Systems ..... C754**

533 Airport Blvd  
Burlingame, CA 94010  
United States  
Phone: (650) 288-0511  
Fax: (650) 745-2641

Shenick is an award winning provider of IP communications test and monitoring solutions. diversifEye addresses key next-generation converged network and application performance issues. servicEye is an active IPTV monitoring solution, born out of award winning and industry proven IPTV quality assessment technology that provides a completely integrated IPTV monitoring solution.

**Solutions Radio ..... N9032**

Motorenweg 5k  
Delft, ZH, 2623 CR  
Netherlands  
Phone: +1 201 977 1229  
Fax: +1 201 608 6803

**STB - Superior Technologies in Broadcasting ..... C10937**

Rua Vereador Celso Henrique Borsato  
132 - Cep: 37.540-000 -Fernandes  
Santa Rita do Sapucaí - MG  
stb@stb.ind.br  
Phone: 55 35 3471-5505  
Fax: 55 35 3471-5505  
www.stb.ind.br  
Contact: Armando Lemes  
Phone: 55 35 9199-7869  
Fax: 55 35 3471-5505  
armando@stb.ind.br

STB established in 2003, develops and produces UHF and VHF transmitters, analog and digital transmitters, FM transmitters, fixed and portable microwaves transmitters, audio and video modulators, digital and analog satellite receptors, power module, down-converters, up-converters, Set Top Box, DTH coded receptors in addition to microwaves transmitters. Counting with highly qualified development department, the company develops high added value products. STB does also provide services for radio and TV broadcasting and develops made-to-order projects. Through commercial partnerships STB is able to provide the market high quality products with best cost & benefit relation.

**TAMUZ Broadcast, Inc. .... N1319**

141 East Merrick Road  
Valley Stream, New York 11580  
United States  
sales@tamuz.us  
Phone: (516) 997-5675  
Fax: (516) 593-7900  
Toll Free: (888) 826-8987  
www.tamuz.us  
Contact: Ray Kalo, President  
Phone: 516-997-5675  
rkalo@tamuz.us

TAMUZ Broadcast is an international leading manufacturer for high-performance HD & SD LCD video monitors up to 82" for digital broadcast and professional video markets. TAMUZ is known for incredible, superior picture quality and truly affordable high-end class built upon core technology. At TAMUZ, dedication to excellence, stability and customers needs are our primary focus.

**Tata Elxsi Limited ..... SU9130**

ITPL Road, Whitefield  
Bangalore, Karnataka, 560 048  
India  
akr@tataelxsi.co.in  
Phone: +91 80 2297 9123  
Fax: +91 80 2841 1474  
www.tataelxsi.com

Tata Elxsi, part of US \$50 billion Tata conglomerate, provides product design services in Industry verticals as , DTV, Multimedia, consumer electronics, storage, semiconductors, networking & communications. Tata Elxsi is a SEI CMMi Level 5 Company. Located in Bangalore, TEL network includes over 20 offices worldwide with a 3500+ strong workforce.

**TDVision Systems..... C9042**

40 Shuman Boulevard  
Suite 216  
Naperville, IL 60563  
United States  
Phone: (630) 590-3969  
Fax: (630) 590-3970

TDVision Systems has created the complete system for Stereoscopic 3D content acquisition, processing, delivery and visualization. The TDVCodec is the worlds premiere stereoscopic video format that allows for the transmission of 3D information through current infrastructures including Blu-ray while maintaining 2D and MPEG compatibility. TDVision provides playback on 3D enabled DLP, all standard 2D devices, and the TDVisor which is TDVision's immersive HD 3D viewing device.

**Technosteria.org..... R233**

3803 Linkmeadow Drive  
Aledo, Texas 76008  
United States  
info@technosteria.org  
technosteria.org

Technosteria's goal is to provide intellectually-honest, scientifically-valid resources to counter 'Green' hysteria about technology. Specific concerns are the alleged catastrophic human-caused global warming, and the EU-developed "RoHS" type substance bans. We're alarmed by the waste of time, money & other resources ALREADY resulting from bad policy decisions based on 'green' misperceptions.

**Tecsys do Brasil Industrial Ltda..... C10937**

Rua Orós, 146  
São José dos Campos SP CEP 12237-150  
Brazil  
tecsys@tecsysbrasil.com.br  
Phone: +55 3797 8800  
Fax: +55 3797 8824  
www.tecsysbrasil.com.br  
Contact: Jorge Ganuza  
Phone: +55 3797 8800  
Fax: +55 3797 8824  
tecsys@tecsysbrasil.com.br

Brazilian company, manufacturer of analog and digital products, registered at BNDES to finance its products. Tecsys can offer the highest cost/benefit ratio, with a complete line of products such as MPEG2 DVB encoder, QPSK/QAM modulators, TS multiplexer, T-Crypt or Betacrypt CAS (DVB simulcrypt) and IRD's. Its latest releases are: ISDB-T processor with ASI output, ISDB-T modulator and re-multiplexer, H264 encoder and H264 IRD's.

**Teletronix Broadcasting Equipments..... C10937**

Centro Empresarial Prefeito Paulo Frederico de Toledo, 90  
Santa Rita do Sapucaí/MG ZipCode: 37540-000  
Brazil  
teletronix@teletronix.com.br  
Phone: 55 (35) 3473-3700  
Fax: 55 (35) 3473-3730  
www.teletronix.com.br  
Contact: Gustavo Auad Pereira  
Phone: 55 (35) 3473-3700  
Fax: 55 (35) 3473-3730  
gustavo@teletronix.com.br

Teletronix was established in 1997. Our main products are broadcasting equipments for national and international customers. FM transmitters up to 12kW, FM and AM audio processors, FM and AM modulation analyzers, 450MHz and 950MHz STL's equipments, professional antenna systems, filters and combiners. Work and competence makes Teletronix a national and international reference among the broadcasters.

**T-JIB..... C11509**

1680 Roberts Boulevard  
Suite 403  
Kennesaw, Georgia 30144  
United States  
sales@t-jib.com  
Phone: (770) 792-3080  
Fax: (770) 792-3081  
www.t-jib.com

T-Jib is a high quality manufacturer of robust, innovative production tools for the video and film industry. T-Jib offers state-of-the-art camera cranes and pan/tilt heads... the CinemaSlider, a tripod mounted camera dolly slider... and the T-Pack, a powerful portable 12volt power supply. T-Jib... Amazingly Robust, Surprisingly Affordable!

**The Transcription Studio..... SL2110**

210 N Pass  
Suite 206  
Burbank, CA 91505  
United States  
Phone: (818) 846-8973  
Fax: (818) 846-8933

The Transcription Studio specializes in digital transcription, translation, as-broadcast and combined continuity scripts, captioning, subtitling, mobile dictation, meta-tagging, scene description and scene inventory. Caption Solutions provides real-time captioning services of superior quality at competitive rates for all types of television broadcasts, as well as offline captioning services for video productions.

**TSDA – Tecnologia e Soluções Digitais Aplicadas LTDA..... C10937**

Rua Frederico Adami, 444 – Maristela  
37540-000 - Santa Rita do Sapucaí –MG  
Brazil  
tsda@tsda.com.br  
Phone: +55 35 3473 0133  
Fax: +55 35 3473 0133  
www.tsda.com.br  
Contact: Ulisses Barreto  
Phone: +55 35 3473 0133  
ulisses@tsda.com.br

TSDA develops, manufactures and sells remote monitoring and control system for broadcast stations. The company has a complete line of software to manage and control, data logger, statistics reports, web access interface, SMS alarms and automation tasks; the modern technologies for Remote Terminal Unit for several allying robustness, RF immunity and flexibility; complete line of accessories and sensor; audio and video switchers and the newest pan and tilt remote controller.

**Ugrip..... SU2822**

Esromgade 15 opg 2  
Copenhagen North, 2200  
Denmark  
Phone: +45-209-03443  
Fax: +45-702-05405

Ugrip combines all motion picture and video camera accessories including lighting and sound elements onto a single unit for convenient and independent control. Its "Lego System" design can be reduced or expanded in minutes and is a unique system that will make even the most independent filmmaker truly independent.

**Video International Development Corp..... SU15810**

PO Box 349  
Locust Valley, New York 11560  
United States  
info@videointernational.com  
Phone: (516) 671-6765  
Fax: (516) 671-6771  
http://www.videointernational.com  
Contact: Bernd Bressel

Phone: (516) 848-88657  
bbressel@earthlink.net  
Video International Development Corp., and its manufacturing parent X-FORM Video Systems GmbH, in Germany, have been a leading manufacturer of innovative signal processing equipment since 1980. Our product range includes Motion Vector Broadcast Standards Converters as well as Audio/Video Processors for Frame Synchronization, HD frame rate and Aspect Ratio conversion.

**VideoGenesis ..... R325**

1000 Richmond Road  
Lexington, Kentucky 40502  
United States  
cyrus@videogenesis.net  
Phone: (859) 402-0888  
Fax: (859) 402-2930  
http://www.videogenesis.net  
Contact: Cyrus Adkisson, CEO  
Phone: (859) 402-0888  
cyrus@videogenesis.net

VideoGenesis is a people-powered video backbone solution that can save a local TV station \$1000 and hundreds of man-hours per month through advanced archiving and distribution methods.

**View Factor Studios ..... SU2823**

46930 Fairview Road  
Newberry Springs, California 92365  
United States  
info@viewfactor.net  
Phone: (877) 317-6185  
Fax: (866) 289-5005  
Toll Free: (877) 317-6185  
www.viewfactor.net  
Manufacturer of state of the art support equipment for the TV/Motion picture industry

**WAAV Inc. .... C1635**

One Canal Park  
Cambridge, Massachusetts 02141  
United States  
Phone: (888) 438-4228  
Fax: (888) 922-8329  
Founded in 2004, WAAV is the world's leader in the mobile cellular router market. WAAV's routers enable users to surf the Internet at broadband speeds while in moving vehicles. Based in Cambridge, MA, WAAV's innovative products are being used in various industries throughout the world. For more information, please visit [www.waav.com](http://www.waav.com) to learn more.

**Widevine Technologies ..... C1251**

901 5th Avenue  
Suite 3400  
Seattle, Washington 98164  
United States  
sales@widevine.com  
Phone: (206) 254-3000  
Fax: (206) 254-3001  
www.widevine.com  
Contact: Ray Kelly, VP of Sales, Americas  
Phone: 206-254-3000  
sales@widevine.com

Widevine is a leading provider of content protection solutions worldwide for telco, cable and internet service providers and the recognized "Switzerland of DRM". With the only multiformat and multiplatform DRM solution available, Widevine solutions enable content owners to protect their ad-based revenues, pay media revenue streams and copyrights.

**WIGE MEDIA AG ..... C11220**

Am Coloneum 2  
Cologne, 50829  
Germany

cunima@wige.de  
Phone: +49 [0] 221 7 88 77 0  
Fax: +49 [0] 221 7 88 77 159  
www.cunima.tv  
Contact: Tobias Vees, Executive Vice President Technology & Development  
Phone: +49-(0)221-78877-165  
vees.t@wige.de

WIGE MEDIA AG is a globally active media company. The business segments of the leading full service provider for sports and event productions include Outside Broadcasts, Editorial & Marketing, Data and Results Services, Events & Incentives and last but not least comprehensive Media Consultancy Services. On NAB 2008 WIGE presents its revolutionary ultra-compact HD camera, the CUNIMA MCU[1].

**Wowza Media Systems ..... C552**

5655 Silver Creek Valley Road  
#435  
San Jose, California 95138  
United States  
info@wowzamedia.com  
Phone: (408) 361-8680  
Fax: (408) 904-5396  
Toll Free: (866) 772-8737  
http://www.wowzamedia.com  
Contact: Alex Dobrushin, Vice President, Marketing  
Phone: (408) 205-0620  
alex@wowzamedia.com

Wowza Media Systems™ is an emerging leader in high-performance, cost-effective Flash media streaming server software for netcasters, broadcasters, media companies and CDNs. Its Wowza Media Server™ Pro is used by the likes of Virgin, Universal, RTL Netherlands, Chilevision and Interoute to deliver live and on-demand video/audio, recording and chat. [www.wowzamedia.com](http://www.wowzamedia.com)

**XENO Co., Ltd ..... C1057**

#501-507, Center of Industry-Academy Cooperation, Pukyong National University,  
San 100, Yongdang-Dong, Nam-Gu, Busan, Korea  
Busan 609-735 Korea  
contact@xenoinfo.com  
Phone: +82-51-512-5770  
Fax: +82-51-512-8772  
http://www.ucctopxeno.com

XENO Co. Ltd., is one of the leading solution providers for internet rich media platforms. We now developed an innovative portable IPTV solution - UCCTOP XENO. UCCTOP XENO is full production studio comes broadcasting server stuffed into a portable laptop form factor. UCCTOP XENO(Total Internet Broadcasting System).  
All-in-one Portable Internet Broadcasting Device  
-Live Internet Broadcast, Local Broadcast Device  
-Broadcast Scheduling program, Filmed Broadcast  
-Remote controlling devices(Camera, Video Player)  
-Decoding, Editing & Caption program  
-Movie Creation, Video Creation, Automated VOD Service

**YEM ELETEX Inc. .... C5442A**

8-2-56 Nanko-Higashi  
Suminoe-ku  
Osaka-shi, 559-0031  
Japan  
Phone: 81-6-6612-3111  
Fax: 81-6-6612-3200

**ZEISS DigiPrime and DigiZoom ..... SU1320**

3403 West Pacific Avenue  
Burbank, California 91505  
United States  
nir.reches@bandpro.com  
Phone: (818) 841-9655  
Toll Free: (818) 841-7649  
www.bandpro.com



**Linear – TV Broadcast Solutions.. C2646**

2531 Technology Drive  
Suite 310  
Elgin, Illinois 60124  
United States  
broadcast@Linear-TV.com  
Phone: (847) 428-5793  
Fax: (847) 428-5785  
Toll Free: (877) 428-5793  
www.Linear-TV.com

LINEAR manufacturers quality Broadcast TV Transmitters; with a complete range of V/UHF analog and digital solutions for TV broadcast. The ADVANCED Line offers high quality and reliability that is cost effective. LINEAR has 30 years in the broadcast market and has 40,000 installations. Located in the Chicago area our facilities include manufacture, assembly & support for North America & Caribbean.

**Linear Acoustic Inc..... C2151**

354 North Prince Street  
Lancaster, Pennsylvania 17603  
United States  
info@LinearAcoustic.com  
Phone: (717) 735-3611  
Fax: (717) 735-3612  
www.linearacoustic.com

Linear Acoustic provides innovative, customer-centric solutions for managing multichannel surround sound audio and loudness issues in digital broadcast. The company designs and manufactures the acclaimed AEROMAX™, StreamStacker™, and MetaMAX™ line of products, and licenses key technologies to OEM partners.

**LINEAR srl..... N4831**

Via Dell' Industria 20  
Chiari (Brescia), 25032  
Italy  
info@linearsrl.it  
Phone: +39-030-711643  
Fax: +39-030-7000634  
www.linearsrl.it  
Contact: Gloria Vescovi  
Phone: +39-030-711643  
info@linearsrl.it

LINEAR srl – Italy, has been serving the needs of its customers in 95 countries worldwide since 1973 offering the latest production technology. Simplicity, reliability and efficiency are the hallmarks of the design and manufacture of our products. Fully CE market production includes: digital and analog transmitter & transposer VHF/UHF, digital and analog microwave link, antennas & accessories.

**Link Electronics, Inc. .... SU3608**

2137 Rust Avenue  
Cape Girardeau, Missouri 63703  
United States  
sales@linkelectronic.com  
Phone: (573) 334-4433  
Fax: (573) 334-9255  
Toll Free: (800) 776-4411  
www.linkelectronics.com

Showing, HFS-975 Frame Sync, HDC-925 Up/Down/Cross Conversion with Noise Reduction, PFS-875 SDI Frame Sync, Routers for HD SD and Analog, Sync Generators, HDE-3000 HD SD Closed Caption Encoder and the new PTC-892 Caption Encoder that supports SMPTE Time Code. LEI-532 1X4 HD/SDI Distribution Amplifier, SDI open Caption Decoder, several other new products will be shown.

**Link Research Ltd..... C1807B**

Century House  
2 Century Court, Tolpits Lane  
Watford, Herts, WD189RS  
United Kingdom  
sales@linkres.co.uk  
Phone: +44-(0)1923 474060  
Fax: +44-(0)1923 474093  
www.linkres.co.uk  
Contact: John Mulcahy, Managing Director  
Phone: +44 (0) 1923 474060  
johnm@linkres.co.uk

Link Research design and manufacture encoding, modulation and transmission equipment for the professional broadcast industry, supplying their award winning wireless camera systems to all major broadcasters. The L1500 SD-HD system with modular RF stage and LINK's own LMS-T modulation has unrivalled performance, keeping LINK at the forefront of wireless camera systems.

**Liquid Compass Streaming Media ..... N7938**

1530 Blake Street  
Suite 201  
Denver, Colorado 80202  
United States  
info@liquidcompass.net  
Phone: (303) 839-9400  
Fax: (303) 839-9401  
www.liquidcompass.net  
Contact: Carrie Firmine, VP of Sales  
Phone: (303) 839-9400  
cfirmine@liquidcompass.net

Liquid Compass is a premiere Steaming Solutions Provider focused on providing streaming and Web services for the radio industry. In addition to providing stream hosting services, Liquid Compass also offers customizable media player development, Web development, CMS and traffic management tools.

**Listec Video Corp..... C6533**

40 Oser Avenue  
Suite 3  
Hauppauge, New York 11788  
United States  
sales@listec.com  
Phone: (631) 273-3029  
Fax: (631) 435-4544  
www.listec.com  
Contact: Ray Blumenthal, Vice President  
Phone: (631) 273-3029  
rblumenthal@listecny.com

Listec, a market leader for over 41 years, is committed to providing the most innovative prompting equipment and ongoing support at an affordable price without sacrificing the quality that is synonymous with our name. A variety of prompters will be on display for studio/field/specialty applications; complemented by our Production/News Software. Listec will introduce its Promotion tripod line.

**Litepanels, Inc..... C10014**

10932 Burbank Blvd  
North Hollywood, California 91601  
United States  
info@litepanels.com  
Phone: (818) 752-7009  
Fax: (818) 752-2437  
www.litepanels.com  
Contact: Michele Bailey, Sales Manager  
Phone: (818) 752-7009  
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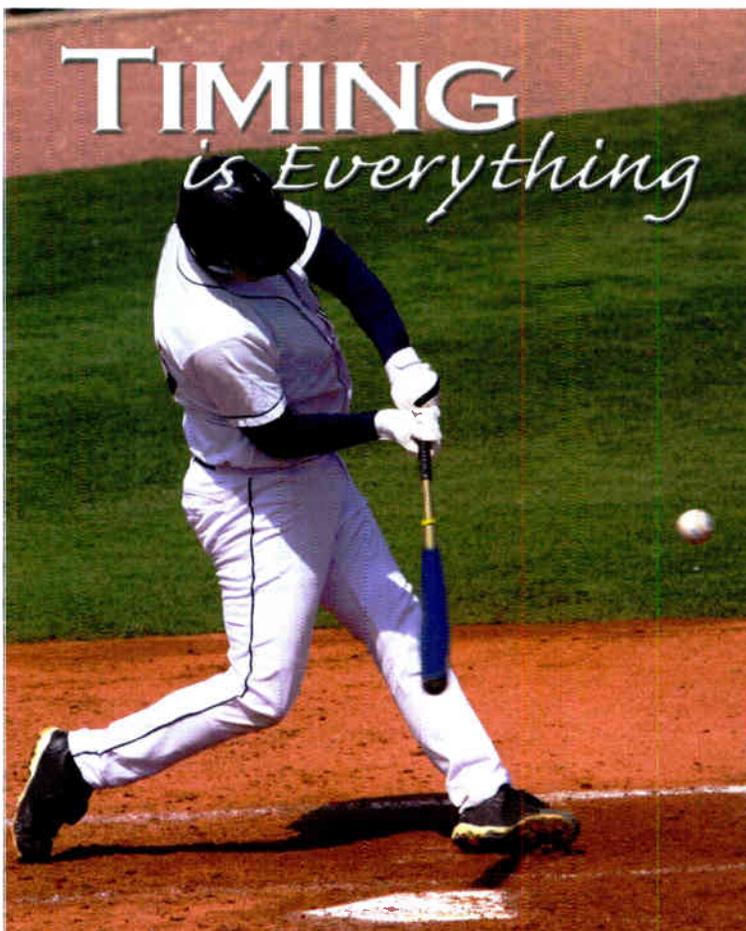
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Phone: +82-70-7018-0247  
Fax: +82-2-2082-1590  
www.mavericksys.co.kr  
Contact: Hee-Suk Han  
Phone: +82-70-7018-0247  
hshan@mavericksys.co.kr

Maverick Systems Inc. is a total IPTV solution developer from the IPTV Head-end to the IP STB in customers' home. It provides total IPTV solutions that are optimized on any IPTV service, customized according to customer demands. Please visit our Website at www.mavericksys.co.kr for more information.

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Fax: (514) 925-3378  
www.max-t.com  
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MAXON Computer, USA is a leader in 3D animation software. Its award-winning products, CINEMA 4D and BodyPaint 3D, are used worldwide to create 3D animation and designs for feature films, television programs and commercials, live theater, music videos, motion graphics. Web sites, as well as medical and scientific visualization. Both products are completely cross-platform for Windows and Macintosh.

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United States  
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Fax: (203) 878-5751  
www.medialinks.com  
Contact: Luann Linnebur,  
Director of Business Development  
Phone: (858) 531-0534  
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Media Links provides production studios, sporting event producers, broadcasters, cable operators, carriers, integrators and service providers with multiservice video, voice and data network solutions that bridge the gap between video and network requirements. With deep experience in both video and networking technologies, Media Links has created the widest variety of flexible network and media interfaces on the market today. From 1Mbps to 10Gbps, NTSC to SDI to HD-SDI to 1080P, dark fiber to SONET to DWDM/CWDM metro & long haul wavelengths, video-over-IP Ethernet LANS to WANS, HD-SDI & SDI compression with MPEG or JPEG and DVB-ASI encapsulation, our integrated broadcast processing & transport gear is Flexible to the Core.

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Boris FX is the leading developer of integrated graphics and effects technology, delivering 3D compositing and vector graphic products for the broadcast, post production, film and multi-media industries. Since the company's inception, Boris products have grown to serve over 200,000 artists worldwide.

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nab@mediagenix.tv  
Phone: +32-2-4673430  
Fax: +32-2-4673439  
www.mediagenix.tv  
Contact: Emmanuel Müller, Business Development  
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Fax: (212) 682-370  
Toll Free: (800) 562-7315  
www.medialink.com  
Contact: Michele Wallace,  
Senior Vice President, Client Solutions  
Phone: (212) 812-7017  
mwallace@medialink.com

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**mediaproxy Pty Ltd ..... N3536**

10 Westall Road  
Clayton South, VIC, 3169  
Australia  
erik@mediaproxy.com  
Phone: +61 3 9549 1122  
Fax: +61 3 9549 1199  
www.mediaproxy.com  
Contact: Erik Otto, General Manager  
Phone: + 61 3 9549 1122  
erik@mediaproxy.com

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**MediaSilo ..... SL11008**

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United States  
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Phone: (617) 423-6200  
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AS OF 2/15/08

**Medical Coaches Inc..... OE313**

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United States  
acollins@medcoach.com  
Phone: (607) 432-1333  
Fax: (607) 432-8190  
www.medcoach.com  
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Phone: (607) 432-1333  
sbuczek@medcoach.com

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**Merging Technologies.....SL2305**

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Puidoux, 1070  
Switzerland  
kbarnsley@merging.com  
Phone: +41 21 946 04 44  
Fax: +41 21 946 04 45  
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Fax: (919) 850-4518  
www.microspace.com  
Contact: Greg Hurt, Vice President,  
Sales & Marketing  
Phone: (919) 850-4561  
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Contact: Al Maaz, President  
Phone: (619) 884-8787  
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Bayerstrasse 83-85  
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sales@mikrom.com  
Phone: +49 30 39 88 39 0  
Fax: +49 30 39 88 39 29  
www.mikrom.com

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**Miller Camera Support, LLC ..... C4928**

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United States  
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Phone: (973) 857-8300  
gus@millertripods.us

Miller Camera Support will be exhibiting its full range of camera support products for the DV, ENG and EFP markets at NAB 2008. Miller's range of Arrow Fluid Heads built for News Gathering providing professional solutions for the world's leading networks, as well as still leading the DV revolution ensuring Videographers achieve professional quality results, with the best-selling Solo Tripods.

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Millimeter is an authoritative resource for qualified professionals in production, post production, animation, streaming and visual effects for motion pictures, television and commercials. Through in-depth reports, Millimeter puts technology trends in context and provides cutting-edge examples and insights from across the spectrum of production and postproduction.

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4000 MacArthur Boulevard  
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United States  
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Fax: (949) 579-3006  
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Contact: Jeff Camillo, Sr. Product Line Manager  
Phone: (949) 579-3000  
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Suite 300  
Minnetonka, Minnesota 55345  
United States  
sales-masi@minnetonkaaudio.com  
Phone: (952) 449-6481  
Fax: (952) 449-0318  
www.minnetonkaaudio.com  
Contact: Steven Clarke, Director of Marketing  
Phone: (952) 449-6481  
Steve.clarke@minnetonkasoftware.com

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**Miranda Technologies ..... SU6811**

3499 Douglas-B. -Florenai  
Montreal, Quebec H4S 2C6  
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Phone: (514) 333-1772  
Fax: (514) 333-9828  
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Phone: (973) 379-0089  
jlograsso@miranda.com

Miranda is highlighting multiple new HD products for multi-image display, facility monitoring, and interfacing, as well as master control switching and channel branding. The Kaleido-X multi-room, multi-image display system delivers outstanding picture definition, unmatched layout flexibility, and mission critical reliability. For HD interfacing, the Densite Series range offers exceptional 5.1 audio capabilities, and is based on a single, 3G platform. The Densite Series DAP audio processor module provides Upmixing, Downmixing, Dolby E/AC-3 encoding/decoding, as well as full integration with the XVP HD up/down/cross converter. Miranda's master control and graphics range includes the Xmedia Suite graphics and voice-over automation, which speeds the preparation of interstitial promos and snipes, and improves playout consistency. The Imagestore 750 HD/SD master control switching and branding processor offers high performance switching and rich graphics, with a range of advanced panels.

**MiraVid Inc. .... SU6906**

15 Wertheim Court  
Suite 606  
Markham, Ontario L4B 3H7  
Canada  
sales@miravid.com  
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Fax: (905) 927-7724 opt.13  
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**MITEQ/MCL Inc..... C9737**

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Bolingbrook, Illinois 60440  
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sales@mcl.com  
Phone: (630) 759-9500  
Fax: (630) 759-5018  
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Contact: Kevin McMahon  
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Phone: (724) 778-5164  
Fax: (724) 778-5146  
www.diamond-vision.com  
Contact: Todd Stih, Sales Manager  
Phone: (724) 778-5180  
todd.stih@meppi.com

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India  
info@monarchvision.com  
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Fax: +91(22)2879 45 54  
www.monarchvision.com  
Contact: Sandeep N. Ohri, CEO  
Phone: +91(22)2879 45 45  
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**Mo-Sys Ltd..... C7916**

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**Motion Analysis Corporation.....SL7715**

3617 Westwind Boulevard  
Santa Rosa, California 95403  
United States  
info@motionanalysis.com  
Phone: (707) 579-6500  
Fax: (707) 578-8473  
www.motionanalysis.com  
Contact: Rita Maloney, Vice President of Marketing  
Phone: (707) 579-6513  
rita.maloney@motionanalysis.com

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www.mpenyc.com  
Contact: Lori Kornspun  
Phone: (212) 245-0969  
kornspun@mpenyc.com

MPE, established in 1948, publishes the Motion Picture TV & Theatre Directory, the most widely used directory in film and television. MPE is equally well known as the country's largest supplier of post production rental equipment and supplies. MPE also has three buildings and over 60,000 square feet of edit suites and production space in midtown Manhattan.

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Fax: (215) 323-0242  
motorola.com/ipvideo  
Contact: Anya Chambers, External Communications  
Phone: (224) 321-0378  
Anya.Chambers@motorola.com

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Fax: (818) 716-0547  
Toll Free: (800) 489-9314  
www.msoftinc.com  
Contact: Doug Perkins, VP Sales & Marketing  
Phone: (818) 716-7081  
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**MSR, Inc..... N1636**

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mario@msr-inc.com  
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Contact: Ross Hering, Director of Business Development  
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MSR, Inc. develops and manufactures specialized acoustic systems and treatments for recording studios, home theaters, and commercial environments. Founded by Anthony Grimani, and Keith Olsen, MSR products also have applications to any environment where acoustics and noise control are important, such as Houses of Worship, high-rise residential structures, restaurants, etc.

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**MUSICAM USA..... N5825**

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Fax: (413) 585-9821  
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nadachair@aol.com  
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Fax: +41-(0)21 732 0100  
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Contact: Ivan Schnider, Head of Marketing and Communications  
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Fax: +82-31-499-2690  
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Fax: (631) 231-1711  
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### National Association of Black Journalists..... R331

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Adelphi, Maryland 20783  
United States  
Phone: (301) 445-7100 x113  
Fax: (301) 445-7101  
www.nabj.org  
Contact: Kathy Times, Vice President of Broadcast,  
NABJ/Investigative Reporter, WVTV-TV  
Phone: (205) 558-7327  
kytimes@aol.com

The National Association of Black Journalists (NABJ) is an organization of journalists, students and media-related professionals that provides quality programs and services to and advocates on behalf of black journalists worldwide. Founded by 44 men and women on December 12, 1975, in Washington, D.C., NABJ is the largest organization of journalists of color in the nation.

### National Association of Hispanic Journalists..... R228

529 14th Street, NW  
National Press Building, Suite 1000  
Washington, District of Columbia 20045  
United States  
nahj@nahj.org  
Phone: (202) 662-7145  
Fax: (202) 662-7144  
nahj.org  
Contact: Ivan Roman, Executive Director  
Phone: (202) 662-7178  
iroman@nahj.org

The National Association of Hispanic Journalists (NAHJ) is dedicated to the recognition and professional advancement of Hispanics in the news industry. Established in April 1984, NAHJ created a national voice and unified vision for all Hispanic journalists. NAHJ is governed by an 18-member board of directors that consists of executive officers and regional directors who represent geographic area

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**National Association of Tower Erectors..... C1431**

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nate@natehome.com  
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Fax: (703) 917-9853  
www.ncicap.org  
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**National Lesbian & Gay Journalists Assoc. .... R232**

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Suite 910  
Washington, District of Columbia 20005  
United States  
Phone: (202) 588-9888  
Fax: (202) 588-1818  
www.nlgja.org

The National Lesbian & Gay Journalists Association (NLGJA) is an organization of more than 1,250 journalists working from within the news industry to ensure fair and accurate coverage of the lesbian, gay, bisexual and transgender (LGBT) community.

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Washington, District of Columbia 20230  
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Phone: (202) 482-4374  
Fax: (202) 501-8009  
Toll Free: (888) DTV-2009  
www.DTV2009.gov  
Contact: Kathie Klass, Ombudsman  
Phone: (202) 482-4728  
kklass@ntia.doc.gov

The U.S. Department of Commerce's National Telecommunications and Information Administration (NTIA) is administering the TVConverter Box Coupon Program. The program permits U.S. households to request up to two \$40 coupons to purchase eligible TV converter boxes for analog televisions, which rely on over-the-air broadcasts. Converter boxes will keep analog televisions working after February 17.

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Phone: (301) 713-1736 x190  
Fax: (301) 713-1128

**Native American Journalist Association..... R333**

OU Gaylord College  
395 W. Lindset  
Norman, Oklahoma 73019  
United States  
jharjo@ou.edu  
Phone: (405) 325-1649  
Fax: (405) 325-6945  
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Non Profit National Native Journalists Association. We provide scholarships for Native American Journalism students, coordinate & provide internships for students and provide training and job information for our professional journalists. The Native American Journalists Association will celebrate it's 25th year of operation next summer in Albuquerque, NM.

**Nautel Limited ..... N7116**

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Phone: (714) 434-2403  
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NDS is a leading digital broadcast delivery and on-demand entertainment technology solutions supplier. NDS RadioGuard™, a conditional access solution for digital HD Radio broadcasts, is available for immediate deployment and is embedded in HD Radio ICs beginning May 2008. In addition to RadioGuard, NDS will demonstrate a targeted ad substitution application powered by RadioGuard addressability.

**NEBTEK ..... C3748**

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info@nebtek.com  
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Fax: (801) 467-0307  
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Nemal Electronics International is a manufacturer and distributor of electronic cable, connectors, cable assemblies, and patch panels used in broadcast, RF, data, and electronic control applications with specific emphasis on HDTV/SDI/SMPTe and fiber optic products. We offer a complete line of precision audio, video, snake, and triax cables available in multiple colors, either in bulk or terminated. Our Miami based manufacturing capabilities include design, production and testing of specialized cables and connectors in either prototype or production quantities. We offer products with UL approval as well as custom designs for enhanced flexibility, high frequency performance, sunlight resistance, direct burial or other specific requirements. Our distribution division stocks more than 3000 cable and connector products available for same day shipment including all types of RF connectors and crimping tools. Nemal do Brasil, in Sao Paulo is our stocking and support facility for Mercosur.

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NEP is the premier international provider of outsourced broadcast facilities and engineering services critical to the delivery of live sports and entertainment events. NEP's fleet consists of 40 HD and SD mobile production units and support vehicles for events worldwide. Screenworks is the leading provider of mobile and modular LED screens. NEP Studios and RTR provide studios in NYC and London.

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Phone: +39-0223997115  
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Neptunus offers an innovative product portfolio that facilitates the delivery of high-quality IPTV services and contribute to enhancing end user-experience. At the NAB Show '08 Neptunus will showcase Caplan IPTV, a Capacity Management platform for IPTV, ContentWise, the first recommendation system for IPTV and ToughStream™ Server, a highly robust platform which applies real-time FEC to IPTV streams.

**Ness Technologies, Inc. .... SU10728**

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United States  
marketing@uk.ness.com  
Phone: (201) 371-0413  
Fax: (201) 488-6332  
www.ness.com  
Contact: Stuart McLachlan, Head of Ness Media  
Phone: +447802 179711  
stuart.mclachlan@uk.ness.com



Ness Technologies (NASDAQ: NSTC) is a global provider of end-to-end IT services and solutions designed to help clients improve competitiveness and efficiency. With over 8,000 employees and operations in 18 countries, Ness partners with numerous software and hardware vendors worldwide. The Ness media and entertainment vertical offers specialized and proprietary solutions for Broadcast, Publishing and Digital Archive organizations. Drawing from its holistic Media Business Framework, Ness provides consulting, system integration and outsourcing services including the Ness Content Office™ solution which automates the contract lifecycle from content rights to financial operations, through distribution. Ness has onsite and local presence in North America, Europe, Israel and Asia Pacific in addition to Global Delivery Model capabilities via its centers across India and Eastern Europe. Clients include Czech Television, FremantleMedia, Hollywood Media, ITV, Pearson plc and others.

**Net Insight AB..... C1929**

Västberga Allé 9  
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Stockholm, SE-126 14  
Sweden  
info@netinsight.net  
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Fax: +46-(0)8-6850420  
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**NetApp ..... SU13211, S214LMR**

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Phone: (408) 822-6000  
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Phone: +33 467 590 807  
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www.netia.com  
Contact: Christopher Carniel, CEO  
Phone: +33 467 590 807  
c.carniel@netia.com

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SL: South Hall, Lower Level, LVCC  
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AS OF 2/15/08

**Network Electronics US ..... SU10814**

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Norway  
sales@never.no  
Phone: +4792267333  
Fax: +4722016621  
www.never.no  
Contact: Per-Henning Almvang,  
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Phone: +479226733  
per.henning@never.no



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**NewBay Media ..... N4930, C11837MR, SL10229**

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Suite 100  
Alexandria, VA 22312  
United States  
info@nbmedia.com  
Phone: (703) 852-4600  
Fax: (703) 852-4583  
www.nbmedia.com

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*European Podcasting Conference and European Post-Production Conference are produced in partnership with Future Media Concepts.*

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**NI LA Environmentally Sustainable Lighting ..... C11219**

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United States  
info@nila.tv  
Phone: (818) 392-8370  
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**Ningbo Eimage Studio Equipment Co., Ltd ..... C5008**

No. 373, South Hangyong Rd  
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China (People's Republic of)  
sales@weifengchina.com  
Phone: +86 574 8659 0061; +86 574 8659 0078  
Fax: +86 574 865 90060; +86 574 8659 0068  
www.weifengchina.com  
Contact: Lisa, Manager  
Phone: +86 574 8659 0078  
lisa@weifengchina.com

Ningbo EIMAGE Studio Equipment Co., Ltd. is founded in 2006. Our production are mainly the support equipment in the video and broadcasting area. Our company bases the aims on below two main values: The production of high quality professional video and film tripods and supports; Using our design experience to provide quality service to our customers.

**Ningbo King Kandy Digital Technology Co., Ltd ..... C10410**

No. 69 Fengyi Road  
Southwest Economy Development Zone  
Yuyao City, Zhejiang, 315403  
China (People's Republic of)  
jinyid@nb-jinhui.com  
Phone: +86 574 625 66008  
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Our company is the leading manufacturer and exporter of the photographic equipments over 15 years in china. While, we enter to video industry from 2008 and commit ourself to develop video products. At present, we have some kinds of video products.

**NIXUS ..... SL11212**

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Chuo ku  
Sapporo, Hokkaido, 0600041  
Japan  
e-info@nixus.tv  
Phone: +81112514251  
Fax: +81112514564  
www.nixus.tv  
Contact: Hiroyuki Ito, Sales Manager  
Phone: +81112514251  
hito@hnikko.co.jp

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**NKK Switches ..... N2633**

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**nNovia, Inc. .... SU11321**

1630 Oakland Road  
Suite A104  
San Jose, California 95131  
United States  
sales@nnovia.com  
Phone: (408) 436-1486  
Fax: (408) 436-1266  
www.nnovia.com  
Contact: Harn Soper, VP Business Development  
Phone: (408) 436-1486 x108  
harn@nnovia.com

nNovia provides HDD and solid state video recording solutions for portable field cameras and rack mounted studio production. Unique features include light weight, records both analog and digital signals, on fixed and removable Mediapacs, supports both NTFS (long clips) and FAT32 (short clips), dual partitioned hard drives and, analog confidence monitoring from the recorder.

**Noise Industries, LLC ..... SL2128H**

77 Appleton #3  
Boston, Massachusetts 02116  
United States  
sales@noiseindustries.com  
Phone: (617) 934-0553  
Fax: (617) 904-1904  
www.noiseindustries.com  
Contact: Niclas Bahn  
Phone: (617) 934-0553  
njb@noiseindustries.com

Noise Industries is a premier provider of integrated visual special effects software for the broadcast and film industry. With unrivaled image quality, FxFactory is an essential extension to Apple Final Cut Pro and Motion workstations by providing digital artists with an infinitely expandable collection of real-time image processing effects.

**Nomad Innovations ..... SU6905**

111 West Washington Street  
Suite 300  
Louisville, Kentucky 40202  
United States  
Phone: (502) 515-6479  
Fax: (502) 515-6446  
www.nomadinnovations.com  
Contact: Mike Harlan, C.E.O.  
Phone: (502) 608-6518  
mharlan@nomadinnovations.com

Nomad Innovations' LiveEdge enables TV stations to do broadcast-quality remote live broadcasts faster, better, and more cost-effectively (with no capital investment) using commercial high bandwidth wireless broadband networks instead of dedicated microwave vans or satellite trucks. Nomad provides a complete turnkey solution, including all field and studio equipment, network services, and support.

**Non-Stop Music ..... R306, SL10615**

915 West 100 South  
Salt Lake City, Utah 84104  
United States  
Phone: (801) 531-0060  
Fax: (801) 531-0346  
www.nonstopmusic.com

Non-Stop Music is the premiere music provider for media of all kinds. We offer over 14 catalogs of production music, original/custom scoring/recording and an online search/download Web-site. www.cuegle.com.

**NorCom ..... SL4626**

Gabelsbergerstrasse 4  
Munich, 80333  
Germany  
nab2008@norcom.de  
Phone: +49 899 3948 223  
Fax: +49 899 3948 111  
www.norcom.de

The internationally active company has a business model comprising 2 mainstays — media products & consulting. NorCom's media products ensure smooth broadcasting operations for TV & radio stations. NorCom's product range primarily entails NCPower Pro, a planning, production, newsroom & management system for handling all multimedia content together with powerful archiving & research functions.

**Noren Products Inc. .... SL2115**

1010 O'Brien Drive  
Menlo Park, California 94025  
United States  
triciaa@norenproducts.co.  
Phone: (650) 322-9500 x227  
Fax: (650) 324-1348  
www.norenproducts.com

Noren Products manufactures the finest noise reduction and heat removal cabinets in the world for computer equipment. Whether it be for the office, pro-audio, video post, video conferencing, home entertainment or just a critical listening environment, the AcoustiLock works like a dream and can hold most kinds of equipment from rack mounted servers to RAID's. A machine room on wheels-versatile eas.

**Norpak Corporation ..... SU2726**

10 Hearst Way  
Kanata, Ontario K2L 2P4  
Canada  
sales@norpak.ca  
Phone: (613) 592-4164  
Fax: (613) 592-6560  
www.norpak.ca  
Contact: Harvey Barnes, Vice President Marketing and Sales  
Phone: (613) 592-4164  
barnes@norpak.ca

Norpak Corporation is a leading manufacturer of television data systems for the broadcast and professional video industries. TV broadcasters, cable TV system operators, satellite operators, content creators, systems integrators, value-added service providers, and OEM equipment suppliers worldwide have embraced Norpak products.

**Norpix, Inc. .... SL10410**

1751 Richardson Street, Suite 6117  
Montreal, Quebec H3K 1G6  
Canada  
sales@norpix.com  
Phone: (514) 846-0009  
Fax: (514) 846-0117  
www.norpix.com  
Contact: Luc Nocente, President  
Phone: (514) 907-1588  
sales@norpix.com

NorPix is a developer of digital video recording software for the machine vision, scientific and monitoring industries. Our team of software and machine vision experts have many years of experience in the machine vision industry. We have extensive knowledge of industrial, scientific and high speed cameras used in the vision industry along with experience in the fields of optics & triggering.

**Norsat..... C4644**

110-4020 Viking Way  
Richmond, British Columbia V6V 2L4  
Canada  
sales@norsat.com  
Phone: +1 604 821 2800  
Fax: +1 604 821 2801  
Toll Free: (800) 644-4562  
www.norsat.com  
Contact: Teri Vincent, Senior Sales Manager  
Phone: (800) 644-4562  
tvincent@norsat.com

Norsat International Inc. founded in 1977, is a leading provider of intelligent satellite solutions that enable the transmission of data, audio and video via satellite in even the most challenging environments. Norsat's products include microwave components, portable satellite systems and industry specific solutions. Norsat also provides consulting engineering to meet customers' specific needs.

**Norterra Technologies ..... N4524**

2234 West Apache Rain Rd  
Phoenix, Arizona 85085  
United States  
sales@norterra-tech.com  
Phone: (623) 780-1020  
Fax: (623) 780-1022  
www.norterra-tech.com  
Contact: John Terrey, General Manager  
Phone: (623) 780-1020  
jcterrey@norterra-tech.com

Image Engineering (Essex Test Charts) is a world leader in the production of all varieties of test charts. We also produce camera testing equipment and software. BEL Digital Audio is a key supplier of audio monitors, shufflers and delays.

**Novella SatComs Ltd..... C6250**

Kerry House  
Kerry Garth, Horsforth  
Leeds, LS18 4TL  
United Kingdom  
novella@novella.co.uk  
Phone: 44-113-258-0880  
Fax: 44-113-258-0870  
www.novella.co.uk  
Contact: Dr Ventura Rufino,  
Managing Director/CEO  
Phone: 44-113-258-0880  
vtrufino@novella.co.uk

Novella SatComs design and manufacture tracking receivers, single and multi-band frequency agile and block converters, test loop translators, uplink power control systems and other bespoke RF solutions for commercial and military satellite earth stations and CATV systems, in indoor or outdoor ruggedised packages.

**NPR Satellite Services® ..... C4237**

635 Massachusetts Avenue N.W.  
Washington, District of Columbia 20001-3753  
United States  
linkup@npr.org  
Phone: (202) 513-2626  
Fax: (202) 513-3082  
www.nprss.org

At NPR Satellite Services®, we combine more than 25 years of satellite broadcasting experience with a comprehensive suite of services that includes: Prime Space Segment Dependable Satellite Equipment State-of-the-Art Uplink Services Consultative System Design Engineering Support 24x7 Customer Service.

**NTT..... SU10220**

1-1 Hikari-no-oka, Yokosuka-shi  
Kanagawa 2390847  
Japan  
video-codec@lab.ntt.co.jp  
Phone: +81 46 859 2985  
Fax: +81 46 855 1149  
www.ntt.co.jp/index\_e.html



About NTT NTT has led the development of telecommunications in Japan for more than a century. The major companies that comprise the NTT Group continue to accommodate the emerging needs of the ubiquitous broadband society in the 21st century, while fulfilling their social mission in each business field in an increasingly competitive global market environment.

**NTT Electronics Corporation..... SU10220**

9F Pacific Marks Yokohama East, 3-12 Sakae-cho,  
Kanagawa-ku, Yokohama-shi  
Kanagawa, 221-0052  
Japan  
mm\_i@yoko.nel.co.jp  
Phone: +81 45 4533 685  
Fax: +81 45 4533 635  
www.nel-world.com/products/video/index.html

About NTT Electronics: NTT Electronics is an industry leader in image compression technology. Our broadcast codec technology is activated by an international relay of worldwide sports event, and is winning high praise in world markets. Our outstanding technologies make it possible to provide highest image quality from commercial equipment to consumer equipment.

**Nucomm, Inc..... C3007, OE432, C6622A**

101 Bilby Road  
Hackettstown, New Jersey  
07840



United States  
sales@nucomm.com  
Phone: (908) 852-3700  
Fax: (908) 813-0399  
Toll Free: (800) 968-2666  
www.nucomm.com  
Contact: John Dulany, Vice President of Sales  
Phone: (908) 852-3700  
jdulany@nucomm.com

Nucomm, Inc. is a leading worldwide provider of analog/digital microwave systems for the television broadcast, government and sports industries. All products are designed to transport high quality HD or STD video and include portable, ENG Van, helicopter, wireless camera and fixed point to point transmitters and receivers. Featured in our booth for 2008 will be the Messenger IP File Transfer system, Series 7 HD Ready line of products, the Campac2/DR wireless camera system and a complete range of fixed point to point products which are ideal for ENG intercity links. The Messenger system enables broadband IP connectivity between an ENG truck and the broadcast Studio. The Messenger also allows for quick and effortless transfer of large native files to the studio server with little or no user intervention. Nucomm along with RF Central and Microwave Service Company form the Vitec RF Systems Group For more information about Nucomm please visit our Website www.nucomm.com.

**Numedia Technology Limited... SU10130**

43 Brambles Enterprise Centre  
Waterbury Drive  
Waterlooville, Hampshire, PO7 7TH  
United Kingdom  
sales@numediatechnology.com  
Phone: 44 239 258 229  
www.numediatechnology.com  
Contact: Stuart Sommerville, Managing Director  
Phone: 44 239 258 229  
stuart@numediatechnology.com

Numedia technology is a manufacturer of innovative solutions for the broadcast and digital cinema markets. New to NAB 2008 is the Dirac Pro DP-400 codec which allows the transport of HDSDI over 270Mbit/s SDI infrastructure. Also new, the BrickWorks TG-100DM is a 1080P 3GSDI capable test generator and image quality analyser incorporating copper, DVI and fiber interfaces.

**Nutech Industries, Inc..... C11305**

P.O. Box 97276  
Las Vegas, Nevada 89193  
United States  
Ssuics@nutechpower.com  
Phone: (702) 597-0007 x12  
Fax: (702) 597-1049  
www.Nutechpower.com

Nutech Industries Power Distribution Systems. Our distribution panels have been extensively tested and UL listed for use in motion picture, television studios, theater and stage, exhibition halls and similar facilities. These completed products meet or exceed the NEC. Clear View panels Indoor/Outdoor, Doghouses, Boothstringers, Roadshow Distr, Cable Assemblies, Transformers, Cable Guard Sales/Ren.

**NVerzion ..... SU5107**

296 East 3900 South  
Salt Lake City, Utah 84107  
United States  
info@nverzion.com  
Phone: (801) 293-8420  
Fax: (801) 293-8616  
www.nverzion.com

Celebrating 17 yrs, NVerzion's progressive software solutions control equipment that acquires and distributes broadcast grade content, creating a network of efficient and reliable data control. Offering a broad range of fully-customizable broadcast station automation, storage, archival and central-casting systems, NVerzion also provides verification & logging solutions to organizations worldwide.

**NVIDIA..... SL13913**

2701 San Tomas Expressway  
Santa Clara, California 95050  
United States  
Phone: (408) 486-2000  
Fax: (408) 486-2200  
www.nvidia.com

NVIDIA is the world leader in visual computing technologies and the inventor of the GPU, a high-performance processor which generates interactive graphics on workstations, personal computers, game consoles, and mobile devices. NVIDIA serves the professional design and visualization market with its Quadro® products, and the high-performance computing market with its Tesla products.

**NVISION, Inc..... SU11620**

125 Crown Point Court  
Grass Valley, California 95945  
United States  
nvsales@nvision.tv  
Phone: (530) 265-1000  
Fax: (530) 265-1021  
www.nvision.tv



NVISION is the leading provider of advanced technology and routing systems used for the delivery of superior, error-free digital audio and HD/SD video used in all broadcast sectors and multi-format post production. NVISION develops and manufactures scaleable, high-performance, high-reliability, and cost-effective HD/SD router, router control, master control systems and modular broadcast products. NVISION's worldwide customer base includes major TV networks and stations, direct broadcast satellite (DBS) operators, broadcast and video production trucks, video and film post-production facilities, government agencies, and major telecommunications companies.

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**NXP Semiconductors..... C1054, N213LMR**

1109 McKay Drive  
San Jose, California 95131  
United States  
Phone: (408) 474-5692  
Fax: (408) 474-5946  
www.nxp.com

NXP is powering the developments in consumer multimedia with innovative semiconductor technology to: Deliver more digital content; Create better viewing and listening experiences; Access content anytime/anywhere. Meet us in Las Vegas Convention Center in Meeting Room: N213 and Booth C1054 (IPTV Pavilion).

**NXVision ..... SU9307**

Unit 23 Dunfermline Business Centre  
Izatt Avenue  
Dunfermline, Fife, KY11 3BZ  
United Kingdom  
info@nxvision.com

Phone: +44-(0)1383-722-848  
Fax: +44-(0)1383-840-582  
www.nxvision.com

Contact: Tony Combe, Managing Director and CEO  
Phone: +44-(0)1383-722-848  
tcombe@nxvision.com

NXVision provides an Embedded Digital Media Solution. NXVision enables and extends a versatile monetisable service to our customers, giving your customers a TV living room experience anywhere. NXVision enables your customers to watch their favourite TV programmes: WHEN they want to and WHERE they want to.

**OBOR Digital ..... SU14605**

8615 Commodity Circle  
Suite 14

Orlando, Florida 32819  
United States

sales@obordigital.com  
Phone: (407) 352-6501

Fax: (407) 352-2763

www.obordigital.com

Contact: Alan Carson,  
Vice President Sales & Marketing

Phone: (404) 386-2511

acarson@obordigital.com

Obor Digital's performance solutions include online training for broadcasters and Zeus<sup>®</sup>, our Web based physical asset management and trouble ticketing software that provides custom, detailed reports and statistics for making key performance decisions. Obor Digital is headquartered in Orlando, Florida. Visit us at www.obordigital.com.

**OConnor ..... C6418**

Camera Dynamics

2701 N. Ontario St.

Burbank, California 91504

United States

sales@ocon.com

Phone: (818) 847-8666

Fax: (818) 847-1205

www.ocon.com

Contact: Jeannine McQuillan, Sales

Phone: (818) 847-8666

sales@ocon.com

Known for their hallmark smooth feel and consistent reliability, OConnor's award-winning fluid heads provide the ultimate control and stability for film-style shooting. Today's line includes the Ultimate range of fluid heads, Cine HD and carbon fiber tripods. OConnor's most recent technological achievement is the 120EX, the flagship of its new series of EXTENDED CAPACITY fluid heads — the EX range.

**OCTOPUS Newsroom Trading Ltd. N2838**

4th Floor, Lawford House, Albert Place

London, N3 1QA

United Kingdom

nab@octopus-news.com

Phone: +420-221-181-511

Fax: +420-221-181-521

www.octopus-news.com

Contact: Petr Stokuc, CEO

Phone: +420-221-181-511

P.Stokuc@octopus-news.com

OCTOPUS Newsroom focuses on Newsroom Computer system development and its perpetual improvement according to latest trends and journalists' needs. This year, a new cross-platform version is being introduced. Visit us and see! OCTOPUS6 stands out amongst ENPS, iNews and Autocue by being flexible and easily customizable. We understand that only our users' breakthrough ideas keep moving us forward.

**Octoshape ..... C1654**

Fruebjergvej 3

Copenhagen East, 2100

Denmark

contact@octoshape.com

Phone: +45 3917 9633

Fax: +45 3917 9632

www.octoshape.com

Contact: Pernille Vestberg, Business Development Manager

Phone: +45 3917 9633

pernille@octoshape.com

Octoshape offers fully hosted, high-quality, live streaming solutions. Streaming with Octoshape allows broadcasters to increase quality and reach larger audiences while cutting costs. Octoshape solutions are used by major international broadcasters to stream live radio and television to the world — the Octoshape solution is powering the future of live streaming.

**Office of Minority Health Resource Center ..... R302**

1101 Wootton Parkway

Suite 650

Rockville, Maryland 20852

United States

Phone: (301) 251-1797 x273

Fax: (301) 251-2160

**Oldcastle Precast Communications ..... N2532**

P.O. Box 3250

Chandler, Arizona 85244-3250

United States

bob.spears@oldcastleprecast.com

Phone: (480) 222-6200

Fax: (480) 222-6210

www.oldcastleprecast.com

Contact: Doug Domas, Sales MGR.

Phone: (678) 371-8315

Doug.domas@oldcastleprecast.com

Oldcastle is a premier supplier of equipment shelters and turnkey construction services. Oldcastle Precast equipment shelters are ideal for transmitter sites in a variety of sizes including designs for large square footages. Oldcastle Services Division provides design/build construction, tower erection and construction services that are not limited to precast concrete.

**OMB Sistemas Electronicos ..... C3024**

Avda. San Antonio, 41

Cuarte de Huerva

Zaragoza, 50410

Spain

usa@omb.com europa@omb.com

Phone: (305) 477-0973

Fax: (305) 477-0611

www.omb.com

Manufacturer of FM radio transmitters (15W up to 10 kW), TV transmitters (15W up to 10 kW), STL systems, antennas for FM radio and TV. Company headquarters and factory located in Zaragoza, Spain, with its International Division located in Miami, Florida USA. With over 40 years in the broadcast industry and sales in Europe, North to South America, Asia, South Pacific, middle east, and Africa.

**Omneon ..... SU9620**

965 Stewart Drive

Sunnyvale, California 94085

United States

info@omneon.com

Phone: (408) 585-5140

Fax: (650) 823-1909

www.omneon.com

Omneon, Inc. is a leading provider of flexible media server and active storage systems that optimize workflow productivity and on-air reliability for the production, distribution, and management of digital media. Omneon is a pioneer in the use of advanced IT technologies and open systems for broadcast applications, producing a modular and expandable video server architecture in the Omneon Spectrum. The company's MediaGrid active storage system delivers centralized content storage that is scalable in capacity, bandwidth, and media-processing power. The company has an extensive global presence with customers in 45 countries on six continents. Omneon is on the Web www.omneon.com.

**Omnia Audio ..... N7620**

2101 Superior Avenue

Cleveland, Ohio 44114

United States

info@OmniaAudio.com

Phone: (216) 241-7225

Fax: (216) 241-4103

www.OmniaAudio.com

Contact: Angi Roberson

Phone: (216) 241-7225

angi@telos-systems.com

Omnia Audio, a Telos company, is world-renowned for its digital audio signal processing expertise. Omnia audio processors for FM, AM, TV, HD Radio & DAB, Internet, and audio production are setting new standards for professional audio quality. Omnia Audio — the choice of major-market broadcasters around the globe.

**Omnibus Systems LTD..... SU4205**

Stanford House

Stanford On Soar

Loughborough/Leicestershire, LE12 5PY

United Kingdom

sales@omnibus.co.uk

Phone: +44 8705 004 300

Fax: +44 8705 004 333

www.omnibus.tv

Contact: Roger Kleckner, VP of Sales – Americas

Phone: (303) 237-4868

roger.kleckner@omnibussystems.com

OmniBus Systems has been at the forefront of innovation in the broadcast industry for over 15 years, delivering sophisticated master control, automation, playout and content management solutions to broadcast, cable, satellite and telecom operators worldwide. OmniBus is a global company with headquarters in the United Kingdom and the United States, plus regional support centres in key markets.

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# 4<sup>th</sup> ANNUAL TUESDAY NIGHT



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**PARTY**

**LIVE MUSIC!**  
**NAB SHOW**  
*Where Content Comes to Life™*

**Hilton  
Ballroom B  
Tuesday, April 15<sup>th</sup>  
6pm - 11pm**



## OmniCam, Lda..... SU6809

R Augusto Gil, 4 A/B  
Amadora, 2650-374  
Portugal  
info@omnicam.tv  
Phone: +351 932 009008  
Fax: +351 210107039  
www.omnicam.tv  
Contact: Jorge Quinta Gaspar  
Phone: +351 932 009008  
gaspar@omnicam.tv

OmniCam has 20 years of experience in the broadcast field, and 10 years developing innovative solutions for remote camera track systems. This year a new company was born; OmniCam-4Sky, with larger and better facilities to be able to bring new solutions in remote controlled camera movements, for studios, and cable driven systems.

## Omnimusic.....SL9613

52 Main Street  
Port Washington, New York 11050  
United States  
bring@omnimusic.com  
Phone: (516) 883-0121  
Fax: (516) 883-0271  
Toll Free: (800) 828-6664  
www.omnimusic.com  
Contact: Barbara Ring, Director of Marketing  
Phone: (516) 883-0121  
bring@omnimusic.com

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United States  
info@omnirax.com  
Phone: (415) 332-3392 x102  
Fax: (415) 332-2607  
Toll Free: (800) 332-3393  
www.omnirax.com  
Contact: Philip Zittell  
Phone: (415) 332-3392 x102  
philip@omnirax.com

Our Innova line Broadcast Furniture offers a welcome departure from the usual "off the shelf" studio design. We work directly with chief engineers, program directors, architects and station owners to provide unique, ergonomic custom solutions at near-production prices. This service is perfect for stations designing a single room or a multi-room facility. We work in HPL & solid surface (Corian).

## Omnitek.....SL11705

Unit 3 Intec 2  
Wade Road  
Basingstoke, Hampshire, RG24 8NE  
United Kingdom  
rob.arnold@omnitek.tv  
Phone: +44 1256 345900  
Fax: +44 1256 345901  
www.omnitek.tv  
Contact: Rob Arnold,  
Sales and Marketing Manager  
Phone: +44 (0)1256 345941  
roba@omnitek.tv

OmniTek is an innovative test and measurement company formed in 2001, specialising in the development of video analysis equipment for SD, HD and digital cinema applications.

## OMT Technologies..... N8420

Unit One  
1555 Dublin Avenue  
Winnipeg, Manitoba R3E3M8  
Canada  
sales@imediatoch.com  
Phone: (204) 786-3994 x207  
Fax: (204) 783-5805  
Toll Free: (888) 665-0501  
www.imediatoch.com  
Contact: Jackie Tetlock, Manager, Broadcast Sales  
Phone: (888) 665-0501  
sales@imediatoch.com

OMT Technologies is a technology solution provider to the radio broadcast industry. Our products touch millions of listeners world-wide every day through radio, satellite, cable and Internet broadcasts including over 1600 radio stations in North America. Two of our flagship products include our iMediaTouch Digital Delivery System and Radio's Number One Selling Digital Logger, iMediaLogger.

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**OneDomain Inc..... R131**

2820 Columbiana Road  
Birmingham, Alabama 35216  
United States  
sales@onedomain.com  
Phone: (205) 313-3995  
Fax: (205) 313-3988  
www.onedomain.com  
Contact: Greg Calhoun  
Phone: (205) 313-3995  
greg@onedomain.com

Software for sales, enabling Television stations and advertising agencies unparalleled abilities to analyze multiple research databases from a single system. OneDomain currently has over 450 Television users and is a proud proponent of the eport initiative. Our products include, ClearView for stations, Grandview for agencies, Marketview, and NEO sales reporting tools.

**ONTEC Co., Ltd..... C3113**

3-20-27 Tarumi, Suita  
Osaka, 564-0062  
Japan  
tore@nordahl.tv  
Phone: (818) 366-0448  
www.ontec.co.jp  
Contact: Tore Nordahl,  
US Management Representative  
Phone: (818) 366-0448  
tore@nordahl.tv

ONTEC Co., Ltd. is a leading designer and manufacturer of state-of-art HDTV servers and disk recorders for TV broadcast and professional video applications. ONTEC is headquartered in Osaka, Japan with HDTV engineering facilities in Tokyo.

**OpenCube Technologies..... SU8530**

Parc Technologique Du Canal  
10, Avenue De L'europe  
Ramonville St. Agne, 31520  
France  
contact@opencubetech.com  
Phone: +33 (0)561 285 606  
Fax: +33 (0)561 285 635  
www.opencubetech.com

OpenCube Technologies is a pioneer in the field of video/IT-technology integration, with world-class expertise in MXF development, metadata management, and media-data interoperability. OpenCube invests heavily in R&D, constantly creating innovative solutions, ensuring this company's position as a world-class leader in its area of expertise — MXF and HDTV Standards.

**OpenTV..... SU13517, S216LMR**

275 Sacramento Street  
San Francisco, California 94111  
United States  
cory@opentv.com  
Phone: (415) 962-5122  
Fax: (415) 520-6550  
www.opentv.com  
Contact: Christine Oury, Communications Director  
Phone: (415) 962-5433  
cory@opentv.com

OpenTV is one of the world's leading providers of solutions for the delivery of digital and interactive television. The company's software has been integrated in more than 96 million digital set-top boxes and televisions around the world, and enables enhanced television, video-on-demand, personal video recording, interactive & addressable advertising, games & much more.

**Operation Interdependence, Inc... OE439**

8765 Spring Cypress Rd, Suite L  
Box 114  
Spring, Texas 77379  
United States  
vnixon@oidelivers.org  
Phone: (760) 468-8001  
www.oidelivers.org

Operation Interdependence® is a nationwide non-profit organization that is the premiere Civilian-to-Military Delivery System® in the US. Our goal is to provide each of the nearly 325,000 deployed troops around the world with something from home every month as well as serve as the bridge between the civilian and military worlds.

**Optibase, Inc..... SU3811**

880 Maude Avenue  
Mountain View, California 94043  
United States  
info@Optibase.com  
Phone: (650) 230-2567  
Fax: (650) 691-9998  
Toll Free: (800) 451-5101  
www.optibase.com

Optibase Inc. a leading provider of advanced IPTV solutions for the Telco, government, and enterprise markets, will showcase Optibase Creator, the company's new real-time, content creation HD/SD ingest server, Optibase Media Gateway (MGW) IPTV platforms for H.264, MPEG-4, MPEG-2 and MPEG-1 video streaming and Optibase EZ TV IPTV system, advanced video delivery system for the enterprise market.

**Optical Cable Corporation..... C4343**

5290 Concourse Drive  
Roanoke, Virginia 24019  
United States  
marketinginfo@occfiber.com  
Phone: (540) 265-0690  
Fax: (540) 265-0724  
Toll Free: (800) 622-7711  
www.occfiber.com  
Contact: Barney Dean,  
Director of Military/Gov't & Security  
Phone: (540) 265-0690  
bdean@occfiber.com

For 25 years, Optical Cable Corporation has been a leading manufacturer of fiber optic cables for high bandwidth transmission of data, video and audio communications over moderate distances. These rugged tightbound products are specifically designed for military, broadcast as well as other applications requiring indoor and/or outdoor fiber optic cables.

**OPTICOM GmbH..... C10619A**

Naegelsbachstr. 38  
Erlangen, 91052  
Germany  
info@opticom.de  
Phone: +49-9131-530 20 0  
Fax: +49-9131-530 20 0  
www.opticom.de  
Contact: Mrs. Goffmahn  
Phone: +49-9131-530 20 0  
bk@opticom.de

OPTICOM, the leading provider of signal based perceptual measurement technology for voice, audio and video, offers its new easy to use real-time PEVQ measurement as part of the PEXQ software suite for Windows, and has licensed PEVQ to a range of OEM products from leading T&M manufacturers. OPTICOM's PEVQ provides MOS scores of the video quality for IPTV, streaming video and video telephony.

**Opticomm,  
an Emcore Company..... N3718**

6827 Nancy Ridge Dr.  
San Diego, California 92121  
United States  
video-sales@emcore.com  
Phone: (858) 450-0143  
Fax: (858) 450-0155  
www.opticomm.com  
Contact: Peter Walters  
Phone: (858) 450-0143 x242  
pwalters@opticomm.com

Opticomm Corporation, an industry leading provider of fiber optic transport systems for video, audio, and data signals, has joined the Emcore product line-up which today offers a complete end-to-end optical transport platform. Emcore Fiber Optics is a leading provider of components and systems to the CATV/FTTX, Broadcast Video, Satellite Transport, Microwave/RF and telecom optical transport markets. New for 2008 is a wide array of products including the high-density Optiva L-Band transmission system, allowing up to 16 channels of L-Band in one compact 3RU chassis. Many new signals have been added to the Optiva Series, Media Transport Platform, including Dual-Link DVI over a single wavelength! At NAB, Opticomm and Emcore will release several new products that will be unveiled at the booth. These products address the need for higher density, signal conversion capability, and IP Transport in a single platform. Stop by booth N3718 and see these new technologies.

**Opus 1 Music Library.....SL10411**

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United States  
office@opus1musiclibrary.com  
Phone: (818) 508-2040  
Fax: (818) 508-2044  
Toll Free: (888) 757-6787  
www.o1music.com  
Contact: Mitch Rabin, Exec VP  
Phone: (818) 508-2040  
Mitch@o1music.com

Opus 1 Music Library is the fastest growing production music library in the world representing over 2000 CDs. That's over 100,000 cues spanning music of all styles and genres, from orchestral scores to urban grooves, Country twang to Classical grandeur, Jazz and Blues roots to Alternative Edge and ultra Hard Rock, and just about anything you can imagine.

**Opvision Technology Co. LTD..... SU9805**

Room 202, Power Creative E  
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Beijing, 100085  
China (People's Republic of)  
nancysu@opvisioncom.com  
Phone: +8610-58851119  
Fax: +861058851119 x217  
Toll Free: (800) 810-5877  
www.opvisioncom.com  
Contact: Xiaodan Su,  
International Marketing Manager  
Phone: +8610-58851119  
nancysu@opvisioncom.com

Opvision is a USA registered company that develops, manufactures and commercializes fiber optic products for audio/video/data transmission and LCD monitors for video/audio monitoring and controlling. We are also a Systems Integrator in the area of fiber optic transmission. Our products can be adapted to Broadcast, TV, Transportation, Satellite, Military, Digital Cinema, Surveillance, Sports, etc.

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### **Otari Inc. .... N3938**

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Fax: 81-424-818615  
www.otari.com

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Toll Free: (800) 979-7300  
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Contact: Lou Zeminski, Inside Sales Manager  
Phone: (724) 834-7300  
lsz@overly.com

Overly Door Company is a manufacturer of Architectural Acoustic Door and Fixed Window Systems. These systems include metal swinging doors with STC ratings from 43 to 55, wood/plastic laminate doors with STC ratings from 41 to 49 and fixed windows with STC ratings from 37 to 55. All of these products have been independently tested as complete operable assemblies to assure they perform as intended.

### **P.I. Engineering, Inc. .... N3124**

101 Innovation Pkwy  
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United States  
sales@piengineering.com  
Phone: (517) 655-5523  
Fax: (517) 655-4926  
Toll Free: (800) 628-3185  
www.piengineering.com  
Contact: Maggie LeBlanc,  
Senior Sales Coordinator  
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### **P+S Technik GmbH ..... C10319A**

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Ottobrunn, Bavaria, 85521  
Germany  
info@psttechnik.de  
Phone: +49 (89) 450 982 30  
Fax: +49 (89) 450 982 40  
www.psttechnik.de

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S: Silver Lot  
SL: South Hall, Lower Level, LVCC  
SU: South Hall, Upper Level, LVCC

AS OF 2/15/08

**Pacific Radio..... C8739**

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United States  
sales@pandresearch.com  
Phone: (603) 420-4622  
Fax: (603) 413-6092  
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Fax: +44(0)1322374701  
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Fax: (814) 238-3829  
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Contact: Bruce Griesser, Director of Sales  
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design@parkplacestudio.net  
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**Peak Communications LTD..... C6340**

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Brighouse, West Yorkshire, HD6 1DU  
United Kingdom  
sales@peakcom.co.uk  
Phone: +44(0)1484-714229  
Fax: +44(0)1484-723666  
www.peakcom.co.uk  
Contact: Gary Allen, Sales Manager  
Phone: +44(0)1484-714229  
gary@peakcom.co.uk

Peak Communications specialises in the design and manufacture of standard and bespoke Satellite Communications equipment. It is renowned for its high performance and robust designs along with unprecedented levels of customer support. Products include Frequency Converters (BUC/BDC/Agile), Beacon Receivers, Test-Loop Translators, redundant switch systems, signal conditioners, LNB/BUC drivers, etc.

**Pebble Beach Systems ..... SU15205**

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1 Brooklands Road  
Weybridge, Surrey, KT13 0TJ  
United Kingdom  
info@pebble.tv  
Phone: +44 1932 333 790  
Fax: +44 1932 333 791  
www.pebble.tv  
Contact: Tom Gittins, Director of Sales  
Phone: +44 1932 333 790  
tom.gittins@pebble.tv

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**Percon..... C11322**

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Spain  
central@percon.es  
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info@phabrix.com  
Phone: +44 163 525 5494  
Fax: +44 163 525 5494  
www.phabrix.com  
Contact: Phillip Adams, Managing Director  
Phone: +44 163 525 5494  
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**Pharos ..... SU8905**

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Reading, Berks, RG1 4QA  
United Kingdom  
sales@pharos.tv  
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**Phasetek Inc. .... N8729**

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United States  
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www.philips.com/ci

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United States  
Phone: (215) 368-6611  
Fax: (215) 362-7956

**Phonak Communications AG..... N8707**

Phonak Communications AG  
Laenggasse 17  
Murten, CH-3280  
Switzerland  
info@phonak-communications.com  
Phone: +41-(0)26-672-9672  
Fax: +41-(0)26-672-9677  
www.phonak-communications.com  
Contact: Joerg Windhorst, Sales Manager  
Phone: +41-(0)26-672-249  
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AS OF 2/15/08

**Photo Research Inc.....SL9621**

9731 Topanga Canyon Place  
Chatsworth, California 91311  
United States  
sales.pr@photoresearch.com  
Phone: (818) 725-9750 x125  
Fax: (818) 725-9770  
www.photoresearch.com  
Contact: Mike Klein, Director of Sales and Marketing  
Phone: (818) 725-9750  
mike.klein@photoresearch.com

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**Photoflex..... C9708**

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Watsonville, California 95076  
United States  
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Toll Free: (800) 486-2674  
Contact: Alex Fuentes, Export  
Phone: (831) 786-1370  
exportsales@photoflex.com

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**Photron USA, Inc.....SL9520**

9520 Padgett Street  
Suite 110  
San Diego, California 92126  
United States  
image@photon.com  
Phone: (858) 684-3555  
Fax: (858) 684-3558  
Toll Free: (800) 585-2129  
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Phone: (858) 684-3555  
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**Pictron, Inc. ....SL4622**

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United States  
info@pictron.com  
Phone: (408) 725-8888  
Fax: (408) 446-5552  
www.pictron.com  
Contact: Darwin Kuan, VP Business Development  
Phone: (408) 725-8888 x101  
darwin@pictron.com

Pictron provides enterprise-scale software platform for rich media management and distribution. Pictron software automatically indexes video based on visual scene changes, speech recognition, and face recognition. Pictron's Broadcast and Post-production Media Manager supports Avid, Final Cut Pro, and Omneon systems to create video proxy, index, edit, archive, and manage media through a Web Browser.

**Pilat Media North America, Inc.... N2020**

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1 Harrow Rd  
Wembley, Middlesex, HA9 6DE  
United Kingdom  
Phone: +44 (0) 20 8782 0700  
Fax: +44 (0) 20 8782 0701  
www.pilatmedia.com

Pilat Media is a global provider of new generation media and entertainment software, providing leading broadcasters with the key business systems required to compete effectively in the ever changing broadcasting world. Based in London with US offices in Denver, Pilat Media has extensive experience delivering airtime sales, traffic and program management solutions for broadcasters around the world.

**Pineapple Technology, Inc. .... C1113**

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#27  
Rocklin, California 95677  
United States  
ched@ptibroadcast.com  
Phone: (916) 652-1116  
Fax: (916) 652-1161  
www.ptibroadcast.com

Over the past 15 years the Pineapple Technology, Inc. has manufactured broadcast equipment. While their amplifier line was developed primarily for broadcast, units have been used in industrial and scientific applications. The Solid State broadcast transmitters are available for use in both analog and digital service. Pineapple also offers analog to digital upgrade kits. Please come by our booth.

**pinta acoustic, inc..... N6814**

3800 Washington Avenue North  
Minneapolis, Minnesota 55412  
United States  
sales@pinta-acoustic.com  
Fax: (612) 521-5639  
Toll Free: (800) 662-0032  
www.pinta-acoustic.com  
Contact: Bob Donohue, Sales Manager  
Phone: (866) 205-8707  
rddonohue@hotmail.com

pinta acoustic is the manufacturer of noise control and acoustical products. Many of pinta acoustic's products are class 1 fired rated, and can contribute to LEED credits. Our well-known brands of SONEC, FABRITEC, and PROSPEC have been known throughout the broadcast audio industry for over two decades.

**Pixel Instruments ..... SU3111**

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United States  
info@pixelinstruments.tv  
Phone: (408) 871-1975  
Fax: (408) 871-1976  
www.pixelinstruments.tv  
Contact: Chris Smith, Director, Sales & Marketing  
Phone: (860) 651-8284  
essexmarketing@comcast.net

Pixel Instruments Corporation designs and manufactures innovative audio and video signal processing products with an emphasis on the measurement and correction of lip sync errors. Current products include the LipTracker™ Lip Sync Analyzer, Audio Delay Synchronizers for automatic lip sync correction and Tally/GPI Interfaces.

**Pixel Power Ltd..... SU10920**

College Business Park  
Coldhams Lane  
Cambridge, CB1 3HD  
United Kingdom  
sales@pixelpower.com  
Phone: +44 (0)1223 721000  
Fax: +44 (0)1223 721111  
www.pixelpower.com  
Contact: Vicky Hurst, Marketing Executive  
Phone: +44 (0)1223 721000  
vhurst@pixelpower.com

Pixel Power is a leader in the development and production of SD and HD broadcast graphics systems, news production workflow tools and delivery of live interactive content. Our award-winning scalable solutions evolve with business needs and fit the individual workflows of broadcasters, post-production houses and outside broadcast (OB) trucks of all sizes.

**Pixellexis .....SL10530**

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Pixellexis provides high-end parallel processing solutions for image processing/compression/special effects... any intensive jobs that needs to be accelerated for pre and post production movie making.

**Pixelmetrix Corporation..... SU12105**

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#07 - 03 Techlink  
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Singapore  
info@pixelmetrix.com  
Phone: 65 6547 4935  
Fax: 65 6547 4945  
www.pixelmetrix.com  
Contact: Danny Wilson, President & CEO  
Phone: 65 6547 4935  
pr@pixelmetrix.com

Pixelmetrix Corporation is the global expert in Preventive Monitoring for digital television and IPTV networks. The company provides equipment and network intelligence systems to television broadcasters for the management and monitoring of quality of service and quality of experience. Headquartered in Singapore, Pixelmetrix has offices in the United States and Europe.

**Planar Systems, Inc.....SL9828**

1195 NW Compton Drive  
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United States  
controlroom@planar.com  
Phone: (503) 748-1100  
Fax: (503) 582-8570  
Toll Free: (866) 475-2627  
www.planarcontrolroom.com  
Contact: Kim Brown,  
Marketing Manager, Control Room  
Phone: (503) 748-6724  
kim.brown@planar.com

Planar Systems, Inc. (formerly Clarity Visual Systems, Inc.) is a global leader of speciality display technology, providing solutions for the world's most demanding users. Planar's line of Clarity rear-projection and flat panel LCD displays deliver the high resolution, exacting performance & day-in, day-out reliability demanded by the broadcast industry.

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**PLAYBOX Technology Ltd. .... SU11308**

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sales@playbox.tv  
Phone: +44 1707 66 44 44  
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robert.kis@plazamedia.de  
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Fax: +49-(0)89-99633-6403  
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Fax: (613) 270-1425  
www.pleora.com  
Contact: Christina Abraham,  
Marketing Coordinator  
Phone: (613) 270-0625  
cabraham@pleora.com

Pleora Technologies is a leading supplier of Gigabit Ethernet connectivity solutions for broadcast video applications. The company's EtherCast engines stream SD-SDI/SDTI and/or DVB-ASI data in real time over Gigabit Ethernet networks which significantly reduces cost and complexity while increasing flexibility. Their products are available as OEM boards or standalone units and are ideal for OEMs.

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Fax: +65 6 742 2060  
www.plischasia.com  
Contact: Mr. Xavier Edward, Managing Director  
Phone: +65 6484 2064  
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**Pogo Linux, Inc. .... N2817**

3215 South 116th Street  
#113  
Tukwila, Washington 98168  
United States  
Sales@pogolinux.com  
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R: RTNDA, Pavilion, LVH

S: Silver Lot  
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AS OF 2/15/08

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Post Magazine reaches over 30,000 creative, production, and technical managers who work in all forms of entertainment media. Focusing on real-life creative applications presented in a colorful format, POST editorial helps both seasoned professionals and "digital newcomers" navigate a market buffeted by daily changes in emerging technologies, techniques and trends.

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Fax: (301) 589-2665  
www.pi-usa.com  
Contact: David G. Harry, Director of Marketing  
Phone: (301) 589-2662  
sales@pi-usa.com

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Fax: (775) 883-1129  
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Contact: Bob Todd, VP Sales & Marketing  
Phone: (775) 883-1122 x115  
bob.todd@pmtrf.com

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Fax: +39-(0)39-6015462  
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Contact: Marco Bettega  
Phone: +39-(0)39-6015669  
marco.bettega@powerbox.it

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**Power-Link/Proof of Play..... N4932**

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Toll Free: (888) 754-9337  
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Contact: Rick Rowland, President  
Phone: (904) 794-1955  
rick@power-link.com

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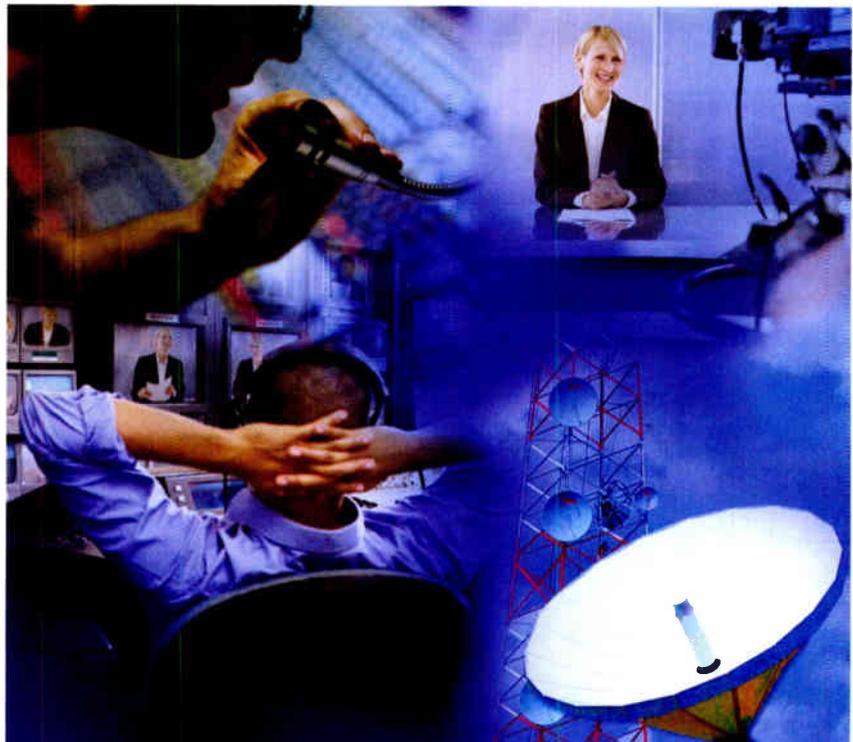
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**PrimeLED, Inc..... N2237**

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United States  
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sales@pristinesys.com  
Phone: (310) 831-2234  
Fax: (310) 831-6287  
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Contact: Kevin Loper, CEO  
Phone: (310) 831.2234  
kevin@pristinesys.com

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**Pro Cyc .....SL2116**

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Fax: (503) 723-7932  
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Phone: +33387377878  
Fax: +33387377870  
www.proconsultant.net  
Contact: Laurence Thill, Marketing Manager  
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Phone: (703) 448-8714  
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Phone: +886 2 2278 9697  
Fax: +886 2 2278 9659  
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Fax: +44 0 20 7481 4343  
www.rawflow.com  
Contact: Damian Byrne, Sales Director  
Phone: +44(0)207-480-4220  
damian.byrne@rawflow.com

Based in London, RawFlow is a leading provider of patented peer-to-peer streaming technology that enables broadcasters, CDN's and Webcasters to maximise the scalability and quality of their live streaming. RawFlow was founded in 2000 and backed by Benchmark capital. 2007 saw the launch of iCDN which is a P2P based global live streaming platform reaping the best of P2P combined with unicast.

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United States  
Phone: (212) 324-5000  
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Phone: (914) 428-4600  
ddouglas@rcsworks.com



RCS is a technology company that has been inventing solutions for the broadcasting industry for almost 30 years. As innovators, our products and services are used at more than 9,000 radio stations, TV music channels, cable companies, satellite radio networks and Internet stations worldwide. From GSelector, Music Scheduling Reinvented to NexGen Digital, Trusted Proven Automation to LINKER, promo scheduling, RCS software is used in more stations than any other. When it comes to new ideas, inventing solutions, and reliable products, RCS is #1. The Selector® music scheduling system is the industry standard, and is used by more than 85% of radio stations worldwide. Selector helps broadcast music programmers make their song rotations consistent and balanced. RCS developed real-time audio recognition technology, which has been used in its launch of Media Monitors, a separate company that monitors commercial and musical content on 1,000 radio stations in the United States, Canada and other countries. RCS RadioShow technology, developed by RCS, is a platform to program and synchronize graphic content to broadcast audio and display the results on any device equipped with a screen. In January of 2007 RCS merged with Prophet Systems Innovations. Prophet Systems brings industry standard products like NexGen Digital to the RCS suite of solutions.

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Fax: (928) 778-3506

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**Red Digital Cinema .....SL3820**

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Red Giant Software LLC (www.redgiantsoftware.com) is a San Francisco-based company that develops professional tools for digital video production. Products are available as plug-ins for popular video editing and effects applications including After Effects, Final Cut Pro, Motion, Premiere Pro, and Avid. All tools are based on production-proven technology developed by visual effects veterans.

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www.reddingaudio.com  
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Phone: (203) 270-1808  
scott@reddingaudio.com

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United States  
sales@redrockmicro.com  
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Phone: (888) 214-3903  
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United States  
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13342B Grass Valley Avenue  
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Fax: (530) 271-0757  
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Contact: Keith Knudsen, V.P. Sales and Marketing  
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Fax: (678) 302-4369  
www.RenewedVision.com  
Contact: Brad Weston, President  
Phone: (770) 460-4273  
brad@renewedvision.com

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United States  
sales@rfcentral.com  
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Contact: Greg Zoerb, Director of Sales & Marketing  
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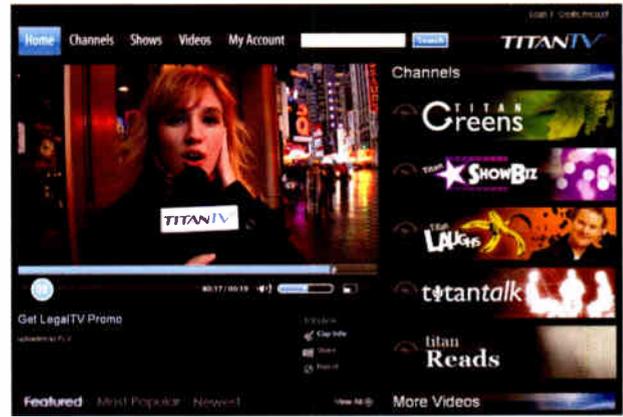
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info@rftechnologies.net  
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Fax: (207) 777-7784  
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United States  
sales@rgb.com  
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Fax: (630) 208-2550  
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**RTS Intercoms ..... C5928**

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www.rtsintercoms.com  
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**Russ Bassett.....SL10916**

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1 Benjamin Street  
London, EC1M 5QG  
United Kingdom  
sales@s-and-t.com  
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Fax: +44 (0) 207 100 6670  
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Phone: +44 (0) 207 183 1500  
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S&T is a specialist company supplying interactive TV technology using international standards. S&T's TSBroadcaster and TSPlayer are used for the playout of MHP, MHEG, ETV and True2way (OCAP) interactive TV transmissions. Its RedKey™ MHEG-5 middleware engine is licensed to digital receiver manufacturers worldwide. S&T also offers complete MHEG-5 solutions including EPG and Publishing applications.

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Toll Free: (800) 762-7743  
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owen.ulmer@sabrecom.com

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Toll Free: (888) 284-6836  
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Contact: Ali Ahmadi, Product & Marketing Manager  
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Toll Free: (866) 449-7787  
www.safeflatforms.com  
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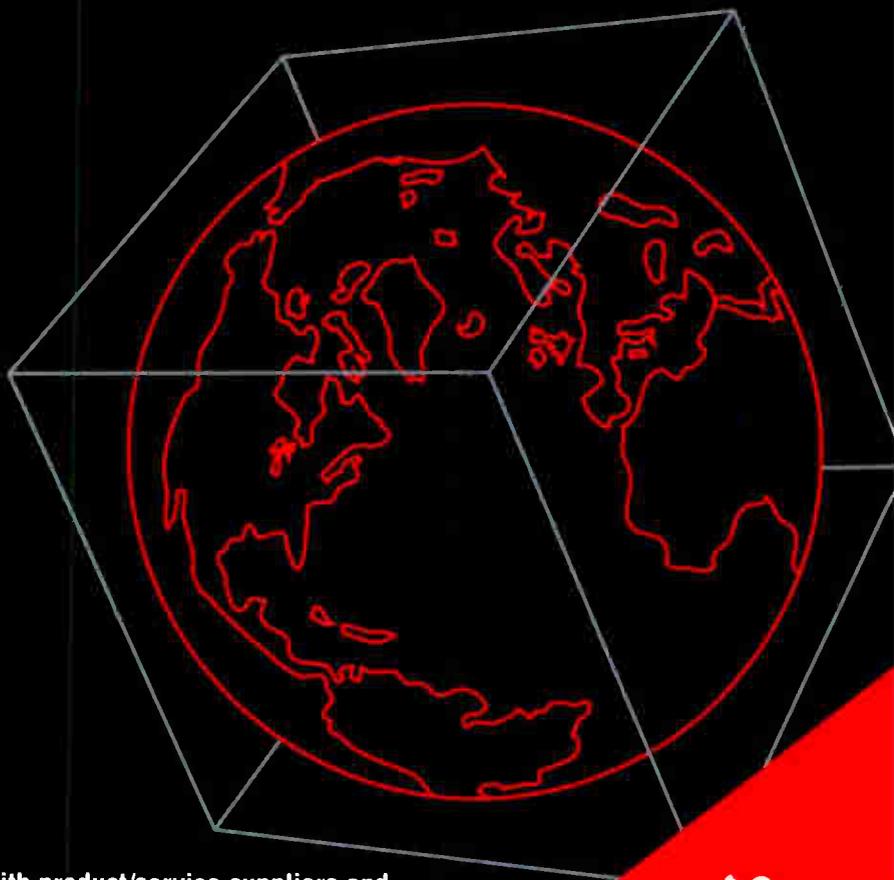


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Phone: (973) 458-9550  
Fax: (973) 458-1550  
www.shadowstone.com  
Contact: Paul Distefano, Account Executive  
Phone: (973) 458-9550  
pd@shadowstone.com

Shadowstone serves the Media, Film, Theatrical & Entertainment Lighting industries with turnkey system design & build for video, film, VTC, Webcasting, houses of worship & alternative media spaces. We provide structural, mechanical, & electrical specs for rigging, dimming, curtains & fixtures. Our Rental division stocks a large inventory, including LED & CFL fixtures, dimmers, controllers & more.

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S: Silver Lot  
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SU: South Hall, Upper Level, LVCC

AS OF 2/15/08

**Shanghai TV Festival Office ..... C6905**

Floor 23, STV Mansion  
298 Wei Hai Road  
Shanghai, 200041  
China (People's Republic of)  
song@btc.sh.cn  
Phone: +86-21-6253-7832  
Fax: +86-21-6287-8338  
www.stvf.com

Approved and organized by The State Administration of Radio Film & TV and the Shanghai Municipal Government, co-organized by the Shanghai Municipal Administration of Culture Radio Film & TV and the Shanghai Media and Entertainment Group. The Technology Seminar of The International Broadcasting Equipment Market of the 14th Shanghai TV Festival will be held in Shanghai from June 10th to 12th 2008.

**Shenzhen Movcam Technologies Co., Ltd ..... C10909**

Floor 3 North, Antong Building #207 Meihua Road  
Futian District, Shenzhen City  
Guangdong Province, 518049  
China (People's Republic of)  
mov800@movcam.com  
Phone: +86 755 8311 4888  
Fax: +86 755 8311 5333  
www.movcam.com  
Contact: Mr. XU, CEO  
Phone: +86 755 8311 4888  
mov800@movcam.com

Movcam specializes in providing better solutions to motion shooting. It develops, manufactures and sells professional camera stabilizing systems. Movcam stabilizing systems have attracted huge attention in the industry and established wide user groups in many countries and regions. Its importance in filming, broadcasting, digital HD and DVCAM, HDV production is self-evident.

**Shining Technology, Inc. .... SU6830**

10533 Progress Way  
#C  
Cypress, California 90630  
United States  
info@shining.com  
Phone: (714) 761-9598  
Fax: (714) 761-9624  
Toll Free: (888) 862-2888  
www.shining.com  
Contact: Chris Wang  
Phone: (888) 862-2888  
cwang@shining.com

Shining makes the patented, award-winning line of CitiDISK tapeless recorders. These palm-sized, "fit anywhere" camera accessories are a must-have for video and broadcast pros, especially when shooting and instant editing are required. CitiDISK saves valuable field, production and studio time by eliminating the entire video recapture process. 120GB (larger capacities soon). Other new products too.

**Shively Labs ..... N6424**

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United States  
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Phone: (207) 647-3327 x 308  
Fax: (207) 647-8273  
Toll Free: (888) SHIVELY (1-888-744-8359)  
www.shively.com

Shively Labs manufactures a complete line of FM antennas, filters, combiners, coax components and related transmission products. Shively is the industry leader for supplying FM transmission equipment for HD Radio™ implementation, including interleaved antennas, dual antennas, dual feed multi-station systems and special filtering and combining techniques.

**Shook Mobile Technology LP ..... OE303**

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shook@shook-usa.com  
Phone: (210) 651-5700  
Fax: (210) 651-5220  
Toll Free: (888) 651-5775  
www.shook-usa.com  
Contact: Ron Crockett,  
President Director of Sales & Marketing  
Phone: (210) 651-5700 x201  
rcrockett@shook-usa.com

Shook Mobile Technology is an industry leader in design, engineering and manufacturing of innovative, rugged and reliable mobile electronics vehicles for the broadcast, Homeland Security, Gov, Defense and Satellite industry. Shook vehicles provide television production, live news and sports feeds, satellite uplink, mobile training and command and control functionalities in the US and 26 countries.

**Shotoku Broadcast Systems..... C7515**

438 Amapola Avenue  
Suite 125  
Torrance, California 90501  
United States  
info@Shotoku.tv  
Phone: (310) 782-8491  
Fax: (310) 782-8963  
Toll Free: (866) SHOTOKU  
www.Shotoku.tv  
Contact: Naoki Ebimoto, President  
Phone: (866) SHOTOKU  
info@shotoku.tv

Shotoku Broadcast Systems is a well-established international leader in the manufacture and marketing of award-winning manual and robotic camera support equipment for the television broadcast industry. The Company's intelligently engineered robotic pan/tilt heads and control panels are compatible with other manufacturers counterparts to accommodate the broadest cross-section of customers.

**SHOW-SOLUTIONS ..... C11819A**

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Saint-Gerard, 5640  
Belgium  
info@show-solutions.com  
Phone: +32-(0)71-310051  
Fax: +32-(0)71-317975  
www.arch.eu  
Contact: Sebastien Clement, Managing Director  
Phone: +32-(0)71-310051  
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United States  
info@shure.com  
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Fax: (847) 600-1212  
Toll Free: (800) 25-SHURE  
www.shure.com  
Contact: Andrea Michelfelder  
Phone: (847) 600-8780  
Michelfelder\_Andrea@shure.com

Founded in 1925, Shure Incorporated is widely acknowledged as the world's leading manufacturer of microphones and audio electronics. Shure's diverse product line includes world-class wired microphones and wireless microphone systems, award-winning earphones for MP3 players, and top-rated phonograph cartridges. Today, Shure products are the first choice whenever audio performance is a top priority.

**Sichuan Jiuzhou Electric Group Co., Ltd. .... C1554**

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No. 6013 Shennan Avenue, Futian District  
Shenzhen, Guangdong, 518040  
China (People's Republic of)  
lbmar@jiuzhou.com.cn  
Phone: +86 755 2694 7235  
Fax: +86 755 2671 5408  
www.jiuzhou.com.cn  
Contact: Huang Wei, Overseas Director  
Phone: +86 755 2694 8362  
huangwei@d-telemedia.com

Sichuan Jiuzhou Electric Group Co., Ltd was established in 1958. Jiuzhou covers an area of 900 thousands square meters with around 10000 employees and total assets of 500 million USD. With 48 subsidiaries, which take HFC broadband network system, DVB receiver LNB series products, digital audio product, wires, cable and components, LED large screen display system, optical devices and so on.

**SIEL Television s.r.l. .... N9323**

Via Delle Acacie 2-4  
Orvieto, 05019  
Italy  
m.sandullo@sieltelevision.com  
Phone: +39 076 393303; +39 02 45713300  
Fax: +39 076 339 0752; +39 02 45713351  
www.sieltelevision.com  
www.siel.com  
Contact: Modesto Sandullo,  
Project & Sales Area Manager  
Phone: +39 0763 393303  
m.sandullo@sieltelevision.com

Siel Broadcast S.p.A is the result of the merging of Siel S.r.l. into Siel Television S.r.l. The new company includes the Cultural/Technical background of the two former Companies and represents one of the biggest Italian player in Broadcasting field. The Company offer a complete catalogue FM, TV, DAB, DVB-T and DVB-H Broadcasting equipment together with an efficient after sales service.

**Sierra Automated Systems & Eng. Corp. .... N6520**

2821 Burton Avenue  
Burbank, California 91504-3224  
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radio@sasaudio.com  
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United States  
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Phone: (530) 478-1000  
Fax: (530) 478-1700  
www.sierravideo.com  
Contact: Chris Santos, Product Manager  
Phone: (530) 478-1000  
info@sierravideo.com



Sierra Video Systems is a leading provider of high-quality video and audio equipment for the worldwide broadcast, post-production, presentation and professional video marketplaces. The company offers a broad range of switching systems, terminal equipment and production products for analog, digital, and HD applications, providing the foundation for sophisticated video and audio systems around the globe.

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**Sigma Electronics Inc. .... SU8511**

1027 Commercial Avenue  
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United States  
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Fax: (717) 569-4056  
www.sigmselectronics.com

**Signiant ..... SL13213**

10 Second Avenue  
Burlington, Massachusetts 01803  
United States  
info@signiant.com  
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www.signiant.com  
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Phone: (781) 221-4021  
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Phone: +49 895 470 630  
Fax: +49 895 745 83  
www.signumbt.com  
Contact: Harald Renz  
Phone: +49 895 470 630  
broadcast@signumbt.com

SIGNUM Bildtechnik GmbH in Germany is one of the leading image processing, archiving and media asset management companies in the area of broadcast industry and analysis of high speed image sequences. We are delivering turnkey solutions or systems and components, which can be adapted to special customer requirements, too.

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United States  
hd@siliconimaging.com  
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Fax: (518) 374-3232  
www.si-2k.com  
Contact: Steve Nordhause  
Phone: (518) 279-9098  
steve@siliconimaging.com

Silicon Imaging, Inc. is a leader in IT-centric high-definition digital camera and RAW workflow solutions. Silicon Imaging's products incorporate disruptive technologies to deliver a new generation of products outperforming traditional HD cameras while increasing flexibility and lowering cost.

**Silk Software Corp. .... SL5928**

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United States  
info@silkssoftware.com  
Phone: (714) 660-4806  
Fax: (714) 460-6489  
www.silkssoftware.com  
Contact: Tina Zheng, Executive VP  
Phone: (714) 660-4806  
tzheng@silkssoftware.com

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Fax: (917) 606-5311  
www.sintecmedia.com  
Contact: David Jones, Vice President of Sales  
Phone: (303) 906-4943  
davidj@sintecmedia.com

SintecMedia is a global provider of management solutions designed to meet the dynamic needs of the media industry. OnAir, SintecMedia's flagship product is used by leading networks in North America, Europe and Asia for managing airtime sales, traffic, programming, and new media. SintecMedia has a staff of over 200 professionals with offices in New York and Denver and other international locations.

**SIRA SRL ..... C1328**

Via Senatore Simonetta 26  
Caponago - MI, 20040  
Italy  
info@sira.mi.it  
Phone: +39 02 95961332  
Fax: +39 02 95961311  
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info@skyline.be  
Phone: +32 51 31 35 69  
Fax: +32 51 31 01 29  
www.skyline.be  
Contact: Ben Vandenberghe,  
Sales & Marketing Director  
Phone: +32 (0)51 33 19 23  
ben.vandenberghe@skyline.be

Skyline Communications is the global leading supplier of multi-vendor network management solutions for the HFC broadband, satellite, IPTV and broadcast industry. Our flagship DataMiner network management platform, which received various prestigious awards, enables end-to-end integration of the most complex technical ecosystems and has been deployed by leading operators across the globe.

**Skymicro, Inc. .... SL12411**

2060 Avenida de Los Arboles  
Suite 344D  
Thousand Oaks, California 91362  
United States  
sales@skymicro.com  
Phone: (805) 491-8995 x213  
Fax: (805) 491-8935  
www.skymicro.com  
Contact: Mark Dolar, Business Development  
Phone: (310) 890-7577  
mdolar@skymicro.com

Skymicro's Merlin video boards and A/V equipment operate in Professional Video Applications throughout the world. OEM integrators rely on Skymicro's hardware, software and custom engineering as the foundation for their products, including broadcast servers and realtime compositing systems. Skymicro's encoding application, BRec, is relied on for delivering broadcast quality HD and SD encoding.

**SLIK BROADCAST ..... C11215**

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Huntington Beach, California 92647  
United States  
support@thkphoto.com  
Phone: (562) 494-9575  
Fax: (562) 494-3375  
www.slikbroadcast.com

U.S. importer of SLIK Broadcast and SLIK-DAIWA camera support systems. We offer complete support and repair of these products at our location.

**Small Tree Communications ..... N3937**

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mattg@small-tree.com  
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Toll Free: (866) 782-4622  
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**Smart AVI, Inc.....SL15308**

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info@smartavi.com  
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Fax: (818) 565-0020  
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**SmartJog.....SL8028**

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Phone: (310) 315-9350  
Fax: (310) 315-9302  
www.smartjog.com  
Contact: Julien Seligmann, CEO  
Phone: +33 1 4996 6310  
connect@smartjog.com

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**SmartSound Software, Inc.....SL7712**

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Northridge, California 91325  
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sales@smartsound.com  
Phone: (818) 920-9122  
Fax: (818) 920-9152  
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Phone: (914) 761-1100  
kmaki@smppte.org

Founded in 1916 to advance theory and development in the motion imaging field, the Society of Motion Picture and Television Engineers is the leading technical society for the motion imaging industry. SMPTE has earned a strong reputation for its work in developing industry standards, recommended practices and engineering guidelines. Visit SMPTE online at www.smppte.org.

**SnapStream Media, Inc.....SU6008**

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United States  
enterprise@snapstream.com  
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Fax: (713) 644-3215  
Toll Free: (877) 762-7787  
www.snapstream.com/enterprise  
Contact: Rakesh Agrawal, President, CEO  
Phone: (713) 644-6240  
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**Snell & Wilcox.....SU4220**

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Burbank, California 91505  
United States  
nab@snellwilcox.com  
Phone: (818) 556-2616  
Fax: (818) 556-2626  
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Contact: Jonathan Goldstein  
Phone: (818) 556-2616  
americas@snellwilcox.com

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**Society of Broadcast Engineers.....L27**

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Indianapolis, Indiana 46260  
United States  
Phone: (317) 846-9000  
Fax: (317) 846-9120  
www.sbe.org  
Contact: John L. Poray, CAE, Executive Director  
Phone: (317) 846-9000  
jporay@sbe.org

The Society of Broadcast Engineers is the professional organization of television and radio engineers and those in related fields. SBE has more than 5,500 members in 112 chapters across the United States and 20 other countries. Most chapters meet monthly and offer educational programs and an opportunity to network with other engineers. More than 5,000 people hold SBE certifications.

**Society of International Professionals.....C7248**

55 Broad Street  
14th Floor  
New York, New York 10004  
United States

**Softel Group, The .....SU7826**

800 Connecticut Avenue  
East Wing  
Norwalk, Connecticut 06854  
United States  
info@softel-usa.com  
Phone: (203) 354-4602  
Fax: (203) 354-4603  
www.softel-usa.com  
Contact: Ed Humphrey  
Phone: (203) 354-4602  
Ed.humphrey@softel-usa.com

Softel-USA is the leading source for products and services that extend television beyond the video. If your needs are related to captioning, subtitling, or interactive television, Softel-USA's combination of proven products and broadcast experience will deliver a first class solution. At NAB 2008, Softel-USA will preview the breakthrough Aston 7 real-time, HD, 3-D character generator (CG) systems.

**SoftNI Corporation .....SU9024**

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info@softni.com  
Phone: (310) 312-9558  
Fax: (310) 312-9557  
www.softni.com  
Contact: Jose M. Salgado, CEO & President  
Phone: (310) 312-9558  
jmsalgado@softni.com

The Subtitling Technology Leader for Our Multilingual Global Village™. SoftNI is the worldwide leader in the creation of viewer-oriented subtitling, closed captioning and dubbing solutions for the film, television, DVD and cable/satellite industries. Our main goal is to develop systems which improve the understanding and enjoyment of motion pictures, television programs and live events.

**Softron Media Services .....SL10329**

Avenue Moliere 470  
Brussels, 1050  
Belgium  
sales@softronmedia.com  
Phone: +32.2.771.7371  
Fax: +32.2.706.5266  
www.softron.tv  
Contact: Mike Skibra, Business Development Manager, Americas  
Phone: (702) 275-6353  
sales-americas@softronmedia.com

Since 1982, Softron has been providing specialized Mac-based solutions for the broadcast industry. Current software offerings are solutions for ingest, playout and character generation.

**Software Logistics Inc. ....SL12916**

550 McNicoll Ave  
Toronto, M2H2E1  
Canada  
michael.fong@slicanada.com  
Phone: (416) 493-8900 x142  
Fax: (416) 493-8901  
Toll Free: (888) 216-2382  
www.slicanada.com  
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Phone: (888) 216-2382  
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**Solid State Logic..... N4031**

25 Spring Hill Road  
Begbroke  
Oxford, OX5 1RU  
United Kingdom  
sales@solidstatelogic.com  
Phone: +44-(0)1865-842-300  
Fax: +44-(0)1865-842-118  
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Solid State Logic is the world's leading manufacturer of analogue and digital audio consoles and provider of creative tools for music, broadcast and post production professionals.

**Sondor Willy Hungerbuehler AG.....SL10228**

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Zollikon, CH-8702  
Switzerland  
info@sondor.ch  
Phone: +41-(0)44-397-1900  
Fax: +41-(0)44-397-1999  
www.sondor.ch  
Contact: Andy Braun  
Phone: +41-(0)44-3971964  
abr@sondor.ch

sondor, founded in 1952 by Willy Hungerbuehler, soon established its name as innovative manufacturer of 16mm and 35mm magnetic film equipment and invented world-wide standards such as the bi-phase interlocking signal. Today, the company manufactures film transports like the new HD Telecine and a wide range of accessories used in post studios and preview theatres, many of them built to order.

**Sonic Solutions.....SL8020**

455 El Camino Real  
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United States  
info@sonic.com  
Phone: (415) 893-8000  
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61 Station Road  
Irthingborough  
Northants, GB-NN9 5QE  
United Kingdom  
sales@sonifex.co.uk  
Phone: +44-(0)1933-650-700  
Fax: +44-(0)1933-650-726  
www.sonifex.co.uk  
Contact: Eamonn Heffernan, Sales Manager  
Phone: +44-(0)1933-650-700  
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**Sonnet Technologies, Inc. ....SL13808**

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Irvine, California 92618  
United States  
alicia.schiefer@sonnettech.com  
Phone: (949) 587-3500  
Fax: (949) 457-6349  
www.sonnettech.com  
Contact: Alicia Schiefer,  
Marketing & Creative Services Manager  
Phone: (949) 587-3513  
alicia.schiefer@sonnettech.com

Sonnet Technologies, Inc. of Irvine, Calif., is a world leader in providing local storage systems for professional users of Macintosh®, Windows®, and UNIX® systems in the film, video, and broadcast industries. Since its founding in 1986, Sonnet has pioneered and brought to market innovative solutions that enhance the performance and connectivity of Macintosh and industry-standard computers.

**Sony Creative Software .....SL12413**

1617 Sherman Avenue  
Madison, Wisconsin 53704  
United States  
Phone: (608) 204-7703  
Fax: (608) 250-1745  
Toll Free: (800) 577-6642  
www.sonycreativesoftware.com  
Contact: Dave Chaimson,  
Vice President of Marketing – Worldwide  
Phone: (608) 204-8014  
dchaimson@sonycreativesoftware.com

Sony Creative Software inspires artistic expression with its award-winning line of products for digital video, music, DVD, and audio production. The company also develops applications that enhance the experience for users of Sony hardware devices. Sony Creative Software customers span the globe and include seasoned professionals, students, educators, hobbyists, and enthusiasts.

**Sony Electronics Inc. .... SU906**

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Park Ridge, New Jersey 07656  
United States  
Phone: (201) 930-7330  
Fax: (201) 930-4761  
sony.com/professional  
Contact: Peter Dilorio  
Phone: (201) 930-1000  
peter.dilorio@am.sony.com

Sony Electronics is highlighting its high-definition broadcast and production technologies at NAB 2008, from its HDV line, which includes six camcorders, decks and hybrid media flexibility; the XDCAM HD family of camcorders and decks and XDCAM EX solid-state system; production switchers; the F23 and newly announced F35 digital cinematography camera systems, and professional display products.

**Sorenson Media .....SL6526**

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Salt Lake City, Utah 84123  
United States  
info@sorensonmedia.com  
Phone: (801) 313-8150  
Fax: (801) 313-8151  
www.sorensonmedia.com  
Contact: Randon Morford, Senior Product Manager  
Phone: (801) 313-8150  
rmorford@sorensonmedia.com

Sorenson Media provides essential video encoding tools that enable users to easily produce superior quality video for all popular formats. Sorenson's flagship product, Squeeze, is the leading solution for compression and delivery of high quality video over the Internet, to CDs, DVDs, mobile devices and other destinations.

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Fax: (615) 460-7331  
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Contact: Cliff Wight, Vice President  
Phone: (615) 460-7330  
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**Sound Devices, LLC.....N7235**

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United States  
info@sounddevices.com  
Phone: (608) 524-0625  
Fax: (608) 524-0655  
Toll Free: (800) 505-0625  
www.sounddevices.com  
Contact: Jim Koomar, Director of Sales  
Phone: (608) 524-0625  
jim\_koomar@sounddevices.com

Sound Devices, LLC celebrates its tenth anniversary as an industry-leader in portable audio mixers, digital recorders and related audio equipment for feature film, episodic television, documentary, news-gathering, and acoustical test and measurement applications. On display is the full line of portable mixers and digital recorders, including new software for 7-Series recorders.

**Sound Ideas.....SL9616, N7322**

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Richmond Hill, Ontario L4B 1C6  
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info@sound-ideas.com  
Phone: (905) 880-5000  
Fax: (905) 886-6800  
Toll Free: (800) 387-1030  
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Sound Ideas is the world's largest publisher of sound effects, royalty free music and production elements for pro-audio. The Ultimate SFX Collection on Hard Drive offers the complete Sound Ideas sound effect and production element product line of 99 different collections and more than 600 CDs of audio, fully digitized in broadcast wav file format. Custom Hard Drives are also available.

**Soundcraft.....N8229**

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United States  
info@soundcraft.com  
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Contact: Sam Cordell  
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http://specialized.net  
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Phone: (800) 866-5353  
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www.spectralogic.com/broadcast  
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Phone: (303) 449-6444 x1216  
peterh@spectralogic.com



Spectra Logic designs and manufactures a complete line of disk and digital tape storage products that integrate with a wide range of Media Asset Management (MAM), Digital Asset Management (DAM) and traditional data protection solutions. Supporting the industry-leading LTO format, SDLT, and Sony's AIT and SAIT formats, Spectra digital archives emphasize "Ease of Use", availability, flexibility, and scalability — expanding from a few hundred hours to hundreds of thousands of hours of content through Spectra's seamless upgrade programs. Highly reliable, Spectra archives ensure maximum uptime through extensive component redundancy, failover, and proactive monitoring capabilities. With tens of thousands of digital tape archives installed worldwide and backed by more than 28 years of experience in digital advances, Spectra Logic is fully committed to serving the storage needs of the broadcast market. We welcome you to stop by for product demos and to answer any questions you may have.

**Spectracom Corporation.....N4518**

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www.speedsix.com

SpeedSix is a leading visual effects developer supplying world-renowned plugins for high-end TV and movie post-production. The two major product lines — Monsters and Raptors, are used in over 2000 sites around the world. On the booth this year will be partners Assimilate and Digital Anarchy, along with plugins for Autodesk and Quantel. As always at NAB there is new software, so come and explore!

**Spencer Technologies, Inc. ....N3836**

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Toll Free: (888) 246-4127  
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Manufacturer of video support equipment that elevates professional tripods and camera operators. Products include: The Spider Pod, a two-piece portable tripod riser and standing platform. The Expansion Web, a Spider Pod accessory that provides an enlarged standing area for the Spider Pod tripod riser. The Scorpion Pod, a one-piece portable tripod riser and standing platform.

**Spinner GmbH.....C9619A**

Erzgiessereistr. 33  
Munich, Bavaria, 80335  
Germany  
ads@spinner.de  
Phone: +49 89 12601 0  
Fax: +49 89 12601 1292  
www.spinner.de  
Contact: Lars Carstensen,  
Broadcast Marketing Manager  
Phone: +49 89 12601-1166  
lars.carstensen@spinner.de

SPINNER supplies accessories for broadcast corporations and industry, including combiners, change over systems, filters for analogue and DAB/DTV (DMB, DVB-T, DVB-H, ATSC) applications, direct access units, RF switches, loads, connectors and rigid line systems. SPINNER is also well-known for the delivery of solutions for mobile communication, radar & satellite and high energy applications.

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Fax: (847) 604-5395  
www.statmon.com  
Contact: Ken Dillard, EVP of Broadcast Sales  
Phone: (310) 601-7680  
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Statmon Technologies Corp. develops, licenses, and sells proprietary remote control, Network Management, and Facilities Management software. Statmon also supplies proprietary software for the validation and accuracy assurance of data as encoded for Nielsen Media Research® LPM application. The company's products include the Axess™, ACCURATE™, and rOVING™ software suites.

**Stealth Imaging ..... SU11627**

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McLean, Virginia 22102  
United States  
Phone: (703) 744-1119  
Fax: (540) 301-6375  
www.stealthimaging.com  
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Toll Free: (800) 537-5829  
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Contact: Joe Falkner, Sr. VP Sales & Marketing  
Phone: (214) 726-1010  
sales@stephenarnoldmusic.com

Founded in 1993, Stephen Arnold Music is an award-winning Dallas-based music production company with offices in New York, San Diego and a studio in Santa Fe servicing television networks, cable channels, TV stations, film houses and advertising agencies worldwide. Internationally acclaimed, Stephen Arnold Music is widely regarded as a leading producer of original music for the broadcast industry.

**Storage DNA ..... SU9730**

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Suite D  
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StorageDNA builds file based workflow products for the media and entertainment industry. Our first product offering DNA360 is a revolutionary file based mirroring engine. DNA360 has the ability to mirror files to and from any open file system over any transfer protocol (FC, GigE, WAN etc.). DNA360 can help you revolutionize how you PROTECT your data and how you CONNECT your workflows.

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 Phone: (262) 302-9005  
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**Stradis, Inc..... SU7526**

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 United States  
 Phone: (404) 320-0110  
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 http://stradis.com  
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**Stratos ..... OE400**

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**Stream Labs ..... C11907**

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info@stream-labs.com  
Phone: 007 (495) 739 8242  
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Stream Labs founded in 1991 offers highly technological, multi-functional and cost-effective solutions for on-the-air broadcasting companies, satellite and cable television, music, informational, news and sports channels and programs: Broadcast graphics design; Digital signage; Playback automation; Interactive television; Audio and video signal monitoring.

**Streambox, Inc. .... SU15515**

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Established in 1987, Technology Exchange Ltd. is a Hong Kong-based company. The Company publishes International Broadcast Information, International Broadband Network, keeps China's industry leaders up-to-date with information on the latest technologies, products and industry trends. TEL has a Website, [www.tech-ex.com](http://www.tech-ex.com) that complements the 'International' family of magazines.

**TecnoVISION spa ..... SL7710**

Via Archimede 18  
Milan-Buccinasco, 20090  
Italy  
info@tecnovision.com  
Phone: +39-024577161  
Fax: +39-0245771680  
www.tecnovision.com  
Contact: Giuseppe Groppo  
Phone: +39-024577161  
g.groppo@tecnovision.com

TecnoVISION is leader in LED Display production, with 997 fullcolor maxiscreen installed in 68 Country for any kind of applications (Advertising/Sport/Events & more). In 25 years of history TecnoVISION collected many records and incredible references, always renovating its market, and this year presents New LUXIO 170", an incredible LED-TV with a resolution of 960 x 528 Pixels.

**TEDIAL..... SU6006**

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Parque Tenologico De Andalucia  
Malaga, E-29590  
Spain  
contact@tedial.com  
Phone: +34951012600  
Fax: +34951012610  
www.tedral.com  
Contact: Esther Mesas, Miss  
Phone: +34951012600  
esthermesas@hotmail.com

Tedral focuses its work on the design of R&D&I products in the audiovisual technology sector, as well as in the development and marketing of technologically advanced products, that serve as reference in the convergence of digital technologies. TEDIAl gives solutions for the value added chain of the information Society developing a software for digitalizing, cataloguing and archiving.

**Tektronix Inc. .... N2520, C1051**

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M/S 50-216  
Beaverton, Oregon 97007  
United States  
Phone: (800) 833-9200  
Fax: (503) 627-1112  
www.tektronix.com

The latest technologies are faster and often more complex than prior generations and require test equipment capable of greater performance and more extensive analysis. Tektronix plays a critical enabling role by providing engineers with industry-leading test and measurement solutions for high-speed serial data, digital RF, embedded systems technologies, and the transition to digital video. Come by our booth and discover how Tektronix can help you solve your video quality and delivery challenges within these key applications: Video over IP/IPTV network monitoring/diagnostics; Automated QC for file-based content; HD/SD and audio monitoring for field acquisition; HD picture/video quality analysis. While in the booth, enter to win one of our NEW WFM5000 portable HD Waveform Monitors. We look forward to seeing you at the show!

**Telairity ..... SU11424**

3375 Scott Boulevard  
Suite 300  
Santa Clara, California 95054-3110  
United States  
sales@telairity.com  
Phone: (408) 764-0270  
Fax: (408) 764-0271  
www.telairity.com  
Contact: Harlan McGhan,  
Vice President of Marketing  
Phone: (408) 764-0270 x518  
harlan@telairity.com

Telairity, based in Santa Clara, California, designs, manufacturers and markets video processing solutions for broadcast and IPTV video applications. Telairity's breakthrough video architecture (Telairity-1) and custom AVClarity encoding software are the powerful foundation for its real-time SD and HD H.264/AVC encoding products, which combine outstanding video quality with latencies below 200ms.

**Telecast Fiber Systems, Inc. .... SU4227**

102 Grove Street  
Worcester,  
Massachusetts 01605  
United States  
sales@telecast-fiber.com  
Phone: (508) 753-5665  
Fax: (508) 752-1520  
www.telecast-fiber.com  
Contact: Richard Cerny, President  
Phone: (508) 754-4858  
rcerny@telecast-fiber.com



Telecast Fiber Systems, Inc. is a leader in portable and fixed fiber optic systems for television broadcast production. The company's video, audio, and communications systems are used worldwide by TV networks, teleproduction companies, sports venues, and various private, educational, and government and military organizations to extend range, simplify cabling, and reduce labor costs and set-up time. Telecast systems accommodate all television production signals, including NTSC/PAL video, SDI and HD/SDI video, analog and AES/EBU audio, HD and triax camera interfaces, and intercom and data signals. More information can be found at [www.telecast-fiber.com](http://www.telecast-fiber.com). New Products at NAB2008 include: New module sets for the Ross openGear platform; CopperHead™ DLV3X1 Camera-Mounted Dual-Link Fiber Optic Transceiver; DiamondBack™ 4x4 NTSC/PAL Video Multiplexer With Ethernet; New Viper™ II 6000 Series modules for broadcast; SuperBooth Application Suite for the ultimate fiber-based announce booth.

**Telemetrics, Inc. .... C6933**

6 Leighton Place  
Mahwah, New Jersey 07430-3199  
United States  
info@TelemetricsInc.com  
Phone: (201) 848-9818 x11  
Fax: (201) 848-9819  
Toll Free: (800) 424-9626  
www.TelemetricsInc.com  
Contact: Anthony Cuomo, VP/GM  
Phone: (201) 848-9818  
aec@telemetricsinc.com

Manufacturer of Camera Remote Control Systems, Robotics and Triax/Coax Multiplexing Adapters. Indoor and Outdoor Pan/Tilt Heads, Weatherproof Housings, Studio, Legislative Touch Screen Control Panels, "Elevator" Elevating Pedestal, "TelePod" Tripod, "TeleGlide" Camera Track, CTS Track w/motorized floor dolly. Virtual Elevating Wall Mount, CP-ITV PTZ Panels, CoaxLink Camera CCU, 60B Triax System.

**Telephony and Broadcast Engineering Magazines ..... C1254**

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**Telesat ..... C5142**

1601 Telesat Court  
Gloucester, Ontario K1B 1B9  
Canada  
info@telesat.com  
Phone: +01-613-748-8700  
Fax: (240) 631-6871  
www.telesat.com

Telesat is a new satellite services leader that was formed by combining the global expertise and resources of two of the most respected names in the industry, Loral SkyNet and Telesat Canada. Headquartered in Ottawa, Canada, the company has 11 satellites in operation with three to be launched by 2010.

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**Telescopic, LLC ..... C11433**

430 Pagosa Court  
Palmdale, California 95331  
United States  
cameracrane@aol.com  
Phone: (818) 917-5677  
telescopicjib.com  
Contact: Lou Duskin  
Phone: (818) 917-5677  
Cameracrane@aol.com

Telescopic LLC is the leading manufacturer of telescopic camera jibs. Our current product line includes the T15 and T24 Techno-Jibs. This year we will be introducing a new product at NAB 2008. Techno-Jibs are now in five countries and growing. Over half of our customers have purchased their second or third Techno-Jib in 2007.

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Norwood, New Jersey 07648  
United States  
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Phone: (201) 767-6733  
Fax: (201) 784-0323  
Toll Free: (888) 767-6713  
www.telescript.com  
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United States  
info@telestream.net  
Phone: (530) 470-1300  
Fax: (530) 470-2057  
www.telestream.net  
Contact: Daniel Castles, CEO  
Phone: (530) 470-1300  
danielc@telestream.net



Telestream products make it possible to get video content to any audience regardless of how it is created, distributed or viewed. Throughout the entire digital media lifecycle, from capture to viewing, for consumers through high-end professionals, Telestream products — including components, network encoders, media encoding and transcoding applications, plus fully-automated workflow systems — enable users in a broad range of businesses to leverage the value of their media. Telestream helps customers transform their media for multiplatform media publishing and delivery to multiple SD & HD distribution channels: Web streaming, mobile broadband, podcast, DVD, IPTV, VOD, broadcast and cable. Telestream's high-speed desktop and server-based digital media solutions address the needs of both Apple Mac and Windows workflow environments, saving users time, effort and money.

**Television Engineering Corporation ..... C8632**

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St. Louis, Missouri 63144  
United States  
Sales@tvengineering.com  
Phone: (314) 961-2800  
Fax: (314) 961-2808  
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Contact: Brad Gleeson  
Phone: (314) 961-2800  
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TEC, celebrating 35 years of designing and integrating the most respected mobile broadcast vehicles in the industry. TEC also creates & produces innovative products for ENG/DSNG, remote production, and wireless information platforms, including the full line of Eagle Eye Camera Systems & the IFB 19A communication system.

**Television Music License Committee ..... R238**

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Washington, District of Columbia 20008  
United States  
Phone: (202) 232-1603  
Fax: (202) 232-1604  
www.televisionmusic.com  
Contact: Will Hoyt, Executive Director  
Phone: (212) 308-9040  
will@televisionmusic.com

Television Music License Committee (TMLC) is a non-profit organization that helps all full-power commercial television stations in the U.S. in their dealings with the U.S. performing rights organizations: ASCAP, BMI and SESAC.

**Telex ..... C5928**

12000 Portland Ave. South  
Burnsville, Minnesota 55337  
United States  
intercoms@telex.com  
Phone: (952) 884-4051  
Fax: (952) 884-0043  
Toll Free: (877) 863-4169  
www.telexintercoms.com  
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Phone: +86 106 756 7471  
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TELIKOU China is one of the experienced ODM(Original Design Manufacture) in providing cost-effective and professional solutions to audio and video products. It has developed a variety of products, for example: Intercom/Talk Back System (TBS); Teleprompter; Time Base Corrector/Frame Synchronizer (TBC); Logo Generator; etc. TELIKOU intercom is compatible with TELEX and Clear-Com.

**TELMEC Broadcasting S.r.l..... C1632**

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Capena - Rome, 00060  
Italy  
info@telmecbroadcasting.com  
Phone: +390690380639  
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www.telmecbroadcasting.com

Telmec Broadcasting is a dynamic company continually involved in new RF product research. Professional competence and its constant application of innovation in this sector enables Telmec Broadcasting to provide customers with a highly qualified "customer and cooperation service."

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2101 Superior Avenue  
Cleveland, Ohio 44114  
United States  
info@telos-systems.com  
Phone: (216) 241-7225  
Fax: (216) 241-04103  
www.Telos-Systems.com  
Contact: Angi Roberson  
Phone: (216) 241-7225  
angi@telos-systems.com

Telos Systems, headquartered in Cleveland, Ohio with offices in Europe, is a leading manufacturer of coded audio, ISDN, telephone interface and networked audio products for talk-shows, teleconferencing, audio production, remote broadcasts, and intercom applications. Telos — helping broadcasters connect.

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Fax: (559) 277-7579  
Toll Free: (800) 346-2143  
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Phone: (800) 346-2143  
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Tempest-Fireco Towers offers the most comprehensive line of telescoping towers and tower accessories offered by any manufacturer to date, to provide the most flexibility of any manufacturer in the industry. Tempest-Fireco Towers assembles, promotes and distributes telescoping pneumatic towers/accessories throughout North America.

**Tempest/CoachComm, LLC..... C11133**

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United States  
mike.whitley@coachcomm.com  
Phone: (334) 321-2300 x251  
Fax: (334) 821-1327  
Toll Free: (800) 749-2761  
www.tempestwireless.com  
Contact: Gary Rosen,  
Business Development Manager  
Phone: (818) 264-9730  
gary.rosen@tempestwireless.com

Tempest Wireless is the solution the RF spectrum dilemma for intercom systems. Tempest delivers simplicity and control to the production workflow. Tempest Wireless is manufactured by Coachcomm, the premiere provider for Division 1-A colleges and thousands of high school programs. Tempest Wireless products are distributed for the broadcast and live entertainment industry exclusively by Clearcom.

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**TEMWELL Corporation..... C1339, C1339**

8F-1, No.51 Sec.1  
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Taipei, R.O.C  
Taiwan (Republic of China)  
info@temwell.com.tw  
Phone: 886-2-25652500 x210  
Fax: 886-2-25515250  
www.temwell.com.tw  
Contact: James C.Y. Chang, President  
Phone: +886-2-2565-2500  
info@temwell.com.tw

TEMWELL Corporation design & manufacture the Helical Filter since 1994. We are a world leader for RF Helical Filter (frequency from 45-2500MHz), 10-60 Watts Power Helical Filter, Helical Duplexer, 30 Watts Base Station, Helical Diplexer for 5-25 Watts VHF/UHF Transmitters, 2/4/6 Way Power Splitters, 4/6 Way Pay TV Channel Combiner, etc.

**Terabytes Server Storage Tech..... SL4530, SL4530**

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City of Industry, California 91746  
United States  
Phone: (626) 968-8851  
Fax: (626) 968-5518

**Teracom Components..... C1318**

Teracom Components A/B  
Sallerup 2120  
Horby, SE-242 91  
Sweden  
Phone: +46 415 164 400  
Fax: +46 415 164 401

**Teranex: A Division of Silicon Optix..... SU10924**

12600 Challenger Parkway  
Suite 100  
Orlando, Florida 32826  
United States  
info@teranex.com  
Phone: (407) 858-6000  
Fax: (407) 858-6001  
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Teranex's award winning products include format conversion, video noise reduction, film restoration, pre/post compression processing and image enhancement. The industry-leading array processing platforms combine the flexibility of a programmable solution with the high-throughput of a real-time multi-use platform.

**TFT, Inc..... N7617**

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San Jose, California 95131-1708  
United States  
info@TFTInc.com  
Phone: (408) 943-9323 x223  
Fax: (408) 432-9218  
www.TFTInc.com  
Contact: Darryl Parker, Senior Vice President  
Phone: (408) 943-9323  
dparker@tftinc.com

TFT has been a leading manufacturer for the past 37 years of RF monitoring, studio-to-transmitter, and emergency alert system (EAS) equipment. TFT most recently announced the availability of a CAP-to-EAS converter to assist broadcasters and cable casters with the FCC requirement to have Common Alerting Protocol decoding capability. TFT also has a new 6-channel (program) uncompressed digital STL.

**Thales-Angenieux..... C5323**

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Totowa, New Jersey 07511  
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angenieux@tccus.com  
Phone: (973) 812-3858  
Fax: (973) 812-9049  
www.angenieux.com

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**Thales Components Corporation.. C5946**

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Totowa, New Jersey 07511  
United States  
info@tccus.com  
Phone: (973) 812-9000  
Fax: (973) 812-9050  
www.thalescomponents-us.com  
Contact: Rocco Wall, Sales Manager, Telecom  
Phone: (973) 812-4324  
rwall@tccus.com

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Milford, Massachusetts 01757  
United States  
info@thatcorp.com  
Phone: (508) 478-9200  
Fax: (508) 478-0990  
www.thatcorp.com  
Contact: Marv Hahn, Sales Manager  
Phone: (508) 478-9200 x154  
mah@thatcorp.com

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United Kingdom  
sales@thefoundry.co.uk  
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www.thefoundry.co.uk

The Foundry is a leading developer of visual effects and image processing technologies that boost productivity and workflow in post production. Our portfolio comprises three award-winning products including high-end compositing application Nuke.

**The Nielsen Company..... R127**

770 Broadway  
New York, New York 10003  
United States  
lisa.shingleton@nielsen.com  
Phone: (917) 751-9964  
Fax: (646) 654-8363  
www.nielsen.com

The Nielsen Company is a global information and media company with leading market positions in marketing information (ACNielsen), media information (Nielsen Media Research), online intelligence (NetRatings and BuzzMetrics), mobile measurement, trade shows and business publications (Billboard, The Hollywood Reporter, Adweek). The privately held company is active in more than 100 countries.

**The Poynter Institute..... R123**

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St. Petersburg, Florida 33701  
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www.poynter.org

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**The Tiffen Company..... SU8514**

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Hauppauge, New York 11788  
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techsupport@tiffen.com  
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Fax: (631) 273-2557  
Toll Free: (800) 645-2522  
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**thePlatform..... SU1326**

3101 Western Avenue  
Suite 300  
Seattle, Washington 98121  
United States  
Phone: (206) 436-7940  
Fax: (206) 213-0606  
www.theplatform.com

**Thermo Bond Buildings, Inc..... N5837**

P.O. Box 445  
109 East Pleasant Street  
Elk Point, South Dakota 51001  
United States  
doug@thermobond.com  
Phone: (605) 356-2090  
Fax: (605) 356-2005  
Toll Free: (800) 356-2686  
www.thermobond.com  
Contact: Douglas Olson, Sales Manager  
Phone: (800) 356-2686  
doug@thermobond.com

Thermo Bond Buildings manufactures a high quality transmitter/equipment shelter for the telecommunications and broadcast industry. These shelters are shipped fully assembled, including lights, outlets, air conditioners, generators, transfer panels, cable ladder, grounding, etc. Thermo Bond constructs a shelter to the customer's specifications. 6x6x8, 10x20x9, 24x40x9.

**Thermodyne Cases ..... SU4920**

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 www.Thermodyne.Com

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 San Jose, California 95131  
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 info@thinkanalytics.com  
 Phone: (408) 467-5010  
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 www.thinkanalytics.com  
 Contact: Michele McGarry  
 Phone: (408) 467-5010  
 mmcgarry@thinkanalytics.com

ThinkAnalytics offers the most comprehensive data mining platform providing sophisticated analytics and predictive intelligence. This delivers scalability, high performance, flexibility and real-time analytics. Think Recommendations Engine aims to broaden customers' tastes with a personalized experience, delivered through any touch point: Web, call center, mobile phone, email, set-top box, etc.

**Thinklogical ..... SL2009**

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 sales@thinklogical.com  
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 Fax: (203) 783-9949  
 Toll Free: (800) 291-3211  
 www.thinklogical.com  
 Contact: John Thomas, Vice President of Sales  
 Phone: (203) 647-8700  
 johnt@thinklogical.com

Thinklogical develops, manufactures and markets high-performance video processing and fiber optic distribution solutions for the television broadcast and post-production industry. In a rapidly changing technology environment, our entertainment and media clients are able to realize their business objectives and optimize their performance using Thinklogical's leading-edge technology solutions. Thinklogical's video extension and switching solutions has been the cornerstone of our product lineup. Engineered specifically for high performance computing environments, users are able to extend and switch between multiple sources and displays via high speed single-fiber technology. Thinklogical's video processing solutions are built on extraordinary technology, differentiated by Gennum's award-winning VXPTM image processor, which supplies a core platform for exceptional and enhanced image processing and quality. Expanding and increasing momentum in the broadcast market is Thinklogical's goal.

**Thomson ..... SL106, SL2120**

15655 SW Greystone Court  
 Beaverton, Oregon 97006  
 United States  
 webmaster@thomson.com  
 Phone: (503) 526-8100  
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 Toll Free: (800) 547-8949  
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Thomson provides technology, services and systems to media, entertainment and communications leaders who create and distribute content. We provide complete broadcast services, as well as end-to-end HD broadcast, mobile TV, IPTV & VoIP/FMC solutions for stand-alone, double-, triple- and quad-play operations for any content, any time, anywhere.

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**Thomson ..... N914**

2233 North Ontario Street  
Suite 100  
Burbank, California 91504  
United States  
webmaster@thomsongrassvalley.com  
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Fax: (818) 260-4935  
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Thomson provides technology, services and systems to media, entertainment and communications leaders who create and distribute content. We provide complete broadcast services, as well as end-to-end HD broadcast, mobile TV, IPTV & VoIP/FMC solutions for stand-alone, double-, triple- and quad-play operations for any content, any time, anywhere.

**Tieline Technology ..... N8817**

7202 East 87th Street  
Suite 116  
Indianapolis, Indiana 46256  
United States  
sales@tieline.com  
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Contact: David Pollock, Director of Sales  
Phone: (514) 428-4137  
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Toll Free: (866) 866-4118  
www.trms.com  
Contact: Steve Israesky,  
Director of Broadcast Sales  
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steve.israesky@trms.com

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**TKT Magazine ..... C10305**

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Moscow,  
Russia  
shirokikh@mediarama.ru  
Phone: +7-499-257-5708  
Fax: +7-499-257-5745  
www.mediarama.ru

*TKT Magazine* is published monthly since 1957. Covers broadcast, cable, satellite, mobile & IP TV industries. Target audience — technical directors of TV channels, production and post-production studios. Distribution — Russia, CIS countries. Current circulation exceeds 5500 copies. Regular exhibitor of NAB & IBC. Project director — Alex Shirokikh.

**TM Forum ..... C454**

240 Headquarters Plaza  
East Tower 10th Floor  
Morristown, New Jersey 07960  
United States  
info@tmforum.org  
Phone: (973) 944-5100  
Fax: (973) 944-9110  
www.tmforum.org  
Contact: Rebecca Sendel  
Phone: (303) 740-2147  
rsendel@tmforum.org

The TM Forum is an industry trade association and standards body with 650 corporate members from across the communications industry. Leveraging its rich telecom history, TM Forum is now working to bring the content and communications worlds together to improve delivery of all kinds of services, and define standards to increase efficiency and monetize services across the new value chain.

**TMD ..... SU9208**

High Street,  
Suite 4  
Aylesbury, Bucks, HP20 1SQ  
United Kingdom  
info@tmd.tv  
Phone: +44 129 674 5080  
Fax: +44 129 674 5055  
tmd.tv  
Contact: Peter Gallen,  
Director of Product Mangement  
Phone: +44 129 674 5080  
peter.gallen@tmd.tv

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Phone: +85225430929  
Fax: +85228543767  
www.tokina.com.hk

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info@toonboom.com  
Phone: (514) 278-8666  
Fax: (514) 278-2666  
toonboom.com  
Contact: Robert Dancik,  
Director of Sales, Consumer Products  
Phone: (514) 490-6476  
robert@toonboom.com

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**Tote Vision .....SL4107**

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Contact: Patrick Lawrence, Director  
Phone: (602) 363-7299  
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Contact: Ralph Bachofen,  
Director, Product Management and Marketing  
Phone: (609) 716-3500  
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United States  
gayla.grass@tron-tek.com  
Phone: (918) 663-4877  
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Phone: (918) 663-4877  
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Vanwall Business Park  
Maidenhead, BERKS, SL6 4UB  
United Kingdom  
sales@tsl.co.uk  
Phone: +441628676200  
Fax: +441628676299  
www.tsl.co.uk  
Contact: David Phillips, CEO  
Phone: +441628676200  
David.Phillips@tsl.co.uk

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United States  
sales@tvone.com  
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Fax: (859) 282-8225  
Toll Free: (800) 721-4044  
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Muenchener Str. 101  
Ismaning Bavaria, 85737  
Germany  
Phone: +49 89 996 336 443  
Fax: +49 89 996 336 403

**TV Technology ..... N930, SL10229, C11837MR**

5285 Shawnee Road  
Suite 100  
Alexandria, VA 22312  
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Norway  
sales@t-vips.com  
Phone: +47 22 889750  
Fax: +47 22 889751  
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Alvarez thomas 28 S-D  
Buenos Aires, C1427 CCO  
Argentina  
Phone: +5491-14960-1663  
Fax: +5411-4032-0279  
Contact: Zaida Zarini, Director  
Phone: +5491-14960-1663  
zaidaz@tvtelco.com

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www.tvunetworks.com  
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Phone: (650) 969-6732  
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Phone: +82 31 475 7950  
Fax: +82 31 475 7941  
www.t-works.co.kr  
Contact: Jun SoonYoung, Marketing Team Leader  
Phone: +82 31 475 7950  
young@t-works.co.kr

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Director, Office of Communications  
Phone: (202) 586-6803  
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17 Maharash st.  
Nes-Ziona, 74031  
Israel  
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Sophia Antipolis, F-06906  
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contact-events@udcast.com  
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Fax: +33 493 001661  
www.udcast.com  
Contact: Patrick GRILLO, Sales Director  
Phone: +33 493 001 660  
patrick.grillo@udcast.com

UDcast is a leading software company providing IP broadcast solutions for the delivery of content over wireless networks worldwide. UDcast's Mobile TV technology is a key component in the end-to-end DVB-H, DVB-SH, FLO and WiMAX solutions from major global systems providers. UDcast's satellite aware IP appliances are widely deployed at thousands of sites around the globe.

**UK/US Partners  
Pavilion..... SU14416, SU8908**

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**Ultimatte Corporation .....SL4920**

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sales@ultimatte.com  
Phone: (818) 993-8007 x240  
Fax: (818) 993-3762  
www.ultimatte.com  
Contact: Lynne Sauve, President  
Phone: (818) 993-8007  
lsaue@ultimatte.com

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**Underwriters Laboratories (UL) ..... R135**

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United States  
Phone: (847) 272-8800  
Fax: (847) 272-8129  
www.ul.com  
Contact: Joe Hirschmugl,  
Media Relations Manager  
Phone: (847) 664-1508  
Joseph.F.Hirschmugl@us.ul.com

Underwriters Laboratories (UL), an independent, safety certification organization, has been testing products and writing Standards for Safety for over a century. The UL Mark appears on more than 21 billion products each year. With public safety at the heart of its mission, UL is a safety advocate and media resource.

**UNIMAR Inc..... N3221**

4944 Verplank Rd  
P.O. Box 220  
Clay, New York 13041  
United States  
sales@unimar.com  
Phone: (315) 699-4400  
Fax: (315) 699-3700  
Toll Free: (800) 739-9169  
www.unimar.com  
Contact: Gary Saturno, Application Engineer  
Phone: (315) 699-4400 x304  
gary@unimar.com



Unimar is a worldwide supplier of tower and obstruction lighting fixtures and related products, including Red LED, Incandescent, Strobe and Dual (white for day, red for night) lighting systems. We design, manufacture and distribute standard & custom obstruction lighting control systems for broadcast towers, cellular, hot AM towers & all tall structures. Unimar is now offering, in conjunction with Dialight, the first Medium Intensity LED based Dual Lighting System keeping Unimar a leader in the obstruction lighting industry. Another new offering is our synchronized flasher controller (1-circuit) which uses GPS technology to flash obstruction lights in unison. This unit, constructed of solid-state components, can even be mounted directly within the beacon for added convenience. GPS technology will allow any number of lights located anywhere in the world to flash perfectly in unison. You can depend on Unimar as your one-stop solution provider with extensive application expertise and design experience in both domestic as well as export markets. Our experts will assist with product selection based on the specific application, thus saving our customers time, effort and money. We have complete knowledge of the obstruction lighting regulations set forth by the FAA, FCC, ICAO, Transport Canada, etc. All lighting fixtures, controllers, and any additional obstruction lighting equipment we provide meet or exceed these specifications. We are happy to provide you with the highest quality products backed by customer service and technical support that is unmatched in the industry. Unimar stands behind a 10-year warranty even on broadcast and high RF applications.

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**Unique Broadband Systems Ltd... C3324**

400 Spinnaker Way  
Toronto, Ontario L4K 5Y9  
Canada  
sales@uniquesys.com  
Phone: (905) 669-8533  
Fax: (905) 669-8516  
Toll Free: (877) 669-8533  
www.uniquesys.com  
Contact: Olga Oliynyk, Marketing Coordinator  
Phone: (905) 669-8533  
olgao@uniquesys.com

Unique Broadband Systems Ltd. is an Equipment Designer, Manufacturer and Solution Provider of Wireless Communications Systems and Subsystems for mobile media operators and broadcasters. Our engineering expertise is applied to solutions for DVB-T/DVB-H, DAB/DMB, MedialFLO and other worldwide digital multi-media broadcasting standards. UBS can help a licensee with all stages of network deployment.

**UNI-SET Corporation ..... C7825**

449 Avenue A  
Rochester, New York 14621  
United States  
rkniffin@unisetcorp.com  
Phone: (585) 544-3820  
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www.unisetcorp.com

TV set design and construction assembled from modular pieces to create a large variety of TV settings (ie: news setting, interview talk and instructional). UNI-SET modular pieces can be combined with UNI-CYC (green walls) chromakey or virtual background and floors. UNI-SET modules includes planning (use of scale models) full size modules on storage carts for easy movement with quick set and strike.

**Unitek Information Technology ..... SL9230**

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United States  
kevin@unitekusa.com  
Phone: (626) 793-4444  
Fax: (626) 793-1444  
www.unitekvideo.com  
Contact: Norm Hariri, Senior Account Executive  
Phone: (626) 793-4444  
norm@unitekusa.com

Unitek Video is a national A/V leader in helping businesses become more adaptive, competitive and profitable. We help our clients to acquire, deploy and manage hardware and software assets, provide outstanding support for end users, and implement enterprise solutions built on industry standard platforms.

**UNITY: Journalists of Color ..... R328**

7950 Jones Branch Drive  
McLean, Virginia 22107  
United States  
Phone: (703) 854-3587  
Fax: (703) 854-3586  
www.unityjournalists.org  
Contact: Onica Makwakwa, Executive Director  
Phone: (703) 854-3585  
executive@unityjournalists.org

UNITY: Journalists of Color, Inc. is a strategic alliance advocating fair and accurate news coverage about people of color, and aggressively challenging the industry to staff its organizations at all levels to reflect the nation's diversity.

**UPCOM Technologies Inc. .... C6248**

15590 NW 15th Avenue  
Miami, Florida 33169  
United States  
Phone: (786) 515-9796  
Fax: (951) 346-3044

UPCOM Technologies (DISITRON) Upcom designs and manufactures SSPAs, BUC's, TWT amplifiers, satellite modulators, digital video broadcasting encoders and other equipment intended for the satellite and video transmission markets. Upcom/Disitron also integrates turnkey DSNV in vehicle or flyaway formats, full data and video earth stations and VSAT equipment.

**US Army Central - DVIDS ..... R237**

3845 Pleasantdale Road  
Atlanta, Georgia 30340  
United States  
kdrees@dvidshub.net  
Phone: (678) 421-6761  
Fax: (678) 421-6611  
www.dvidshub.net

The Digital Video and Imagery Distribution System is a centralized hub made up of civilians and military personnel. This system enables media organizations to conduct broadcast-quality interviews, receive images, video footage and print stories from deployed public affairs units. DVIDS is a means for the media to receive accurate, reliable access to Operations Iraqi & Enduring Freedom.

**Utah Scientific, Inc. .... N3531**

4750 Wiley Post Way  
Suite 150  
Salt Lake City, Utah 84116  
United States  
sales@utsci.com  
Phone: (801) 575-8801  
Fax: (801) 537-3099  
www.utahscientific.com

Utah Scientific, Inc. is a leading manufacturer of analog, digital, and HDTV routing switchers, master control switchers, and related products including a full range of software for controlling and managing switching systems. The company has been serving the broadcast industry for 30 years with industry-leading products and best-in-class service and support.

**Utronics International, Inc. .... SL10910**

829 Corporate Way  
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Phone: (510) 353-9888  
Fax: (510) 353-9898

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**U-Turn Media Group ..... C1846**

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St. Petersburg, Florida 33716  
United States  
kelcher@u-turnmediagroup.com  
Phone: +42 (0) 226 003 400  
Fax: +42 (0) 226 003 402  
www.u-turnmediagroup.com

U-Turn Media Group offers a wide range of products and services that represent complete end-to-end solutions for interactive mobile media. From original, mobile-media content to the platforms and software needed to acquire, manage and deliver it, U-Turn is playing a leading role in defining the future of mobile media.

**Vaddio ..... SU7511**

9433 Science Center Drive  
New Hope, Minnesota 55428  
United States  
Phone: (763) 971-4400  
Fax: (763) 971-4464  
Toll Free: (800) 572-2011  
www.vaddio.com  
Contact: Tom Mingo  
Phone: (763) 971-4414  
tmingo@vaddio.com

Vaddio designs, manufactures and sells high-end camera control systems and specialty cameras used in conferencing and the presentation industry. Vaddio began with a simple philosophy: To make camera technology easy to use and even easier to install. This philosophy has allowed Vaddio to create some of the most unique camera control products and specialty cameras.

**Valcom Manufacturing Group Inc. .... C2539**

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Guelph, Ontario N1H 6L3  
Canada  
enquiries@valcom-guelph.com  
Phone: (519) 824-3220  
Fax: (519) 824-3411  
www.valcommfg.ca

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**VariZoom ..... C7837**

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United States  
andy@varizoom.com  
Phone: (512) 219-7722  
Fax: (512) 219-7724  
www.varizoom.com  
Contact: Andy LeMaster, General Manager  
Phone: (512) 219-7722  
andy@varizoom.com

VariZoom is a World Leader in the innovation and manufacture of Video Camera Controls, Professional Stabilizers, Supports, Motion Control Systems, Batteries, Tripods, Monitors and an entire line of accessories. Although our product line is diverse, we specialize in each area. VariZoom's consistent history of innovation, customer support, and quality is why our customers return year after year.

**VASST ..... SL7910**

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United States  
nabinfo@vasst.com  
Phone: (435) 840-2888  
Fax: (435) 882-8508  
www.vasst.com

VASST is Video, Audio, Software, Support and Training. VASST provides training and resources for multimedia producers. DVDs and books focus on HD camcorders, production techniques, and NLE instruction. Additional offerings include royalty-free media, software plug-ins, and more. VASST products are available at the NAB Store. VASST trainers will lead sessions at the NAB PostProduction Conference.

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**VBrick Systems, Inc.....SL11614,  
SL1360MR**

12 Beaumont Road  
Wallingford, Connecticut 06492  
United States  
info@vbrick.com  
Phone: (203) 265-0044  
Fax: (203) 265-6750  
www.VBrick.com  
Contact: James Chordas, Sales Director  
Phone: (203) 265-0044  
jjmc@vbrick.com



VBrick Systems, Inc. is the world's most reliable provider of standards-based video networking solutions to educational institutions, corporations, and governments. VBrick provides video streaming, video-on-demand, Webcasting, and digital signage solutions. The Windows Media and MPEG products are used for distance learning, news distribution, executive broadcasts, and surveillance applications. Based in Wallingford, Connecticut, USA, VBrick's products are distributed through industry-leading value-added resellers, system integrators, and distributors.

**VCI Solutions ..... SU727**

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Springfield, Massachusetts 01103  
United States  
sales@vcisolutions.com  
Phone: (413) 272-7200  
Fax: (413) 272-7201  
www.vcisolutions.com  
Contact: Jay Batista, VP Sales & Marketing  
Phone: (413) 272-7200  
sales@vcisolutions.com

VCI Solutions, a trusted business partner for the future, is committed to the success of their clients by providing them the tools, flexibility, and knowledge they need for growth. VCI Solutions' product portfolio includes Orion<sup>®</sup> business system, autoXe<sup>™</sup> automation systems, and Xe<sup>™</sup> platform. These products are designed to streamline media operations to create a better workflow and higher revenue.

**VCS Engineering ..... N4837**

Borgmann Strasse 2  
Bochum, NRW, 44894  
Germany  
info@vcs.de  
Phone: +49 234 9258 219  
Fax: +49 234 9258 190  
media.vcs.de  
Contact: Helge Blohmer  
Phone: +49 234 9258 219  
helge.blohmer@vcs.de

VCS Engineering, a wholly owned subsidiary of SciSys plc, is one of Europe's leading manufacturers and providers of radio, television and newsroom production and playout solutions. Based in Bochum, Germany, VCS offers its solutions worldwide. Its customers include the BBC, several major German broadcasters as well as broadcasters in Belgium, Iceland and Vietnam.

**VDO ..... R219**

129 North Fort Harrison Avenue  
Clearwater, Florida 33755  
United States  
dstreyer@vdo.tv  
Phone: (727) 631-0709  
Fax: (727) 631-0016  
www.vdo.tv  
Contact: Diane Fiolek, Senior Designer  
Phone: (727) 631-0709  
dfiolek@vdo.tv

Celebrating 20 years, VDO, a broadcast design and animation studio, creates worldwide on-air branding for networks, cable channels, and regional channels. From bold, brand-driven opens, through your in-show look, the VDO team delivers memorable HD, PAL or SD graphics that set you apart. VDO also offers technical integration, training services and graphics implementation. Contact VDO for a demo.

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**VDS ..... SL124**

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Farmingdale, New York 11735  
United States  
sales@videodesignsoftware.com  
Phone: (631) 249-4399  
Fax: (631) 249-4341  
www.videodesignsoftware.com/index.php  
Contact: David-Ray Worthington,  
Director of Marketing & Product Development  
Phone: (905) 469-6333  
dr@videodesignsoftware.com

VDS provides automation & content design tools for the broadcast, cable television & post production markets. VDS designs products for the automated control of broadcast television systems, with emphasis on graphics-related operations, content distribution/automation, & Internet-to/from-video systems. VDS content tools deliver graphic: design, paint, file translation, & integration capabilities.

**Vecima Networks..... SU6909**

150 Cardinal Place  
Saskatoon, Saskatchewan S7L 6H7  
Canada  
sales@vecima.com  
Phone: (306) 955-7075  
Fax: (306) 955-9919  
www.vecima.com  
Contact: General Sales  
Phone: (306) 955-7075  
sales@vecima.com

Vecima Networks Inc. is a leading Last Mile Solution<sup>®</sup> provider for broadband wired and wireless networks enabling multi-play services for the converging telecommunications market. Vecima's products offer solutions for digital simulcast, switched digital video, IP video, video on demand, data-over-cable, advanced analog and broadband wireless applications.

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**Vettronix, Inc..... SU5021**

P.O. Box 480  
1311 West Pacific Avenue  
Lexington, Nebraska 68850-0480  
United States  
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**Verimatrix..... C1851**

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United States  
info@verimatrix.com  
Phone: (858) 677-7800  
Fax: (858) 677-7804  
www.verimatrix.com  
Contact: Jon Fasullo,  
Sr. Director of Sales, The Americas  
Phone: (858) 677-7800  
jfasullo@verimatrix.com



Verimatrix enhances the value and security of your pay-TV network with advanced technologies designed to address the content protection challenges of today, and those of tomorrow. Our Verimatrix Video Content Authority System™ (VCAS) offers a suite of patent-pending technologies that enable a robust protection foundation, with a range of options to extend and reinforce the security perimeter of digital video systems. The company's content security experts maintain close relationships with the major Hollywood studios to anticipate and respond to the widest range of security concerns. Our Content Authority Blueprint is developed through analysis of current and future content protection challenges, helping you anticipate and respond to an evolving world. Our track record of delivering and deploying innovative content security technologies is enhanced through our extensive Alliance Program, which enables the widest system choice and flexibility in the industry.

**Verizon Wireless..... C2146**

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**Vertus .....SL13015**

22 Carlisle Place  
Manning House  
London, SW1P 1JA  
United Kingdom  
hello@vertustech.com  
Phone: +44 207 630 7579  
Fax: +44 207 630 7536  
www.vertustech.com  
Contact: Mornee Sherry, US Sales Manager  
Phone: (508) 317-0450  
mornee@vertustech.com

Vertus is the graphics and imaging software division of Heligon, a technology business specializing in image data interpretation. Heligon's groundbreaking technology uses complex algorithms to mimic the way the eye and brain perform visual processing so that complex shapes and colors can be recognized within images. Heligon licenses its technology to market leaders in industries including design.

**VFinity..... SU9605**

444 Park Avenue South, Suite 503  
New York, New York 10016  
United States  
sales@vfinity.com  
Phone: (646) 367-6500 x321  
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**VIACCESS SA..... SU10226**

Les Collines de l'Arche  
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Paris La Defense Cedex,  
F-92057  
France  
info@viaccess.com  
Phone: +33144456463  
Fax: +33144456452  
www.viaccess.com  
Contact: Frederic MAIZERET, EVP Sales  
Phone: +33144456465  
frederic.maizeret@viaccess.com

Viaccess, a France Telecom company, delivers solutions for digital pay television and secured content distribution. Its missions are the development, production and marketing of Conditional Access and DRM-based systems for all types of contents and services, on every broadcast medium and broadband network. Viaccess CA and DRM solutions can be deployed on satellite, cable, terrestrial, DSL, fiber, and mobile infrastructures. Viaccess develops access and protection systems for: Mobile TV; Digital Rights Management; Digital TV; IPTV.

**VidCAD by CommSys Design, LLC ..... SU5405**

2010 East Lohman Avenue  
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Las Cruces, New Mexico 88001  
United States  
sales@vidcad.com  
Phone: (575) 522-0003  
Fax: (575) 522-0009  
Toll Free: (800) VidCAD-6  
www.vidcad.com  
Contact: Axel Sotelo, Vice President of Sales  
Phone: (575) 522-0003  
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VidCAD is the world's leading design and documentation software, and has become the global standard for documentation design automation. VidCAD offers the most complete solution for communications system engineers in broadcast, audio, A/V, telecommunications, security and command & control (C2) systems by harnessing the power of both AutoCAD and Microsoft SQL.

**Video Accessory Corporation..... SU3413**

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Boulder, Colorado 80301  
United States  
sales@vac-brick.net  
Phone: (303) 443-1319  
Fax: (303) 440-8878  
Toll Free: (800) 821-0426  
www.vac-brick.com  
Contact: Amy Barnes Frey, President/CEO  
Phone: (303) 443-1319  
shark@vac-brick.net

Video Accessory Corporation (VAC) provides innovative solutions for video and audio distribution and switching, ground loop elimination, synch generation, and noise suppression. VAC's proprietary encapsulation process, results in compact, robust, and reliable devices that operate both indoors and in the most extreme environmental conditions. For 28 yrs. VAC has carried a "Made in the USA" label.

**Video Caption Corporation.....SL12508**

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Phone: (845) 868-1200  
Fax: (845) 868-1188  
Toll Free: (800) 705-1203  
www.vicaps.com  
Contact: Constance Carlson, VP Sales & Marketing  
Phone: (800) 705-1204  
ccarlson@vicaps.com



Video Caption Corporation provides high quality English and Spanish offline closed captioning, and multi-language subtitling for video or DVDs. We also caption and subtitle video for streaming media, and provide format conversion, duplication, and related services. In addition, we know what it takes to keep clients coming back. Since 1997 we've provided captioning and subtitling services to a broad range of organizations, including broadcasters, corporations, independent producers, schools, libraries, churches and government agencies. Whether it's captioning for broadcast, Web, or mobile devices, or multi-language subtitles for video or DVD, we perform our services in-house from start to finish. This allows us to offer extremely competitive pricing, quick turnarounds, and strict quality control on every project. And if you need anything out of the ordinary, we'll do everything possible to meet your expectations.

**Video Products Group, Inc. .... SU14912**

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Toll Free: (800) 515-0811  
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Phone: (404) 327-8300 x308  
Fax: (404) 327-8831  
www.videotechnics.com  
Contact: Andy Tuggle, VP, Sales & Marketing  
Phone: (404) 327-8300 x308  
atuggle@videotechnics.com



Video Technics integrates revolutionary innovations in asset management and effortless archival functionality into its already robust video media server technology, providing unparalleled cost-effective end-to-end workflow solutions for news, master control, education and government broadcast facilities. Apella SD and HD Media Servers work from a mixed-format central database. Broadcast Solutions; End-to-End News Production & Payout; Standalone Master Control Play-to-Air; MOS, API, VDCP for 3rd Party Automation; Automated Ingest & File-Based Media Exchange; Flexible HD/SD Formats & Codecs; Highly Scalable, Fully Redundant; Web-based Global Media Distribution; Digital Asset Management; Customizable SQL Database Structure; Globally Unique Media IDs w/Low-Res Proxy Editing; Centralized Security, User Rights Management; Designed for Dynamic & Collaborative Workflows; Scheduled & On-Demand File Transfers; DAS/NAS/SAN Supported; Fully-integrated LT04 Tape Archive System.

**VideoBank..... SU9111**

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Northvale, New Jersey 07647  
United States  
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Phone: (201) 767-2002 x224  
Fax: (201) 784-2773  
www.videobankdigital.com

In Digital Media Management, the one-stop solution that can meet all your needs is VideoBank. We're a software development company that is totally focused on Media Asset Management. We specialize in providing tools that let our clients manage, protect and deliver their video, audio and image assets, along with other traditional file types.

**Videoframe, Inc. .... SU9027**

101 Providence Mine Rd., Suite 103  
Nevada City, California 95959  
United States  
mlittle@videoframesystems.com  
Phone: (530) 477-2000  
www.videoframesystems.com  
Contact: Margaret Little, Marketing Director  
Phone: (530) 477-2000  
mlittle@videoframesystems.com

Videoframe designs products for tv & radio broadcast, audio/video post-production & presentation markets. We make tally systems, remote control systems, emergency bypass systems & signal monitoring systems. See our new line of Power over Ethernet products. VN0DES, Control Panels, Tally Controllers, Modular Frames, Mounting Hardware — All products are fully networked & SNMP enabled. SU9027 Hall 4.

**VideoHelper, Inc. .... SL10316**

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Seventh Floor  
New York, New York 10010  
United States  
info@videohelper.com  
Phone: (212) 633-7009  
Fax: (212) 633-9014  
www.videohelper.com  
Contact: Elizabeth Todd  
Phone: (212) 633-7009  
betsy@videohelper.com



Somehow, for over 12 years and in spite of themselves, VideoHelper Production Music Library has been consistently creating hard-hitting, attention-grabbing music and sound design. Designed with the producer in mind, all VideoHelper cuts are created to be modular and easily edited with features like: builds, breaks, and mood changes without changing tempo or key within the cut. All VideoHelper composers are created to be built, broken, and suffer mood changes at any time. VideoHelper also offers ScoreHelper, a continually updated collection of original full-length Film/TV scores. VideoHelper's newest sound design library, entitled MODULES, is an ongoing collection of completely deranged, menacing, larger-than-life editable modular hits, rises, transitions and beds that can be used interchangeably to create entirely unique, multi-layered soundscapes. Hate talking to people? Great! The entire VideoHelper catalog, exclusive tracks and our live help feature is available online. Track search assistance/suggestions, super-fast downloads and quick auditions make this the easiest and most convenient way to get the most out of the library. (www.videohelper.com). Like talking to people? Great! Stop by our NAB Booth #SL10316.

**Videomagnetics, Inc. .... SU5020**

3970 Clearview Frontage Road  
Colorado Springs, Colorado 80911  
United States  
vmi@csprings.com  
Phone: (719) 390-1313  
Fax: (719) 390-1316  
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www.videomagnetics.com  
Contact: Steve Smith  
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ssmithvmi@csprings.com

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**Videotron Corporation ..... N1032**

2-17-16 Sennin-cho  
Hachioji Tokyo, 193-0835  
Japan  
info@videotron.co.jp  
Phone: +81 426 666 311  
Fax: +81 426 666 321  
www.videotron.co.jp  
Contact: Tsuyoshi Hiroharna  
Phone: +81 426 666 311  
info@videotron.co.jp

Videotron is a leading manufacturer of video equipment in Japan. We provide Master control switcher, Modular, Converter, Character generator, and what you need. Videotron Modular includes more than 70 kinds of models that occupy a high share of Japanese market. In Korea we also have a top share in Master control switcher field. New products are HDMI converter, TS recorder and Subtitle System.

**Videssence L.L.C. .... C9508**

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contact@videssence.tv  
Phone: (626) 579-0943  
Fax: (626) 579-6803  
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Videssence offers the largest variety of fluorescent studio fixtures on the market including the adjustable beam Power Key. Numerous models are available for all lighting design needs from Key Lighting, Fill Lighting, and Back Lighting to beautiful, evenly lit Chromakey areas. Fixtures may be ordered for dimming or not, and numerous accessories provide control of intensity and beam angles.

**Vidiator ..... C1849**

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sales@vidiator.com  
Phone: (425) 688-8811  
Fax: (425) 688-8338  
Toll Free: (877) 633-4202  
www.vidiator.com  
Contact: Jaeyong Lee, Vice President, Business Development  
Phone: (425) 463-1084  
jaeyongl@vidiator.com

Vidiator is a leading enabler of mobile multimedia -video, audio and 3D messaging — for the delivery of live and on-demand content to mobile devices. Vidiator's fully managed and hosted service gives a soup-to-nuts solutions with cutting-edge features to media companies, broadcasters, advertising agencies, music companies, content providers, wireless operators and service providers.

**ViewCast Corporation ..... SL13109**

3701 West Plano Parkway  
Suite 300  
Plano, Texas 75075  
United States  
info@viewcast.com  
Phone: (972) 488-7200  
Fax: (972) 488-7299  
Toll Free: (800) 540-4119  
www.viewcast.com  
Contact: Mica Matlock, Director of Marketing  
Phone: (972) 488-7200  
micam@viewcast.com

The pioneer of hardware and software that enable live Internet broadcast streaming and mobile content delivery. The company designs and markets legendary Osprey® audio/video capture cards, Niagara® streaming encoders, and flexible management/control software. ViewCast enables broadcasters, businesses, government, educational and religious organizations to expand their audience via the Internet.

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**Vimsoft .....SL129**

15-451 Paul Street  
Suite 202  
Dieppe, New Brunswick E1A 6W8  
Canada  
info@vimsoft.ca  
Phone: (506) 855-9037  
Fax: (506) 855-9046  
www.vimsoft.ca  
Contact: Joel DeWolfe, Marketing Director  
Phone: (506) 855-9037  
Joel.DeWolfe@vimsoft.ca

Vimsoft has developed the best-of-breed software solution for managing valuable broadcasting equipment assets. VimBiz modules streamline workflows for maintenance engineers in the TV production and broadcasting sectors. From the single-studio operation to the enterprise-level company with multiple production facilities, VimBiz maximizes ROI for critical production and broadcasting equipment.

**Vinpower Digital Inc. ....SL7709**

817 S Palm Avenue  
Albambra, California 91803  
United States  
info@vinpowerdigital.com  
Phone: (626) 282-3300  
Fax: (626) 282-6690  
www.vinpowerdigital.com  
Contact: Ryan Swerdlhoff  
Phone: (626) 282-3300  
ryansf@vinpowerdigital.com

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**Vinten ..... C6412**

709 Executive Boulevard  
Valley Cottage, New York 10989  
United States  
info-cd-usa@vitecgroup.com  
Phone: (845) 268-0100  
Fax: (845) 268-0113  
Toll Free: (888) 2 VINTEN  
www.vinten.com  
Contact: Ali Ahmadi,  
Product & Marketing Manager for the Americas  
Phone: (845) 268-0100 x159  
ali.ahmadi@vitecgroup.com

With 100 years' experience pioneering the world's broadcast and film industries, Vinten® is a market leader in camera support technology for ENG, EFP, OB and studio environments. Vinten's range of innovative products consist of manual heads, tripods and pedestals including the Vector 750, Vector 950 Active, both pan & tilt heads, as well as the Vision iScript prompting solution.

**Vinten Radamec..... C6414**

709 Executive Boulevard  
Valley Cottage, New York 10989  
United States  
info-cd-usa@vitecgroup.com  
Phone: (845) 268-0100  
Fax: (845) 268-0113  
www.vintenradamec.com  
Contact: Ali Ahmadi,  
Product & Marketing Manager for the Americas  
Phone: (845) 268-0100 x159  
ali.ahmadi@vitecgroup.com

Vinten Radamec drives the future of broadcast robotics with innovative VRC Controller, FCS16 Controller, FH100 Head, FP145 Pedestal & FBH175 Bolt on Height Drive. Vinten Radamec robotics solutions are working daily in top studios worldwide, offering flexible applications in affordable, easy to use packages that seamlessly integrate into existing studio setups. Plus more from high-tech Fusion range.

**Virage, Inc..... S208MR, SU7108**

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Spear Tower, Suite 19  
San Francisco, California 94105  
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virage@virage.com  
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Toll Free: (877) 243-9955  
www.virage.com

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**Visio Light Inc..... C10312**

5F, No.4 Lane 560 Chung Cheng Road  
Hsin Tien City  
Taipei, 231  
Taiwan (Republic of China)  
gwsoar@ms28.hinet.net  
Phone: 886222188157  
Fax: 886222188155  
www.visiolight.com

Visio Light Inc. is Taiwan manufacturer for professional lights, established in 1983; major products are LED lights, fluorescent lights...etc.

**Vision Research ..... C10912**

100 Dey Road  
Wayne, New Jersey 07470  
United States  
phantom@visionresearch.com  
Phone: (973) 696-5400  
Fax: (973) 696-0560  
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**Visionary Solutions, Inc.....SL12208**

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sales@vsicam.com  
Phone: (805) 566-5811 x120  
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Visionary Solutions, Inc. manufactures and markets Video over IP technology including the AVN200, AVN210, AVN220 and AVN420 MPEG-2 & h.264 over IP encoders. We offer the best cost-performance value for real time encoding. AVN series encoders offer low latency, standards compliance, interoperability, and excellent picture quality enabling IPTV growth in various communications markets.

**Visual Research, Inc. ....SL7428**

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Moonrae-Dong, Youngdeungpo-Gu  
Seoul, 150-834  
Republic of Korea (South Korea)  
info@visualcg.com  
Phone: +82-(02)719-1246  
Fax: +82-(02)719-1913  
www.visualcg.com  
Contact: Gi-Yul Kwon, Mr.  
Phone: +82-(02)719-1246  
giyul@visualcg.com

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**VixS Systems..... SU5906**

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Canada  
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Fax: (416) 646-1042  
www.vixs.com  
Contact: Shawn Saleem, VP, Marketing  
Phone: (416) 646-2000 x227  
ssaleem@vixs.com

VixS is a fabless semiconductor company enabling video processing technologies for CE and PC platforms. The company has developed advanced video codecs with unprecedented capabilities for processing, managing and protecting broadcast-quality video. VixS video processors are used in a variety of designs such as IPTV/cable set-top boxes, multimedia PC boards, DTVs, PVRs, and HD-DVD/BD DVD players.

**Vizrt ..... SL4805, R129**

Nostegaten 72  
Bergen, 5067  
Norway  
post@vizrt.com  
Phone: +47 5590 8080  
Fax: +47 5590 8280  
www.vizrt.com  
Contact: François Laborie,  
Executive Vice President of Marketing  
Phone: +4755008837  
fla@vizrt.com

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**VNN ..... R321**

14110 Sweet Road  
Peyton, Colorado 80831  
United States  
Dr.Jim@MyVNN.com  
Phone: (719) 495-2100  
Fax: (888) 281-9446  
www.MyVNN.com  
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**Vocalbooth.com ..... SL9712**

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Bend, Oregon 97701  
United States  
information@vocalbooth.com  
Phone: (541) 330-6045  
Fax: (801) 659-2475  
www.vocalbooth.com  
Contact: Calvin Mann, President  
Phone: (541) 330-6045  
cal@vocalbooth.com

Vocalbooth.com, founded in 1997, manufactures state-of-the-art portable sound booths and isolation enclosures for broadcast, professional and home recording studios, as well as for the audiology, scientific testing and industrial sound dampening industries worldwide. Common applications include recording, voice over, broadcast, podcast, studio control, post production, and rehearsal.

**VOCAS USA..... C9019**

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VOCAS specializes in the development and manufacture of field accessories for Broadcast Video, DV and Film cameras. The VOCAS matte box has become the standard for today's ENG and EFP applications. Matte box kits are available for all digital cameras including the new, RED. The VOCAS digital zoom controllers offer configurations of zoom, focus and iris for Fujinon, Canon and Angenieux lenses.

**Voice Over There, Inc. .... OE339**

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United States  
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Tel: 8610-6296 8823 ext. 817

**Voice Technologies ..... N8511**

97 South Main Street, #10  
Newton, Connecticut 06470  
United States  
sales@reddingaudio.com  
Phone: (203) 270-1808  
Fax: (203) 270-2934  
www.voicetechnologies.net

Voice Technologies is a manufacturer of high-end miniature lavalier microphones, headworn microphones and earphones for broadcast, theatre, film, video, installation and conference applications. Our products are known throughout the world for their incredible durability, outstanding sound quality and adaptability.

**VoiceQ International Ltd. .... SL5529**

24 Fleet Street  
Eden Terrace  
Auckland, 1346  
New Zealand  
info@voiceq.com  
Phone: (649) 375-2865  
Fax: (649) 375-2867  
Toll Free: (800) 371-2792  
www.voiceq.com  
Contact: David Kite, Vice President  
Phone: (800) 371-2792  
dj kite@voiceq.com

VoiceQ International, a division of the KIWA Media Group, develops and distributes software solutions to the international film, television and multi media industry. The Award Winning VoiceQ, is a suite of cueing applications that expedite the dialog replacement and foreign language dubbing process during audio post-production. Our suite of products originate from New Zealand, the filmmaking hub of the South Pacific where films like The Lord of The Rings trilogy, The Last Samurai, The Lion, The Witch and The Wardrobe, King Kong and many more blockbusters have been made. KIWA has a reputation for excellence in screen production. Our need to offer the highest quality and most cost effective programming led us to create these innovative translation and cueing systems. KIWA takes pride in building products and services that simplify previously complex processes, reducing cost and time in all facets of production. VoiceQ is a third party developer to Digidesign & AVID Technology.

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**Volicon, Inc. .... N2514**

111 South Bedford Street  
Burlington, Massachusetts 01803  
United States  
info@volicon.com  
Phone: (781) 221-7400  
Fax: (781) 221-7407  
www.volicon.com  
Contact: Julius Perl, VP Marketing  
Phone: (781) 221-7400  
julius@volicon.com

Volicon is the leading supplier of broadcast monitoring systems used by broadcasters, cable operators and governments to monitor, store, and stream video content. Since 2005, Volicon deployed 2000-channels worldwide. Our customers include CBS, Time Warner, Cox, Discovery, Fox, A&E, MTV, Sky, Televisa, City of Dallas, LAPD, AFRTS and many others. The Volicon Observer won the NAB 2006 AIM Award.

**V-Shine Co., Ltd ..... SU11412**

6F Block A, JingMeng High-Tech,  
No. 5, Shangdi East Road, Haidian District  
Beijing, 100085  
China (People's Republic of)  
wujian@v-shine.com  
Phone: +86 108 278 2303  
Fax: +86 108 278 0766  
www.v-shine.com/english  
Contact: Jian Wu, Director  
Phone: +86 108 278 2303  
wujian@v-shine.com

V-SHINE specializes in the design and manufacture of digital video products with high quality and reliability. V-SHINE produces a comprehensive range of equipment for digital video network, including encoders, re-multiplexers, scramblers, modulators, decoders, IP-Video gateway and high-dense video processing systems etc.

**VSN {video stream networks}..... N3714**

Ctra Matadepera 206  
Terrassa, Barcelona, 08226  
Spain  
info@vsn.es  
Phone: +34-(93) 734-99-70  
Fax: +34 937351729  
www.vsn-tv.com  
Contact: Pablo Arce, Sales Manager  
Phone: (917) 536-1891  
pablo@vsn.es

vsn designs cost-effective and scalable broadcast automation software and video servers. Our solutions optimise News Production, Archiving, MCR automation, Traffic, Graphics generation, Automatic Ingest, Legal Compliance, Web TVNews, SMS TV and a new revolutionary solution for distribution-contribution of content via IP. Over 600 TV Channels in more than 70 countries trust vsn solutions today.

**V-SOFT Communications, LLC..... N5835**

721 W. 1st St.  
Suite A  
Cedar Falls, Iowa 50613  
United States  
info@v-soft.com  
Phone: (319) 266-8402  
Fax: (319) 266-9212  
www.v-soft.com  
Contact: Adam Puls,  
Technical Support & Marketing Specialist  
Phone: (319) 266-8402  
apuls@v-soft.com

With over 25 years of service in the Broadcast Engineering industry, V-Soft Communications provides leading software for frequency searching, mapping, and signal propagation. We also provide full service technical consulting from contour maps and frequency searches to custom FCC and Longley-Rice interference analysis maps, population and demographic studies, and application submissions.

**Vycon Energy ..... C1434**

23695 Via Del Rio  
Yorba Linda, California 92887  
United States  
fdelattre@vyconenergy.com  
Phone: (714) 386-3800  
Fax: (714) 386-3890  
www.vyconenergy.com  
Contact: Frank DeLattre,  
VP S&M, Power Quality/UPS  
Phone: (714) 386-3800  
fdelattre@vyconenergy.com

VYCON is a manufacturer of technologically advanced flywheel energy storage systems. VYCON uses patented technology in rotating machinery to provide equipment that is reliable, long lasting and essentially maintenance free. VYCON's mission is to deliver energy storage systems into applications where the need for energy storage has not been met by any existing technology.

**W&W Communications, Inc..... C7308**

640 West California Avenue  
Suite 200  
Sunnyvale, California 94086  
United States  
info@wwcoms.com  
Phone: (408) 481-0264  
Fax: (408) 789-0117  
www.wwcoms.com  
Contact: Sales  
Phone: (408) 481-0264  
info@wwcoms.com

WWComs develops solutions for video communication applications. Our product line features highly optimized versions of the increasingly popular video coding standard H.264. Our products are found in a variety of end-user markets including video surveillance, streaming video, IP videophones, video conferencing, distance learning, video on demand, broadcasting and remote patient monitoring.

**Wacom Technology ..... SL10527**

1311 SE Cardinal Court  
Vancouver, Washington 98683  
United States  
events@wacom.com  
Phone: (360) 896-9833 x124  
Fax: (360) 896-9724  
Toll Free: (800) 922-6613  
www.wacom.com  
Contact: Michael Marcum  
Phone: (360) 896-9833  
mmarcum@wacom.com

Founded in 1983, Wacom is the world's leading manufacturer of pen tablets and interactive pen displays with customers worldwide using its cordless, battery-free, pressure-sensitive pen technology for digital content creation. Wacom's patented Penable technology is also offered as an OEM solution to manufacturers of PC and Macintosh computers.

**Wafian..... C11016**

674 Via De La Valle  
#100  
Solana Beach, California 92075  
United States  
info@wafian.com  
Phone: (858) 863-4166 x201  
Fax: (858) 288-1774  
www.wafian.com  
Contact: Jeff Youel, President  
Phone: (858) 863-4166 x101  
jeff@wafian.com

Wafian Corporation creates professional HD Direct-to-Disk video recorders that enable affordable, high quality, efficient workflows for video production and post-production. Wafian recorders offer security, robustness, and flexibility through multi-format, multi-I/O, massive storage capacity, featuring the highest video quality available. For more information about Wafian visit www.wafian.com.

**Wagner Media, Inc..... SL2005**

16505 Air Center Blvd  
Houston, Texas 77032  
United States  
wayne@wagnermedia.net;  
reggie@wagnermedia.net  
Phone: (281) 209-1944  
Fax: (281) 209-2928  
Toll Free: (877) 778-7077  
www.wagnermedia.net  
Contact: Reggie Hemmes  
Phone: (702) 260-8109  
reggie@wagnermedia.net

Wholesale rental and sales of professional audio visual equipment. Primary focus is on display technology, including expensive large screen projection equipment, plasma, LCDs, screens, signal equipment, fiber optic cables, from the premium manufacturers. Reseller of new and used equipment from all of our manufactures.

**Ward-Beck Systems Ltd..... SU7420**

455 Milner Avenue  
Unit 10  
Toronto, Ontario M1B 2K4  
Canada  
michaeljordan@ward-beck.com  
Phone: (416) 335-5999  
Fax: (416) 335-5202  
www.ward-beck.com

Ward-Beck Systems designs and manufactures products for the metering, monitoring, distribution and conversion of analog and digital audio and video signals. We are an active openGear partner and we will be displaying several solutions on that platform. Ward-Beck will also have a 16 Channel Audio Monitor on display in addition to the 1 & 2 RU version of the AMS8 8 Channel Audio Monitors.

**WASP3D ..... SL9908**

Beehive Systems Ltd  
B 37 Ground Floor Sector 1  
Noida, 201 301  
India  
anshul.gupta@beesys.com  
Phone: +91 120 430 8888  
Fax: +91 120 253 8359  
www.wasp3d.com  
Contact: Ajay Pal Singh, Sr Vice President -  
Business Development & Marketing  
Phone: +91 120 430 8888  
ajays@beesys.com

WASP3D is a networked workflow based real-time 3D graphics solution developed specifically for TV stations & post-production houses for speedy creation of 3D graphics, content management & its on-air playout. WASP3D (Beehive Systems) is a leading global provider of world class broadcast graphics solutions with over 15 years of experience in broadcast domain. The company is headquartered in India

**Wavestream Corporation ..... C4339**

545 West Terrace Drive  
San Dimas, California 91773  
United States  
sales@wavestream.com  
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**Weather Central..... SU7405**

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Lenexa, Kansas 66215  
United States  
admin@weathermetrics.com  
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Phone: 886288098288  
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Fax: (623) 582-2915  
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1255 Treat Boulevard  
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 Walnut Creek, California 94597  
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**Xilinx, Inc..... SU9926**

2100 Logic Drive  
San Jose, California 95124  
United States  
events@xilinx.com  
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8945 Guilford Road  
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Columbia, Maryland 21046  
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**Z-Band, Inc..... C1856**

848-B North Hanover Street  
Carlisle, Pennsylvania 17013  
United States  
info@z-band.com  
Phone: (717) 249-2606  
Fax: (717) 249-3253  
www.z-band.com  
Contact: Henry Collins, Business Development  
Phone: (717) 249-2606  
henry@z-band.com

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**Zunzheng Digital Video Technology Co. Ltd..... SU14413**

Room 19 F, Block A, Wan Xtang Xin Yuan  
Nanshan District  
Shenzhen, 518054  
China (People's Republic of)  
zunzheng@zunzheng.com.cn  
zunzheng@yahoo.com.cn  
Phone: +86-755-2116993  
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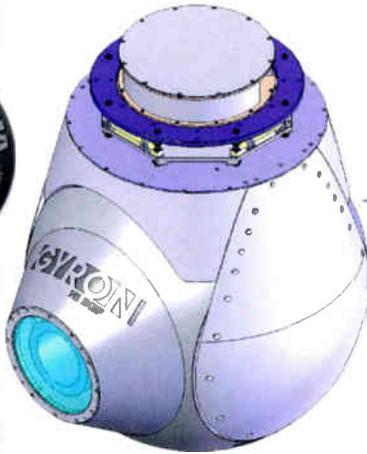
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ALTERWAVE	C11519B
AVECO Americas Incorporated	SU13505
Bid4Spots.com	N8038
Centaur Storage, Inc.	SU2424
CIS Technology Co., LTD.	SU11605
Communicate Technologies Inc.	SU4926
D.Co. Marketing, Inc.	SU6807
Dell Sports	C450
DG FastChannel/Pathfire	SU10213
EMIRAT AG	C10319B
E-Z UP International, Inc.	N9318
Google	N6607
greenlayers.com	C550
GRID TV Germany GmbH	C9919E
Hardata	SU15217
Harris Corporation	N2502, N3000
In-Sync Publications	C11510
Internap	SL14108
Jetcast Inc.	N8336
Liquid Compass Streaming Media	C17938
Manzanita Systems	SU2522
Microvideo Limited	SU11630
Motorola	SU5013
Myers Information Systems, Inc.	N3216
NDS	N6812
Platformic Inc.	N1030
Power-Link/Proof of Play	N4932
Radio Advertising Bureau	L2
Radio Illuminated	N6224
Radio Ink Magazine	N6432
Radio Traffic.com	N6123
Stream Labs	C11907
StreamtheWorld	N8834, SL14105
Sun Microsystems	S115LMR
Supacam	N1034, C11507, SU6530
Vizrt	R129, SL4805
WinMedia America Inc.	N4623
WorldNow	C154

## » Advertising Technology/ Automation/Insertion Tools

Abaltat	SL9610
Abel Cine Tech, Inc.	C8508
ALTERWAVE	C11519B
Argentem Corp.	SU8730
Broadway Systems	N3135
greenlayers.com	C550
ITP Business Publishing	C10917
MadelnChina.com	C2944
Noren Products Inc.	SL2115
Radio Traffic.com	N6123
SatNews Publishers	C7039
Schulze-Brakel GmbH	N8732
SHOW-SOLUTIONS	C11819A
SintecMedia	N3138, N2638
Society Of Broadcast Engineers	L27
Software Logistics Inc.	SL12916
UBStream, Ltd.	C1357
UDcast	C1946
WideOrbit	N8214

## » Antennas

ABE Elettronica S.p.A.	C2336
Advanced Microwave Components	C4242
ADVANTECH	C5937
Advent Communications	C1807A
Alpermann + Velte E.E.	N2533
Armstrong Transmitter	N8814
ASC Signal Corporation	C7537
ATCi	C6938
AVL Technologies, Inc.	C6637

AzEP (Arizona Engineered Products)	C7037
Belar Electronics Lab Inc.	N7629
Bell Helicopter/Helicopters Inc.	C6921
Bext, Inc.	N5620
Broadcast Microwave Services, Inc.	C2329
C Crane Company	N9124
Comtech EF Data	C5942
CTE Digital Broadcast	N8125
D&C Electronics	N6225
DASTO	N8809
DataPath, Inc.	SU12705
DAWNco	C7237
DB Elettronica Telecomunicazioni S.P.A.	N8233
DH Satellite	C6337
Dielectric Communications	C1918
Diversified Marketing	C1127
DMT USA, Inc.	C2628
DSI RF Systems, Inc.	C4537
Elenos	C12124
EMCEE	C3118
Energy-Onix	N8708
ERI-Electronics Research	N6929
EUROTEK	C12322
General Dynamics SATCOM Technologies	OE306
Hilomast	C8837
IRTE SpA	C3027
Jampro Antennas, Inc.	C2607
Kathrein Inc., Scala Division	C5508
Kathrein Mobilcom Brasil	C5508A
Kathrein-Werke KG	C5508B
KPFF Consulting Engineers	C1728
LBA Technology, Inc.	N8733
LINEAR srl	N4831
Micro Communications Inc. (MCI)	C2624
Myat Inc.	C2215
N Systems, Inc.	C1815
ND SatCom	C4849
NEBTEK	C3748
OMB Sistemas Electronicos	C3024
Precision Communications, Inc.	C2318
Propagation Systems, Inc. (PSI)	C2324
Radian Communication Services	C2632
Radio Frequency Systems	C2321
Research Concepts, Inc.	C6350
RF Central	C6622
RF Technologies	C1321
Richardson Electronics	C1724
Richland Towers	C1314
RRSat-Global Communications Network Ltd.	C4542
RVR Elettronica	N5220
RYMSA/Micro Communication Inc.	C2624A
S.W.R., Inc.	C1133
Sam Woo Electronics Co., Ltd	N3935
Sat-Comm Ltd.	OE430
Satellite Engineering Group	C6045
Seratel Technology	N5832
Shively Labs	N6424
SIEL Television s.r.l.	N9323
SIRA SRL	C1328
SISLink	C6648
Sound Broadcast Services	N6632
Stainless LLC/Doty-Moore Tower Services LLC	C1628
Superior Broadcast Products	C1107
Surface Heating Systems, LTD	C4549
Technalogix	C1122
Telex	C5928
Tempest Fireco Towers	C8841
Tower Consultants, Inc.	C1619
Tower Innovations	C1118
TracStar Systems, Inc.	OE322
TRANSRADIO SenderSysteme Berlin AG	N9123
Troll Systems	C2635
TRON-Tek, Inc.	C1336

WINIMAR Inc.	N3221
Wireless Infrastructure Services	C1626
Z Technology, Inc.	C2939

## » Associations and Professional Organizations

ARRL The National Association for AMATEUR RADIO	L1
Asian American Journalists Association	R334
ATSC DTV HotSpot	L33
Belgian Trade Commission	C11519, C11819
CCBN2009	C3405
DVB	C2239
EurekAlert!	R229
Excelsior College	R234
FICCI	C562
greenlayers.com	C550
HealthMarkets	C3114
IABM	C7105
IEEE Broadcast Technology Society	L29
Indo-American Chamber of Commerce	C262
Invest in Bavaria	C9919B
KD Kanopy, Inc.	N9320
Keith Austin, Inc.	C11125
KOBA 2008 (Korea E&Ex Inc.)	C3305
Middle East Broadcasters (MEB)	C7305
NAB Member Benefits Program/Member Services	L12
National Association of Black Journalists	R331
National Association of Tower Erectors	C1431
National Lesbian & Gay Journalists Assoc.	R232
Native American Journalist Association	R333
PLAZAMEDIA GmbH & TV Skyline GmbH	C9919J
SMPTA	L31
Society Of Broadcast Engineers	L27
Technocite	C11819D
Television Music License Committee	R238
The Poynter Institute	R123
TM Forum	C454
UK/US Partners Pavilion	SU14416, SU8908
UNITY: Journalists of Color	R328

## » Audience Measurement

Radio Illuminated	N6224
Radio World	C11837MR, N930, SL10229
RCS	N5917
StreamtheWorld	N8834, SL14105

## » Audio Editing

5 Alarm Music	SL9205
Abaltat	SL9610
AEV S.P.A.	C12219
ATD2	C11819F
AudioScience	N5230
Automatic Duck	SL2128F
BIAS Inc.	SL4630
Burli Software, Inc.	N5838
DAVID Systems, Inc.	SL6129
Devlin Electronics Ltd.	SU8909
Digigram	N9025
ENCO Systems, Inc.	N6512
Enhance Technology, Inc.	SL4723
Euphonix Inc.	N5217
FirmTek, LLC	SL7729
Future Media Concepts, Inc.	SL8522
Genelec, Inc.	SL9220
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KB Covers	SL5528
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LogicKeyboard/BSP	SL7423
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Merging Technologies .....	SL2305
Minnetonka Audio Software Inc. ....	N3215
MOTU .....	SL3827
MSR, Inc. ....	N1636
Nada-Chair .....	N4317
NAGRA USA, INC. ....	N3214, R203
P.I. Engineering, Inc. ....	N3124
Professional Sound Services, Inc. ....	N8037
prosonic GmbH .....	C9919I
Renegade Labs, Inc. ....	SU10726
RJS Electronics Ltd. ....	SU9305
SmartSound Software, Inc. ....	SL7712
Soundminer .....	SL9710
Videomagnetics, Inc. ....	SU5020
VoiceQ International Ltd. ....	SL5529

» **Audio Mastering**

[E3] Engstler Elektronik Entwicklung GmbH... C9919F	
ATI-DaySequerra .....	N5229, N5129
BIAS Inc. ....	SL4630
Denon & Marantz Professional .....	N4833
DK – Technologies.....	N1533
Genelec, Inc. ....	SL9220
HD Solutions .....	SL11017
Independent Audio Inc. ....	N4920
iZotope .....	N9107
JBL PROFESSIONAL .....	N8229
MAM-A .....	C9742
Minnetonka Audio Software Inc. ....	N3215
MSR, Inc. ....	N1636
NKK Switches.....	N2633
Omnia Audio.....	N7620
Prism Media Products.....	N5935
prosonic GmbH .....	C9919I
RME.....	N5134
RTW GmbH & Co. KG .....	N3223
Sennheiser Electronic Corporation.....	N8207
Stephen Arnold Music.....	R422
Synthax, Inc. ....	N5134
Telikou China .....	SU13615
THAT Corporation.....	N4933
Veelectronix, Inc. ....	SU5021
Videomagnetics, Inc. ....	SU5020
Vinpower Digital Inc.....	SL7709

» **Audio Mixers**

[E3] Engstler Elektronik Entwicklung GmbH... C9919F	
AEQ, S.A.....	N5429
AETA Audio Systems.....	N4624
AEV S.P.A. ....	C12219
Arrakis Systems.....	N6129
ATI-DaySequerra .....	N5229, N5129
ATS Communications.....	C9512
Aviom, Inc. ....	N8236
Avlex Corporation.....	N5232
Axia Audio .....	N7620
Azden Corporation .....	N4924
Broadcasters General Store.....	N8120
Calrec Audio Ltd.....	N8723
camRade .....	C11007
Comprehensive .....	SL2317
Dan Dugan Sound Design.....	N4217
Devlin Electronics Ltd.....	SU8909
DiGico Soundtracs .....	N9133
Euphonix Inc.....	N5217
EV Microphones .....	N9325
Henry Engineering.....	N9023
Independent Audio Inc. ....	N4920
Innovason USA.....	N9132
ISIS Group, Inc. ....	N1302
JK Audio, Inc. ....	N7929
JLCooper Electronics.....	N3118
Junger Audio Studioteknik GmbH.....	N2636
Klotz Digital Audio Systems, Inc. ....	N5925

Lawo AG.....	N8720
Lectrosionics, Inc. ....	N5223
Location Sound Corporation .....	N7632
Logitek Electronic Systems.....	N7124
Markertek .....	C4648
Merging Technologies .....	SL2305
Otari Inc. ....	N3938
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Porta Brace, K & H Products, Ltd. ....	C7808
Professional Sound Corporation .....	N7636
Professional Sound Services, Inc.....	N8037
Renegade Labs, Inc. ....	SU10726
RJS Electronics Ltd. ....	SU9305
Roland Systems Group U.S. ....	SL10520
RTW GmbH & Co. KG .....	N3223
Samson Technologies .....	N5823
ScreenKeys .....	N2917
Shure Incorporated.....	N2830
Sierra Automated Systems & Eng. Corp.....	N6520
Solid State Logic .....	N4031
Sonifex Ltd. ....	N4919
Sound Devices, LLC.....	N7235
SOUNDCRAFT .....	N8229
STAGETEC (Salzbrenner Stagetec Mediagroup) .....	N2835
Studer Soundcraft.....	N8229
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TASCAM .....	SL10328
THAT Corporation.....	N4933
Wagner Media, Inc. ....	SL2005
Wheatstone Corporation .....	N7612
Whirlwind.....	C7733
Wysong Enterprises Inc.....	C3139
Zaxcom Inc. ....	N4533

» **Audio Post Production**

3ware.....	SU5105
AATON.....	C8512
Abaltat .....	SL9610
Akiwa Technology Inc.....	SL12410
Altermedia, Inc. ....	SL6527
ATD2.....	C11819F
ATTO Technology Inc.....	SL4320
Automatic Duck.....	SL2128F
Aviom, Inc. ....	N8236
beyerdynamic Inc. ....	N7917
BIAS Inc. ....	SL4630
Blastwave FX.....	SL9605
Bright Systems, Inc. ....	SL14405
Burst Electronics Inc. ....	C9032
CalDigit.....	SL13505
Caption Colorado .....	SU5023
CaptionMax .....	SU11517
Countryman Associates, Inc. ....	N5525
Creative Network Design, Inc.....	SL9605
Denon & Marantz Professional .....	N4833
DiGico Soundtracs .....	N9133
Dorrough Electronics.....	N8211
Euphonix Inc.....	N5217
Eyeheight Limited.....	SU5905
FirstCom Music .....	SL9915
Future Media Concepts, Inc. ....	SL8522
Genelec, Inc. ....	SL9220
HD Solutions .....	SL11017
ILY Enterprise Inc.....	SL7825
Independent Audio Inc. ....	N4920
In-Sync Publications .....	C11510
ISIS Group, Inc. ....	N1302
iZotope .....	N9107
JBL PROFESSIONAL .....	N8229
Junger Audio Studioteknik GmbH.....	N2636
KB Covers .....	SL5528
Killer Tracks .....	SL9215
KLZ Innovations LTD .....	N7738

KROMA TELECOM.....	SU3109
Lawo AG.....	N8720
Linear Acoustic Inc.....	C2151
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Location Sound Corporation .....	N7632
LogicKeyboard/BSP .....	SL7423
Markertek .....	C4648
Merging Technologies .....	SL2305
Minnetonka Audio Software Inc. ....	N3215
MSoft, Inc. ....	SL10612
MSR, Inc.....	N1636
Otari Inc. ....	N3938
P.I. Engineering, Inc. ....	N3124
Pelican Products, Inc. ....	C9409
Plisch Broadcast Asia Pacific Pte Ltd.....	C1733
Post Magazine.....	SL10727
PrimeLED, Inc.....	N2237
Primera Technology, Inc. ....	SL6823
Professional Sound Services, Inc.....	N8037
Quantum5x Systems, Inc. ....	N4625
Redding Audio, Inc.....	N8511
Renegade Labs, Inc. ....	SU10726
RJS Electronics Ltd.....	SU9305
RME.....	N5134
Samson Technologies .....	N5823
Sanken Microphones/plus24.....	N3125
ScreenKeys .....	N2917
Sennheiser Electronic Corporation.....	N8207
Sierra Video Systems .....	SL4305
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Software Logistics Inc. ....	SL12916
Solid State Logic .....	N4031
sondor Willy Hungerbuehler AG.....	SL10228
Sonnet Technologies, Inc. ....	SL13808
Soundfield Ltd.....	N7037
Soundminer .....	SL9710
SRS Labs, inc. ....	N4824
STAGETEC (Salzbrenner Stagetec Mediagroup) .....	N2835
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Studio Network Solutions.....	SL8208
Synthax, Inc. ....	N5134
TASCAM .....	SL10328
TEAC AMERICA, Inc.....	SL9623
Telikou China .....	SU13615
Unitek Information Technology.....	SL9230
Videomagnetics, Inc. ....	SU5020
Vinpower Digital Inc.....	SL7709
Vocalbooth.com .....	SL9712
Voice Over There, Inc. ....	OE339
VoiceQ International Ltd.....	SL5529
Wacom Technology .....	SL10527
Western Digital .....	SL15312
WhisperRoom, Inc. ....	SL10220

» **Audio Processing and Effects**

25-Seven Systems .....	N7936
AEV S.P.A.....	C12219
Aphex Systems .....	N5617
ATD2.....	C11819F
ATS Communications.....	C9512
beyerdynamic Inc. ....	N7917
BIAS Inc. ....	SL4630
Claratech Ltd.....	N2816
Cobalt Digital, Inc. ....	N2819
Crystal Vision Ltd. ....	N1311
Dan Dugan Sound Design.....	N4217
EV Microphones .....	N9325
Eventide, Inc.....	N6914
Fraunhofer IIS .....	SL7424
Future Media Concepts, Inc. ....	SL8522
Groove Addicts.....	SL10312
Independent Audio Inc. ....	N4920
Innovason USA.....	N9132

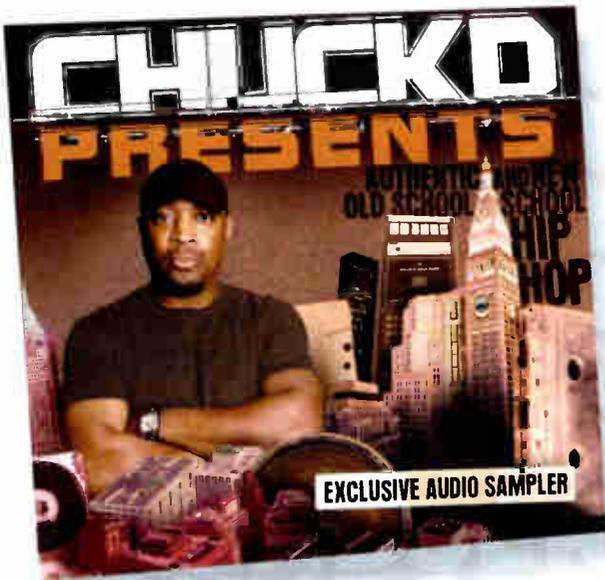
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TASCAM.....	SL10328
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Videomagnetics, Inc.....	SU5020
Vinpower Digital Inc.....	SL7709
Vocalbooth.com.....	SL9712
Voice Over There, Inc.....	OE339
Voice Technologies.....	N8511
VoiceQ International Ltd.....	SL5529
WhisperRoom, Inc.....	SL10220
Wireworks Corporation.....	C7924
Zaxcom Inc.....	N4533

» **Broadband Applications**

Clear-Com Communication Systems.....	C5908
Comrex.....	N2125
Digigram.....	N9025
Dow-Key Microwave Corp.....	C5945
Elecard.....	SU9930
EMPOWER RF SYSTEMS.....	C2615
FIS Blue.....	C6948
Global Satellite USA.....	OE426
Glowpoint, Inc.....	SU13510
GMPCS Personal Communications, Inc.....	C4539
iPharho Media GmbH.....	SU8930
Mohawk.....	SU5026
Radiall.....	C1439
Radyne-Tiernan-Xicom.....	C4842, SU7915
SAT-GE.....	C6338
Sichuan Jiuzhou Electric Group Co., Ltd.....	C1554
Streambox, Inc.....	SU15515
Sunnwell Broadband Digital Science & Technology.....	C1144
Symmetricom.....	C4544
Thales Components Corporation.....	C5946
Tieline Technology.....	N8817
Trompeter.....	C2333
Z-Band, Inc.....	C1856
Broadband Networks	
Allen Avionics, Inc.....	C3015
Artel Video Systems.....	C3121
Clear Channel Satellite.....	OE316
Controlware Communications Systems, Inc.....	SU15215
Dow-Key Microwave Corp.....	C5945
FIS Blue.....	C6948
Foundry Networks, Inc.....	C3031
Glowpoint, Inc.....	SU13510
Greatway Technology.....	SU10629
Huatian Film & TV Equipment Co., Ltd.....	C11607
Intelsat.....	C4837, OE346, OE402
Mohawk.....	SU5026
ND SatCom.....	C4849
Net Insight AB.....	C1929
Newtec.....	C6242
Opticom, an Emcore Company.....	N3718
PRODUWEB.....	C11519C
RCN Metro Optical Networks.....	C1854
Sichuan Jiuzhou Electric Group Co., Ltd.....	C1554
Storage DNA.....	SU9730
Stratos.....	OE400
Telesat.....	C5142
Video Products Group, Inc.....	SU14912

» **Broadband/Connectivity**

A.R.G. Electrodesign.....	SU9008
ADC.....	N4124
ADVANTECH.....	C5937
Altera Corporation.....	SL12705
Amphenol Fiber Systems International.....	C7823
Anixter Inc.....	C9037
Audio Accessories, Inc.....	C3551

AVL Technologies, Inc.....	C6637
Avocent.....	SL13016
AVP Mfg & Supply Inc.....	SU3805
BARCO SILEX.....	C11819C
Belden.....	C8828
Broadcast Electronics, Inc.....	N7007
BTX Technologies, Inc.....	C3548
Centaur Storage, Inc.....	SU2424
Cerona Networks.....	C8441
Comrex.....	N2125
ConnecTV Media Interantional Inc.....	C1151
Controlware Communications Systems, Inc.....	SU15215
DG FastChannel/Pathfire.....	SU10213
Double Radius, Inc.....	C1621
EMCEE.....	C3118
Emerson Connectivity Solutions.....	C2333
Energy-Onix.....	N8708
Eutelsat America Corp.....	C4846
GCS.....	OE446
Gennum Corporation.....	SU9114, S207LMR
Gepco International, Inc.....	C6918
Glowpoint, Inc.....	SU13510
HaiVision Systems Inc.....	SU11626
ICM Corp.....	C8839
iDirect Technologies.....	C4239
Intelsat.....	C4837, OE346, OE402
IntoPIX s.a.....	C11819G
Joseph Electronics.....	C6645
Kings-Winchester Electronics.....	C6908
Mackay Communications.....	C6049
MAYAH Communications GmbH.....	C10619D
MDS America.....	C1355
Mohawk.....	SU5026
Motorola.....	SU5013
National Telecommunications Information Assoc.....	L10
Nomad Innovations.....	SU6905
NXP Semiconductors.....	C1054, N213LMR
Pacific Radio.....	C8739
Pleora Technologies.....	SU11323
Praezisions-Entwicklung Denz.....	C10619C
PSI Global Services.....	C4243
Quintech Electronics and Communications Inc.....	C8737
QVS.....	C9040
Radiant Communications.....	SU11421
Radyne-Tiernan-Xicom.....	C4842, SU7915
Rhozet Corporation.....	SL6829
Satellite Engineering Group.....	C6045
SES Americom.....	C5246
SES NEW SKIES.....	C5246
Stratos.....	OE400
Superior Broadcast Products.....	C1107
Switchcraft, Inc.....	C7508
Telos Systems.....	N7620
Trompeter.....	C2333
T-VIPS AS.....	SU7730
Unique Broadband Systems Ltd.....	C3324
White Sands Engineering/TVC.....	C1736
Wireworks Corporation.....	C7924
Xilinx, Inc.....	SU9926
Z-Band, Inc.....	C1856

» **Cable Equipment and Headend**

ADC.....	N4124
Adtec Digital.....	SL6110
Advanced Media Technologies (AMT).....	C6348
Allen Avionics, Inc.....	C3015
Ambric, Inc.....	SU13213
Appear TV.....	SU7205
Argosy Components Ltd.....	SU9205
Artel Video Systems.....	C3121
ATCI.....	C6938

AVECO Americas Incorporated.....	SU13505
Belden.....	C8828
Bittree Inc.....	C2243
Blonder Tongue Laboratories.....	C6345
Broaddata Communications, Inc.....	SU3107
Brother International Corporation.....	SU13616
BTX Technologies, Inc.....	C3548
Cable AML, Inc.....	C1726
Cable Electronics.....	C2556
Cinea, Inc (A Dolby Company).....	N3218
Cisco.....	SU6120
Clark Wire & Cable.....	C7519
Comprehensive.....	SL2317
Communicate Technologies Inc.....	SU4926
DASTO.....	N8809
DAWNco.....	C7237
DH Satellite.....	C6337
Digital Horizon.....	C1123
Diversified Marketing.....	C1127
DTV Exchange LLC.....	N2814
Duma Video, Inc.....	SU9630
elnfochips, Inc.....	C2656
Electrorack Enclosure Products.....	C3034
ENENSYS Technologies.....	SU11111
ETL Systems LTD.....	C4642
Furukawa America Inc.....	SU6130
Gefen Inc.....	SL2312
Gennum Corporation.....	SU9114, S207LMR
Hannay Reels.....	C7822
Harmonic.....	SU9612
ICM Corp.....	C8839
Joseph Electronics.....	C6645
KTech Telecommunications, Inc.....	SU11608
K-WILL Corporation.....	N918
LeWiz Communications.....	C1544
MathStar, Inc.....	SU10330
MiraVid Inc.....	SU6906
Motorola.....	SU5013
Net Insight AB.....	C1929
Neutrik USA, Inc.....	N9029
Nucomm, Inc.....	C3007, OE432, C6622A
Patchamp.....	N4617
Percon.....	C11322
Pixelmetrix Corporation.....	SU12105
Promax Electronica SA.....	C3546
Quintech Electronics and Communications Inc.....	C8737
Radiant Communications.....	SU11421
Sam Woo Electronics Co., Ltd.....	N9395
SAPEC.....	SU11420
Satellite Engineering Group.....	C6045
Schill GmbH & Co. KG.....	C1139
Scopus Video Networks.....	SU11228
SIRA SRL.....	C1328
Stanley Supply & Services.....	C5514
Stantron.....	SU5613
Streambox, Inc.....	SU15515
Sumavision.....	SU13212
TEMWELL Corporation.....	C1339, C1339
Toner Cable Equipment, Inc.....	C6239
Trilithic.....	C3346
TRT.....	C7540
Vecima Networks.....	SU6909
Volicon, Inc.....	N2514
V-Shine Co., Ltd.....	SU11412
Ward-Beck Systems Ltd.....	SU7420
Weather Metrics, Inc.....	C9024
Whirlwind.....	C7733
White Sands Engineering/TVC.....	C1736
Yellow Jacket, Inc.....	C10612

C: Central Hall, LVCC  
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N: North Hall, LVCC  
 OE: Outdoor Media & Equipment Exhibits, LVCC  
 R: RTNDA, Pavilion, LVH

S: Silver Lot  
 SL: South Hall, Lower Level, LVCC  
 SU: South Hall, Upper Level, LVCC

AS OF 2/15/08

» Cameras and Lenses

16x9, Inc.	SU3310
AATON	C8512
Abel Cine Tech, Inc.	C8508
Anton/Bauer, Inc.	C5917
ARRI Inc.	C7428
Axsys Technologies	C11512
B&H Photo-Video-Pro Audio	SU2905
Band Pro Film & Digital, Inc.	SU1320
Beijing Secno Co., Ltd.	C11725
Bexel Broadcast Services	C5912
Birns & Sawyer, Inc.	SU11326
Calumet Photographic Inc.	C11503
Camera Motion Research, LLC	C10412
Complex Corporation	SU11325
camRade	C11007
Canon USA Inc.	SU3020
CARL ZEISS OPTICS	SU1320
Cartoni USA	C9428
Cavision Enterprises, Ltd.	SU2722
Century Optics	C6233
CineBags Inc.	C3254
Cinemills	C9008
Cmotion	C10319
Corel Corporation	SL4620
Display Devices, Inc.	SL4323
DSC Laboratories	C5512
DSI RF Systems, Inc.	C4537
Electrophysics Corporation	SU6908
Etilux	C11519A
FH Video Inc.	SU15316
Fischer Connectors, Inc.	N3837
FLIR Systems	C5515
Flying-Cam	C11519D
Focus Optics	C8310
Formatt	C6222
Fraunhofer Allianz Digital Cinema	C10919A
Frezzi Energy Systems, Div of Frezzolini	C5023
Fujinon Inc.	C4210
Glidecam Industries, Inc.	C10315
Hardigg Cases	N3225
Hitachi Kokusai Electric America, Ltd.	C5018
Hi-Tech Enterprises, Inc.	SU3105
ICG Magazine/ICG Local 600	C7605
Iconix Video, Inc.	SU6426
Ikegami Electronics	C4228
I-Movix, Inc.	C11819E
Industry Advanced Technologies, Inc.	C10915
Innovation Optics	C8124
JVC Professional Products Company	C4218
KATA	C5923
Loon Works	C10408
Miller Camera Support, LLC	C4928
Mo-Sys Ltd.	C7916
Motion Analysis Corporation	SL7715
National Mobile Television	OE600
nNovia, Inc.	SU11321
Norpix, Inc.	SL10410
OmniCam, Lda	SU6809
P+S Technik GmbH	C10319A
PAG USA	C9428
Petrol	C6416
Photron USA, Inc.	SL9520
PLAZAMEDIA GmbH & TV Skyline GmbH	C9919J
Polecam	C8137
Porta Brace, K & H Products, Ltd.	C7808
Porta-Jib/Losmandy	C8212
Praezisions-Entwicklung Denz	C10619C
Presteigne GmbH	C9919D
ProMax Systems, Inc.	SL1410
Prompting.com - Electronic Script Prompting	C7915
ProPrompter	C3449
QTV/Autocue	C5333

Red Digital Cinema	SL3820
Redrock Microsystems	C11733
Reflecmedia Ltd	C6223
S.two Corp.	SL9208
Samy's Camera	C3846
Schneider Optics	C6233
Schulz Camerasupport GmbH	C10319D
Shenzhen Movcam Technologies Co., Ltd.	C10909
Shining Technology, Inc.	SU6830
Silicon Imaging Inc.	SL10608
SLIK BROADCAST	C11215
Sony Electronics Inc.	SU906
Spider Support Systems	C6915
STE-MAN, Inc.	C9428
SWIT Electronics Co., Ltd.	C11515
Techni-Tool	C5612
Telemetrics, Inc.	C6933
Thales-Angenieux	C5323
The Tiffen Company	SU8514
Thermodyne Cases	SU4920
Thomson	SL106, N914, SL2120
TKT Magazine	C10305
TV Magic, Inc.	N2136
Vaddio	SU7511
VariZoom	C7837
Vinten	C6412
Vision Research	C10912
VOCAS USA	C9019
Z Reiss & Associates Inc./Raynox USA	C5511
ZGC Inc.	C10319
Zylight	C9510

» Conditional Access/DRM

Abacast Inc.	C1344
Bext, Inc.	N5620
Cinea, Inc (A Dolby Company)	N3218
Compunicate Technologies Inc.	SU4926
comvenient GmbH & CO. KG	SU11512
Conax USA, Inc.	SU9030
Continental Electronics Corporation	N7607
GlobeCast	C5437
Irdeto	SU8811
Motorola	SU5013
NAGRAVISION Kudelski Group	SU7515
Nautel Limited	N7116
NDS	N6812
NEOTION	SU11728
Ness Technologies, Inc.	SU10728
Philips Content Identification	SU3315
Sentivision	C1352
StreamGuys, Inc.	C1848
Sumavision	SU13212
TRT	C7540
VIACCESS SA	SU10226
WellAV Technologies, Ltd.	SU7030

» Consumer Electronics

Anchor Audio	N5923
Anchor Bay Technologies	SU10630
Ansmann Energy USA	N9007
Bose Corporation	C3448
Brother International Corporation	SU13616
C Crane Company	N9124
Calrad Electronics	C3044
Clark Wire & Cable	C7519
Ebenezer Technology, Inc.	SL11015
Infochips, Inc.	C2656
EZ Dupe	C9843
Hoodman Corporation	SU3611
Lenexpo	C11428
Magnum Semiconductor	S117LMR
Nada-Chair	N4317
National Telecommunications Information Assoc.	L10
NDS	N6812

NEOTION	SU11728
POWERBOX DESIGN SRL	C3239
Syllax	C1436
TRT	C7540
Video Accessory Corporation	SU3413
Western Digital	SL15312
Z Reiss & Associates Inc./Raynox USA	C5511

» Content Aggregators

Bitcentral Inc.	SL7720
Blackwave, Inc.	C3058
Comcast Media Center	R418
ConnectTV Media Interantional Inc.	C1151
Dell Sports	C450
Geoscience Co., Ltd.	SL5530
INA	SU15813
Interra Systems	SU11929
Media Links Inc.	C3313
Medialink	R121
Newsroom Solutions/NewsTicker	C9441
Storage DNA	SU9730
TitanTV	C457
VFinity	SU9605
WorldNow	C154

» Content Owners/Publishers

Accenture	SL8012
Agence France-Presse	C159
American Red Cross, The	R235
AmeriVista/RioVista - Media	C157
Artbeats	SL5413
Blackwave, Inc.	C3058
Blastwave FX	SL9605
Church Production Magazine	C11307
CTV Archive Sales	SL8421
Geoscience Co., Ltd.	SL5530
Hollywood Edge	SL10414
Immersive Media	SU6005
INA	SU15813
Ivanhoe Broadcast News	R220
Level 3 Communications	C150, N101LMR
lynda.com	SL12115
Mayo Clinic	R216
Microsoft Corporation	SL5520, SL14500MR, SL14700MR, SL2400MR, SL2600MR
Pond5.com	SL10730
Snell & Wilcox	SU4220
Spectra Logic	SU14010
Student Filmmakers	C10105
TitanTV	C457
Underwriters Laboratories (UL)	R135
US Army Central - DVIDS	R237
VASST	SL7910
VFinity	SU9605
Via Satellite - Access Intelligence	C6946
VNN	R321
Wounded Marine Careers Foundation	C10405

» Customer Premise Equipment/  
Set Top Boxes

ACETEL Co., Ltd.	SU15807
Amino Communications	C1546
Atlanta DTH, Inc.	C1956
Barix Technology Inc.	N8036
Celstream Technologies Limited	SU15805
CG-CoreEL Programmable Solutions Pvt. Ltd.	SU11727
Cisco	SU6120
COSHIP Electronics Co., Ltd.	SU13810
Elecard	SU9930
ICM Corp.	C8839
Intek Digital Inc.	C11304
Irdeto	SU8811
Logic Innovations/Sys Technologies	C4546

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Magnum Semiconductor	.....S117LMR
Maverick Systems Inc.	.....C1055
Mode-AL Ltd	.....C11204
Motorola	.....SU5013
Noren Products Inc.	.....SL2115
NXP Semiconductors	.....C1054, N213LMR
S&T (Strategy & Technology)	.....SU9306
Sichuan Jiuzhou Electric Group Co., Ltd.	.....C1554
Smart AVI, Inc.	.....SL15308
Sunniwell Broadband Digital Science & Technology	.....C1144
SysMaster Corporation	.....C1947
ThinkAnalytics	.....SU5907
Thomson	.....SL106, N914, SL2120
Trompeter	.....C2333
TRT	.....C7540
White Sands Engineering/TVC	.....C1736

» **DAB/IBOC/HD Digital Radio**

APT	.....N8811
Armstrong Transmitter	.....N8814
ATI-DaySequerra	.....N5229, N5129
AUDEMAT-AZTEC	.....N7932
AVT Audio Video Technologies GmbH	.....C9619B
Belar Electronics Lab Inc.	.....N7629
Broadcast Electronics, Inc.	.....N7007
COM-TECH Sri High Freq and Broadcast	.....C3321
Continental Electronics Corporation	.....N7607
CPI	.....C2611, N7220
CTE Digital Broadcast	.....N8125
DAVID Systems, Inc.	.....SL6129
DELTA MECCANICA s.r.l.	.....N4521
Delta RF Technology	.....C1111
Digital Horizon	.....C1123
Dolby Laboratories	.....N1814
Egatel	.....C2739
Electrosys S.r.l.	.....C3331
Elektronika S.R.L.	.....C1311
Energy-Onix	.....N8708
ERI-Electronics Research	.....N6929
Eventide, Inc.	.....N6914
Harris Corporation	.....N2502, N3000
HD Radio	.....N6724
Henry Engineering	.....N9023
Inovonics, Inc.	.....N5829
Jampro Antennas, Inc.	.....C2607
Kathrein Inc., Scala Division	.....C5508
Kathrein Mobilcom Brasil	.....C5508A
Kathrein-Werke KG	.....C5508B
Kintronic Labs, Inc.	.....N6816
LBA Technology, Inc.	.....N8733
LP Technologies, Inc.	.....C1112
Micro Communications Inc. (MCI)	.....C2624
Moseley Associates, Inc.	.....N7112
Myat Inc.	.....C2215
Nautel Limited	.....N7116
NDS	.....N6812
OMT Technologies	.....N8420
ORBAN/CRL	.....N8536, C3447
Power Module Technology, Inc.	.....N9109
Propagation Systems, Inc. (PSI)	.....C2324
QEI Corporation	.....N6223
RadioSoft	.....N7736
RCS	.....N5917
RVR Elettronica	.....N5220
RYMSA/Micro Communication Inc.	.....C2624A
S.W.R., Inc.	.....C1133
SiEL Television s.r.l.	.....N9323
SIRA SRL	.....C1328
Sound Broadcast Services	.....N6632
Spectracom Corporation	.....N4518
Spinner GmbH	.....C9619A
Teamcast Inc.	.....C3020
Thales Components Corporation	.....C5946

TransLanTech Sound, LLC	.....N6124
TRANSRADIO SenderSysteme Berlin AG	.....N9123
WinRADIO Communications	.....N4820

» **Digital Asset Management and Storage**

Abel Cine Tech, Inc.	.....C8508
Aberdeen LLC	.....SL4105
Accenture	.....SL8012
AIC Xtore	.....SL9525
Altermedia, Inc.	.....SL6527
Anystream, Inc.	.....SL2608
Apac Systems	.....SL2110
ARENA Maxtronic	.....SU10729
Argentem Corp.	.....SU8730
Artesia Digital Media Group	.....SU11416, S206LMR
Atempo	.....SL7427
ATTO Technology Inc.	.....SL4320
Automatic Sync Technologies, LLC	.....SL4007
AVECO Americas Incorporated	.....SU13505
AXEL TECHNOLOGY S.R.L.	.....N6629
Bell Computer	.....SL4330
Bitcentral Inc.	.....SL7720
BITMICRO Networks, Inc.	.....SL14614
Blue Order Solutions AG	.....SU11711
Bright Systems, Inc.	.....SL14405
Broadview Software Inc.	.....N3131
Building4Media	.....SL6705
Bycast Inc.	.....SU9905
Celstream Technologies Limited	.....SU15805
Chenbro Micom USA Inc.	.....SL14513
Chyron Corporation	.....SL3713
Cinegy	.....SU3113
CIS Technology Co., LTD.	.....SU11605
ClusterMedia Labs, Lda	.....SU15814
Colorspace Inc.	.....C11812
Crawford Communications, Inc.	.....C4338
Creative Network Design, Inc.	.....SL9605
Creative Technology	.....SL2128G
Dalet Digital Media Systems USA, Inc.	.....SU8520
DataDirect Networks	.....SU11715
DataPath, Inc.	.....SU12705
Dayang Technology Development Inc.	.....SU10209
DG FastChannel/Pathfire	.....SU10213
Digital Broadcast	.....SU6205
discovery sysko GmbH	.....C10619E
Dulce Systems	.....SL14613
EditShare	.....SL9820
Editware	.....SU5908
EMC Corporation	.....SU7820
ENCO Systems, Inc.	.....N6512
Enhance Technology, Inc.	.....SL4723
Entriq, Inc.	.....C1948
Etere	.....C12115
Etilux	.....C11519A
EVS	.....C4911
Facilis Technology, Inc.	.....SL12111
FileCatalyst	.....SU15315
FirmTek, LLC	.....SL7729
Fission Software, Ltd.	.....SU12708
Floral Systems	.....SU6820
Focus Enhancements	.....SL2605
FOR-A	.....SU5220
Fraunhofer Allianz Digital Cinema	.....C10919A
Front Porch Digital, Inc.	.....N1830
Gridiron Software	.....SL6220
Hardata	.....SU15217
Harris Corporation	.....N2502, N3000
Hoodman Corporation	.....SU3611
IBIS	.....SU8605
IBM	.....SU3614, S215LMR
Idealstor	.....SU13516
Ideasunlimited.TV	.....SU8708
ILY Enterprise Inc.	.....SL7825

Infotrend Corp.	.....SL13810
Internap	.....SL14108
IntoPIX s.a.	.....C11819G
Intrinet Systems, Inc.	.....SL6529
iPharro Media GmbH	.....SU8930
IPV Limited	.....SU8608
IPwebTV, Inc.	.....C2954
iQstor Networks, Inc.	.....SL11010
Isilon Systems	.....SU8525
iStarUSA	.....SL13013
Kowa Optimed Inc.	.....N6938
LaCie	.....SL14410
Leightronix, Inc.	.....SU5010
Masstech Group Inc.	.....SU13813
Maximum Throughput Inc.	.....SL11711
mediaproxy pty ltd	.....N3536
MediaSilo	.....SL11008
MerlinOne	.....SU9626
MESoft, Inc.	.....SL14408
MSoft, Inc.	.....SL10612
Myers Information Systems, Inc.	.....N3216
NetApp	.....SU13211, S214LMR
Netia	.....N5433
NorCom	.....SL4626
Omneon	.....SU9620
Omnibus Systems LTD.	.....SU4205
OpenCube Technologies	.....SU8530
Padova Technologies, Inc.	.....SL14508
Pebble Beach Systems	.....SU15205
Pharos	.....SU8905
Pictron, Inc.	.....SL4622
Pro-Bel	.....SU12712
ProConsultant Informatique	.....SU6826
Promise Technology	.....SL13916
PROVYS - DCIT, a.s.	.....N9125
Qbit	.....N2238
QLogic Corporation	.....SU11726
Qualstar	.....SU13611
Quantel	.....SL720
Quantum Corporation	.....SL13805, SL14200MR
RCS	.....N5917
Rimage Corp.	.....SL8728
SAMMA Systems	.....SU2720
Sans Digital	.....SU7130
Screen Subtitling Systems Ltd	.....SU11808
SeaChange International	.....SU12011
Secore, Inc.	.....SU12108, N1122
SGI (Silicon Graphics, Inc.)	.....SL4314
SGL	.....SU11926
SGT	.....N1002
Signum Bildtechnik GmbH	.....C10319C
Silex Media GmbH	.....SL6129
Small Tree Communications	.....N3937
SmartJog	.....SL8028
Solid State Logic	.....N4031
Sonic Solutions	.....SL8020
Sonnet Technologies, Inc.	.....SL13808
Soundminer	.....SL9710
Spectra Logic	.....SU14010
Square Box Systems, Ltd.	.....SL10905
StreamtheWorld	.....N8834, SL14105
Studio Network Solutions	.....SL8208
Sun Microsystems	.....S115LMR
TEDIAL	.....SU6006
Tiger Technology	.....SL6629
TMD	.....SU9208
VFinity	.....SU9605
Video Technics, Inc.	.....SU9227
VideoBank	.....SU9111
Virage, Inc.	.....SU7108, S208MR
Vizrt	.....R129, SL4805
VSN (video stream networks)	.....N3714
Western Digital	.....SL15312
WhiteBlox	.....C1046

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WINJAY ..... C12121  
 XenData, Inc. .... SU13512  
 Xytech Systems Corporation..... SL4326

» **Digital Cinema**

Abel Cine Tech, Inc. .... C8508  
 BARCO SILEX ..... C11819C  
 Broadata Communications, Inc. .... SU3107  
 Cartoni USA ..... C9428  
 Cerona Networks ..... C8441  
 Christie Digital Systems ..... SL6113  
 CineForm, Inc. .... SL10610, SL10709,  
 SL10710, SL10609  
 Colorspace Inc. .... C11812  
 Comtech EF Data ..... C5942  
 Dolby Laboratories ..... N1814  
 EchoStar Satellite Services Corporation ..... C6639  
 Electrosonic ..... SL14708  
 FilmLight ..... SL1405  
 Fraunhofer Allianz Digital Cinema ..... C10919A  
 greenlayers.com ..... C550  
 GVS – Grande Vitesse Systems ..... SL10912  
 IMAGICA Corp. of America ..... SL9227  
 Infotrend Corp. .... SL13810  
 International Datacasting ..... C8437  
 IntoPIX s.a. .... C11819G  
 IRIDAS ..... SL10708  
 KDDI R&D Laboratories Inc. .... SL9825  
 KenCast, Inc. .... C7240  
 MathStar, Inc. .... SU10330  
 Microspace Communications Corporation ..... C6941  
 MikroM GmbH ..... C10919D  
 Multidyne Video & Fiber Optic Systems ..... SU3411  
 Net Insight AB ..... C1929  
 Numedia Technology Limited ..... SU10130  
 OmniTek ..... SL11705  
 ONTEC Co., Ltd. .... C3113  
 Praezisions-Entwicklung Denz ..... C10619C  
 Project "Tools for Media  
 Production WMP" ..... C10919B  
 Qbit ..... N2238  
 Rorke Data ..... SL4010  
 RSR ..... SL9522  
 Skymicro, Inc. .... SL12411  
 SmartJog ..... SL8028  
 STE-MAN, Inc. .... C9428  
 Stratacache ..... C2760  
 Telecast Fiber Systems, Inc. .... SU4227  
 TRANSVIDEO ..... C7314  
 TVLogic Ltd. .... SL13105  
 Xilinx, Inc. .... SU9926  
 Zacuto ..... C8015

» **Digital Signage/Hardware**

2s2, Inc/DIT ..... SL10322  
 3M ..... SL15310  
 AdMart Custom Signage ..... SL15313  
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NVISION, Inc.....	SU11620
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CTM/Debrie.....	C3348
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Etilux.....	C11519A
FH Video Inc.....	SU15316
FilmLight.....	SL1405
Flying-Cam.....	C11519D
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ICG Magazine/ICG Local 600.....	C7605
Image Systems AB.....	SL6628
JVC Professional Products Company.....	C4218
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Prompting.com - Electronic Script Prompting.....	C7915
RTI-Research Technology International.....	C3851
Shining Technology, Inc.....	SU6830
Sony Electronics Inc.....	SU906
Ultimatte Corporation.....	SL4920
Z Reiss & Associates Inc./Raynox USA.....	C5511

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eMotion Engines	SU9206
Eyeon Software Incorporated	SL2616
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Focus Optics	C8310
GenArts, Inc.	SL14516
GMAX Storage Solutions	SL13908
greenlayers.com	C550
Gyron Systems International	C7050
ICG Magazine/ICG Local 600	C7605
ITP Business Publishing	C10917
K5600, Inc.	C9715
Kupo Company Limited	C10308
Noise Industries, LLC	SL2128H
Pond5.com	SL10730
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Akamai Technologies	SL4926
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Anystream, Inc.	SL2608
ARRI Inc.	C7428
Athan Corp	SU3410
AXON DIGITAL DESIGN	SU11620
B&M Modern Media Inc.	SU13210
Bergs Media AS Limited	SU10627
Blackmagic Design	SL10920
Brick House Video	SU10811
Celco	SL6626
Cintel	SL2012
Claratech Ltd.	N2816
Cobalt Digital, Inc.	N2819
Communications Specialties Inc.	SL8025
CTM/Debrie	C3348
Digital Rapids Corporation	SL8724
Digital Vision AB	SL3205
Doremi Labs, Inc.	SU6026
eMotion Engines	SU9206
Event DV & Streaming Media Magazine	SL14510
Evertz	N1602, C855
FilmLight	SL1405
Flip4Mac by Telestream	SL5405
Fraunhofer Allianz Digital Cinema	C10919A
Glue Tools	C11210
Hotronic, Inc.	SU3308
Image Systems AB	SL6628
IMAGICA Corp. of America	SL9227
Inlet Technologies	SL8325
IRIDAS	SL10708
ISIS Group, Inc.	N1302
Lasergraphics, Inc.	SL12105
Link Electronics, Inc.	SU3608
MainConcept AG	SU14905
Media Excel	C2951
MTI Film, L.L.C.	SL3710
NVISION, Inc.	SU11620
OpenCube Technologies	SU8530
Pixellexis	SL10530
Pomfort Software	C9919G
Project "Tools for Media Production WMP"	C10919B
Re:Vision Effects, Inc.	SL2128J
Rhozet Corporation	SL6829
Roland Systems Group U.S.	SL10520
Root6 Technology	SL12207

Rorke Data	SL4010
RTI-Research Technology International	C3851
SAMMA Systems	SU2720
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sondor Willy Hungerbuehler AG	SL10228
Sorenson Media	SL6526
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» **Furniture and Fixtures**

Anthro Corporation	SL14213
ATS-RAM Mounts	C9513
Beck Associates	N722
Broadcast Design International	R117
Chief Manufacturing Inc.	SL10830
Da-Lite Screen Company, Inc.	SL9224
Devlin Design Group	R217
Edit 5 Consoles	SL5828
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Forecast Consoles, Inc.	SU2723
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Lawson & Associates/Architects	N1305
Martin & Ziegler	SL7407
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Middle Atlantic Products	SU10205
Mode-AL Ltd	C11204
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Park Place Studio	R139
Russ Bassett	SL10916
TBC Consoles	SU2729, SL6709
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Winsted Corporation	SU5616

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AXIOMTEK	SU13310
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Corel Corporation	SL4620
Dell Sports	C450
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Level 3 Communications	C150, N101LMR
Maxon	SL6826
never.no AS	N4522
Pelican Products, Inc.	C9409
Silk Software Corp	SL5928
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1 Beyond, Inc.	SL12509
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Apac Systems	SL2110
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Chyron Corporation	SL3713
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NCK Technologies	SU11730
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PLAZAMEDIA GmbH & TV Skyline GmbH	C9919J
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Post Magazine	SL10727
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Red Giant Software	SL2128A
Reflecmedia Ltd	C6223
Rorke Data	SL4010
RSR	SL9522
ScoreBox/Howard Zuckerman	N3535
Screen Subtitling Systems Ltd	SU11808
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Signum Bildtechnik GmbH	C10319C
Silk Software Corp	SL5928
Skymicro, Inc.	SL12411
SmartSound Software, Inc.	SL7712
Softel Group, The	SU7826
Stream Labs	C11907
Synthetic Aperture	SL2128B
The Foundry	SL2624
Toon Boom Animation Inc.	SL2008
Traffic.com, A NAVTEQ Company	C9437
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Visual Research, Inc.....	SL7428
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DG FastChannel/Pathfire.....	SU10213
DIGISOFT.TV.....	C1351
GlobeCast.....	C5437
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GRID TV Germany GmbH.....	C9919E
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OpenTV.....	SU13517, S216LMR
Orad Hi-Tec Systems.....	SU1920
S&T (Strategy & Technology).....	SU9306
SeaChange International.....	SU12011
SintecMedia.....	N3138, N2638
Softel Group, The.....	SU7826
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» **IPTV/IP Video/Broadband Video**

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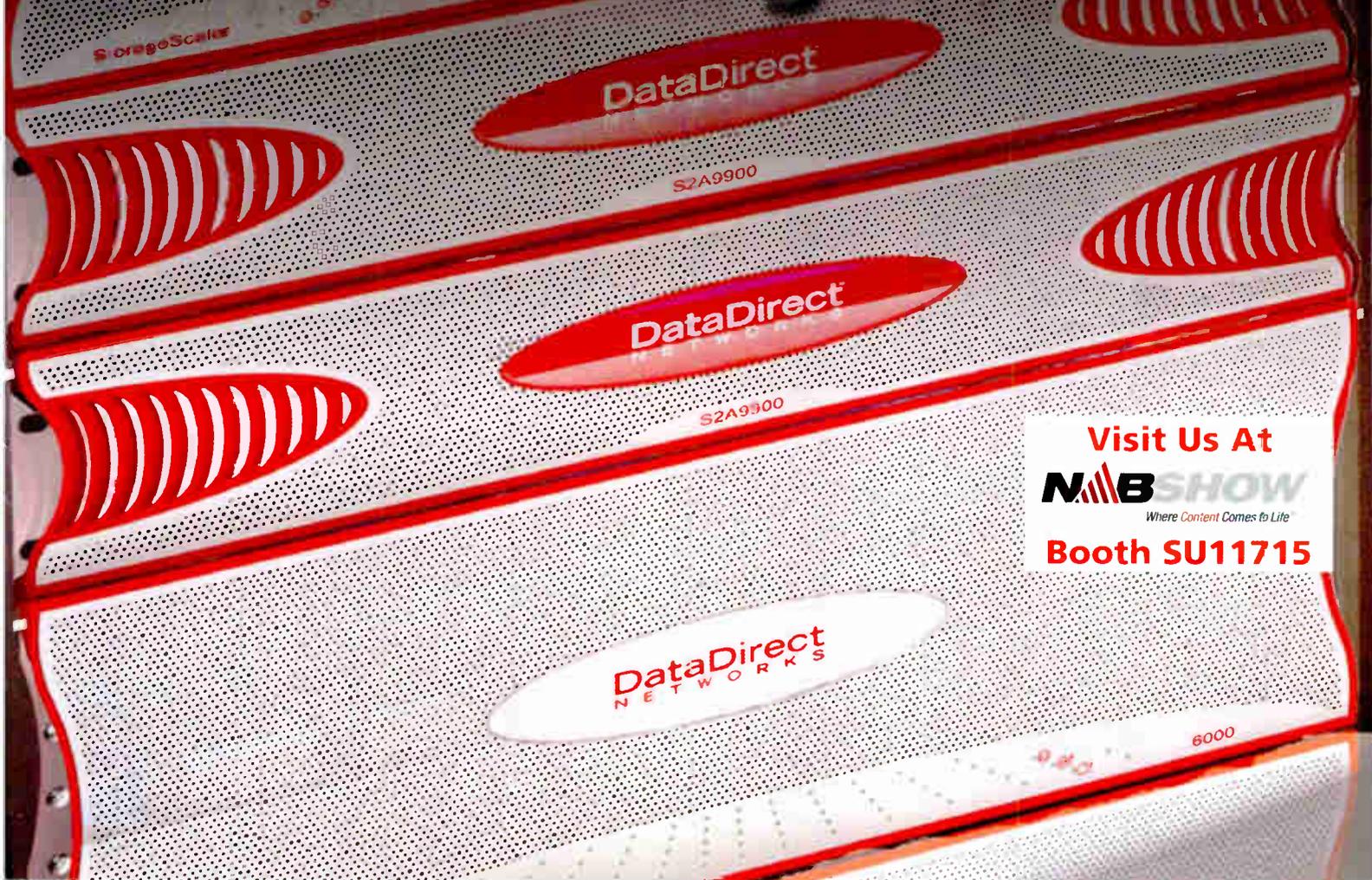
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Innovative Marketing Consultants.....	N5937
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Student Filmmakers ..... C10105  
 TV Technology ..... N930, SL10229, C11837MR

» **Mastering and Duplication**

Abel Cine Tech, Inc. .... C8508  
 ARRI Inc. .... C7428  
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 B&M Modern Media Inc. .... SU13210  
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     Culture Circulate Co. .... SU14415  
     Bright Systems, Inc. .... SL14405  
 Celco ..... SL6626  
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     SL10710, SL10609  
 CINEVATION AS ..... C11425  
 Cintel ..... SL2012  
 Comprehensive ..... SL2317  
 Digital Vision AB ..... SL3205  
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 Etlux ..... C11519A  
 Event DV & Streaming Media Magazine ..... SL14510  
 EZ Dupe ..... C9843  
 Global DiscWare, Inc. .... SL8422  
 HD Solutions ..... SL11017  
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 ILY Enterprise Inc. .... SL7825  
 Image Systems AB ..... SL6628  
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 Sonic Solutions ..... SL8020  
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 Utronics International, Inc. .... SL10910  
 Veetronix, Inc. .... SU5021  
 Vinpower Digital Inc. .... SL7709  
 Vocalbooth.com ..... SL9712  
 Western Digital ..... SL15312

» **Microwave**

ABE Elettronica S.p.A. .... C2336  
 Advanced Microwave Components ..... C4242  
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 Broadcast Microwave Services, Inc. .... C2329  
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 CTE Digital Broadcast ..... N8125  
 DB Elettronica Telecomunicazioni S.P.A. .... N8233  
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 Ikegami Electronics ..... C4228  
 IRTE SpA ..... C3207  
 Kathrein Inc., Scala Division ..... C5508  
 Kathrein Mobilcom Brasil ..... C5508A  
 Lawson & Associates/Architects ..... N1305  
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 Shook Mobile Technology LP ..... OE303  
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 Stratos ..... OE400  
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 TRANSVIDEO ..... C7314  
 Troll Systems ..... C2635  
 V-Shine Co., Ltd ..... SU11412  
 Wavestream Corporation ..... C4339  
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 Azcera ..... C1307  
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 Calutech Mobile Solutions, Inc. .... OE424  
 CloseVu Mobile TV Factory ..... SU5022  
 ClusterMedia Labs, Lda ..... SU15814  
 Comet Technologies LLC ..... C1044  
 COM-TECH Srl High Freq and Broadcast ..... C3321  
 convenient GmbH & CO. KG ..... SU11512  
 Createtca ..... SU15809  
 DataPath, Inc. .... SU12705  
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 Delvcam ..... C4646  
 Dielectric Communications ..... C1918  
 Digital Fountain ..... C1551  
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 Kathrein-Werke KG ..... C5508B  
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 PSSI Global Services ..... C4243  
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 ScoreBox/Howard Zuckerman ..... N3535  
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 Spectracom Corporation ..... N4518  
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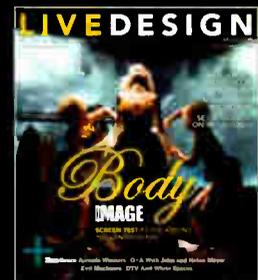
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Convergent Design, Inc.....	SL7828
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Colorspace Inc.....	C11812
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Schneider Optics.....	C6233
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Contemporary Research.....	SL15306
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Display Devices, Inc.....	SL4323
DRAPER INC.....	SL3805
Electrosonic.....	SL14708
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Glux Tech (Shenzhen) Co. Ltd.....	SL5628
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Hewlett Packard.....	SL6105
Hitachi Kokusai Electric America, Ltd.....	C5018
Hi-Tech Electronic Display, Inc.....	SL3808
Hotronic, Inc.....	SU3308
i-Chips Technology.....	SL15309
Image Video.....	SU3305
Innovative Office Products, Inc.....	N4319
LaCie.....	SL14410
Lamar Systems.....	C1744
Listec Video Corp.....	C6533
Masterclock, Inc.....	N4121
Microsoft Corporation.....	SL5520, SL14500MR, SL14700MR, SL2400MR, SL2600MR
MikroM GmbH.....	C10919D
Mitsubishi Electric - Diamond Vision Systems.....	SL6410
Mode-AL Ltd.....	C11204
Multidyne Video & Fiber Optic Systems.....	SU3411
Namsong Industrial Co., Ltd.....	SL13716
NKK Switches.....	N2633
PI. Engineering, Inc.....	N3124
PanD Research, Inc.....	C1132
Planar Systems, Inc.....	SL9828
PrimeLED, Inc.....	N2237
PSNI.....	SL113LMR, S114LMR
Quest Research & Development Corp.....	N3116
Renewed Vision.....	C10142
RGB Spectrum.....	SL2315
ScreenKeys.....	N2917
SeaChanger by Ocean Optics.....	C10342
Shanghai TV Festival Office.....	C6905
SHOW-SOLUTIONS.....	C11819A
Smart AVI, Inc.....	SL15308
Sony Electronics Inc.....	SU906
Sound & Video Creations.....	SL10305
Strongbase.....	SL13910
Toshiba International Corporation UPS.....	C11803
Tote Vision.....	SL4107

C: Central Hall, LVCC  
LMR: Meeting Room (LVCC)  
MR: Meeting Room (On Exhibit Floor)

N: North Hall, LVCC  
OE: Outdoor Media & Equipment Exhibits, LVCC  
R: RTNDA, Pavilion, LVH

S: Silver Lot  
SL: South Hall, Lower Level, LVCC  
SU: South Hall, Upper Level, LVCC

AS OF 2/15/08

TV One.....	N1725
TVLogic Ltd.....	SL13105
T-Works Co., Ltd.....	SL6530
Wacom Technology.....	SL10527
Wagner Media, Inc.....	SL2005
WASP3D.....	SL9908
Weather Metrics, Inc.....	C9024
WSI Corporation.....	SL325

» **Radio Automation Systems**

25-Seven Systems.....	N7936
AEQ, S.A.....	N5429
Ansmann Energy USA.....	N9007
ANT Group SRL.....	C3335
Arrakis Systems.....	N6129
AudioScience.....	N5230
AVT Audio Video Technologies GmbH.....	C9619B
AXEL TECHNOLOGY S.R.L.....	N6629
Barix Technology Inc.....	N8036
Broadcast Bionics.....	N9024
Broadcast Electronics, Inc.....	N7007
Broadcast Software International.....	N9111
Broadcasters General Store.....	N8120
Burli Software, Inc.....	N5838
CGS Infographics Automation.....	R316
Creative Network Design, Inc.....	SL9605
Dalet Digital Media Systems USA, Inc.....	SU8520
Dan Dugan Sound Design.....	N4217
DAVID Systems, Inc.....	SL6129
ENCO Systems, Inc.....	N6512
Google.....	N6607
Hansen Technoloy Co., Ltd.....	C8843
Henry Engineering.....	N9023
Jetcast Inc.....	N8336
JLCooper Electronics.....	N3118
LEA International.....	N4519
mediaproxy pty ltd.....	N3536
Netia.....	N5433
OCTOPUS Newsroom Trading Ltd.....	N2838
OMT Technologies.....	N8420
Power-Link/Proof of Play.....	N4932
Pristine Systems/Summit Traffic.....	N8831
RCS.....	N5917
VCS Engineering.....	N4837
WEGENER.....	SU7911
WideOrbit.....	N8214
WINJAY.....	C12121
WinMedia America Inc.....	N4623
WireReady.....	N3835

» **Radio Master Control**

[E3] Engstler Elektronik Entwicklung GmbH.....	C9919F
25-Seven Systems.....	N7936
Acoustical Solutions.....	SL2417
Arrakis Systems.....	N6129
AVT Audio Video Technologies GmbH.....	C9619B
Axia Audio.....	N7620
Broadcasters General Store.....	N8120
Burk Technology.....	N6920
Comrex.....	N2125
ESE.....	N3121
Henry Engineering.....	N9023
Logitek Electronic Systems.....	N7124
NKK Switches.....	N2633
OMT Technologies.....	N8420
Power-Link/Proof of Play.....	N4932
Radio Systems.....	N6516
RCS.....	N5917
Sierra Automated Systems & Eng. Corp.....	N6520
Sonifex Ltd.....	N4919
TFT, Inc.....	N7617
Trilogy Communications Limited.....	C8122
Veelectronix, Inc.....	SU5021
VidCAD by CommSys Design, LLC.....	SU5405

Ward-Beck Systems Ltd.....	SU7420
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» **Radio Programming**

25-Seven Systems.....	N7936
AARP.....	R205
Associated Press/ENPS.....	C161
DAVID Systems, Inc.....	SL6129
ENPS/Associated Press.....	C161
HealthMarkets.....	C3114
Keith Austin, Inc.....	C11125
Kowa Optimed Inc.....	N6938
Mayo Clinic.....	R216
Medialink.....	R121
NAB National Campaigns.....	N6132
Power-Link/Proof of Play.....	N4932
SnapStream Media, Inc.....	SU6008
SRS Labs, inc.....	N4824
Telos Systems.....	N7620
Tieline Technology.....	N8817
US Army Central - DVIDS.....	R237
VNN.....	R321
WideOrbit.....	N8214
WinMedia America Inc.....	N4623
WiNRADiO Communications.....	N4820

» **Research/Data Analysis**

Crews Control/Team People.....	SL5830
DIS Consulting Corporation.....	L26
Invest in Bavaria.....	C9919B
Middle East Broadcasters (MEB).....	C7305
NewBay Media.....	SL10229, N4930, C11837MR
OneDomain Inc.....	R131
Project "Tools for Media Production WMP".....	C10919B
Radio Illuminated.....	N6224
Radio World.....	C11837MR, N930, SL10229
RadioSoft.....	N7736
RCS.....	N5917
TV Technology.....	N930, SL10229, C11837MR
XORbit, Inc.....	SL6226

» **RF Accessories**

Acrodyne Industries Inc.....	C7842
Advanced Microwave Components.....	C4242
ADVANTECH.....	C5937
Allen Avionics, Inc.....	C3015
Altronic Research Inc.....	N5523
Argosy Components Ltd.....	SU9205
Armstrong Transmitter.....	N8814
ASC Signal Corporation.....	C7537
Belar Electronics Lab Inc.....	N7629
Bext, Inc.....	N5620
Bird Technologies Group.....	N6138
Bittree Inc.....	C2243
Blonder Tongue Laboratories.....	C6345
Broadcast Microwave Services, Inc.....	C2329
BTX Technologies, Inc.....	C3548
Burk Technology.....	N6920
BURLE INDUSTRIES, INC.....	C3013
Clark Wire & Cable.....	C7519
Coaxial Dynamics.....	N4626
Comtech EF Data.....	C5942
COM-TECH Srl High Freq and Broadcast.....	C3321
Continental Electronics Corporation.....	N7607
CPI.....	C2611, N7220
D&C Electronics.....	N6225
DASTO.....	N8809
DAVICOM, a div of Comlab.....	N6935
DB Elettronica Telecomunicazioni S.P.A.....	N8233
Delta RF Technology.....	C1111
Dielectric Communications.....	C1918
Diversified Marketing.....	C1127
DTV Exchange LLC.....	N2814
e.I. marsden wireless, inc.....	C1124

ELBER SRL.....	C3327
Elenos.....	C12124
Empire State Filter Company Inc.....	C4342
ETL Systems LTD.....	C4642
EUROTEK.....	C12322
Evertz.....	N1602, C855
Harris Corporation.....	N2502, N3000
HME.....	SU10626, C3022
ICM Corp.....	C8839
Inovonics, Inc.....	N5829
Jampro Antennas, Inc.....	C2607
Kathrein Inc., Scala Division.....	C5508
Kathrein-Werke KG.....	C5508B
Kings-Winchester Electronics.....	C6908
LARCAN USA.....	C2618
L-E-N Limited.....	SU9007
Micro Communications Inc. (MCI).....	C2624
Mid-Atlantic RF Systems.....	C1732
Myat Inc.....	C2215
Narda Satellite Networks.....	C8741
ND SatCom.....	C4849
Nemal Electronics Intl. Inc.....	C2542
Norsat.....	C4644
NPR Satellite Services®.....	C4237
Nucomm, Inc.....	C3007, OE432, C6622A
Opticomm, an Emcore Company.....	N3718
Paradise Datacom LLC.....	C6945
Peak Communications LTD.....	C6340
Pixelmetrix Corporation.....	SU12105
Praezisions-Entwicklung Denz.....	C10619C
Propagation Systems, Inc. (PSI).....	C2324
PTEK.....	N9008
Quintech Electronics and Communications Inc.....	C8737
Radiall.....	C1439
Radio Frequency Systems.....	C2321
RF Technologies.....	C1321
RVR Elettronica.....	N5220
RYMSA/Micro Communication Inc.....	C2624A
S.W.R., Inc.....	C1133
Sam Woo Electronics Co., Ltd.....	N3935
Sencore, Inc.....	SU12108, N1122
Seratel Technology.....	N5832
Shively Labs.....	N6424
SIEL Television s.r.l.....	N9323
SIRA SRL.....	C1328
Sound Broadcast Services.....	N6632
Spectracom Corporation.....	N4518
Spinner GmbH.....	C9619A
Staco Energy Products Company.....	N4218
Syllax.....	C1436
Tajimi Electronics Co., LTD.....	C1331
Technalogix.....	C1122
Telex.....	C5928
TELMEC Broadcasting S.r.l.....	C1632
TEMWELL Corporation.....	C1339, C1339
TFT, Inc.....	N7617
Toner Cable Equipment, Inc.....	C6239
Trompeter.....	C2333
Wavestream Corporation.....	C4339
White Sands Engineering/TVC.....	C1736
Xicom Technology.....	C4842
Z Technology, Inc.....	C2939

» **Sales (Sales Support, Advertising Sales, Outsourcing)**

ABX Engineering.....	SU13515
Advertising Edge Inc.....	C3849
Crews Control/Team People.....	SL5830
Edittec International - APB.....	C7215
Editorial Bolina Group.....	L25
IDX System Technology, Inc./ IDX Company Ltd.....	C8032
Keith Austin, Inc.....	C11125

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Kupo Company Limited .....	C10308
MadelnChina.com .....	C2944
Motion Picture Enterprises, Inc. – MPE.....	C6605
OneDomain Inc.....	R131
Perdue Acoustics .....	C10143
POWERBOX DESIGN SRL.....	C3239
PRODUWEB.....	C11519C
PROVYS – DCIT, a.s.....	N9125
Radio Illuminated.....	N6224
Robertson Taylor Insurance Brokers .....	SL5930
SatNews Publishers .....	C7039
Student Filmmakers .....	C10105
Technocite .....	C11819D
Well Buying Industrial Co., Ltd.....	SU10628

» **Satellite**

ABE Elettronica S.p.A.....	C2336
Advanced Media Technologies (AMT).....	C6348
Advanced Microwave Components .....	C4242
ADVANTECH .....	C5937
Advent Communications .....	C1807A
AETA Audio Systems.....	N4624
APT.....	N8811
Arrakis Systems.....	N6129
ASC Signal Corporation .....	C7537
Ascent Media .....	SU720
ATCi.....	C6938
AVL Technologies, Inc. ....	C6637
AzEP (Arizona Engineered Products) .....	C7037
Baird Satellite .....	C4337
Bittree Inc.....	C2243
Broadcast International .....	SU14310
Cerona Networks.....	C8441
Cinea, Inc (A Dolby Company) .....	N3218
Clear Channel Satellite.....	OE316
Coastal Satellite, Inc.....	C5950
Comcast Media Center .....	R418
Comtech EF Data .....	C5942
ConnectTV Media Interantional Inc.....	C1151
CPI.....	C2611, N7220
Crawford Communications, Inc.....	C4338
DAWNco .....	C7237
DG FastChannel/Pathfire.....	SU10213
e2v.....	C1718
EchoStar Satellite Services Corporation .....	C6639
ETL Systems LTD .....	C4642
EUROTEK .....	C12322
Eutelsat America Corp. ....	C4846
Frontline Communications .....	C8422
Fujitsu Computer Products of America .....	SU10928
GCS.....	OE446
General Dynamics SATCOM Technologies .....	OE306
GlobeCast .....	C5437
Globecomm Systems Inc.....	C6542
HaiVision Systems Inc.....	SU11626
Heliuss, Inc.....	SU14612
Hilomast .....	C8837
Hurst USA, Inc.....	OE433
ICM Corp.....	C8839
iDirect Technologies .....	C4239
Intelsat.....	C4837, OE346, OE402
International Datacasting .....	C8437
IPwebTV, Inc.....	C2954
J A Taylor & Associates .....	OE420
K-WILL Corporation .....	N918
Link Research Ltd.....	C1807B
Mackay Communications.....	C6049
Microspace Communications Corporation .....	C6941
Microwave Radio Communications .....	C1807
Mid-Atlantic RF Systems.....	C1732
MITEQ/MCL Inc.....	C9737
Nautel Limited .....	N7116
NEOTION.....	SU11728
Newtec .....	C6242

Norsat.....	C4644
Novella SatComs Ltd.....	C6250
NPR Satellite Services®.....	C4237
OpenTV .....	SU13517, S216LMR
PACSAT .....	C7048
Paradise Datacom LLC .....	C6945
Peak Communications LTD.....	C6340
Promax Electronica SA.....	C3546
ProTelevision Technologies A/S.....	C1120
PSSI Global Services .....	C4243
Quintech Electronics and Communications Inc. ....	C8737
Radiant Communications.....	SU11421
Radyne-Tiernan-Xicom .....	C4842, SU7915
Research Concepts, Inc.....	C6350
Richardson Electronics.....	C1724
RRSat-Global Communications Network Ltd....	C4542
RTM-Remote Transmission Management.....	C6949
Sat-Comm Ltd.....	OE430
Satellite Engineering Group.....	C6045
SAT-GE .....	C6338
Scopus Video Networks .....	SU11228
SDTV .....	OE331
SES Americom .....	C5246
SES NEW SKIES .....	C5246
Shook Mobile Technology LP.....	OE303
SISLink .....	C6648
Skyline Communications.....	SU11411
SmartJog.....	SL8028
Stantron.....	SU5613
Stratos .....	OE400
Sure Shot Transmissions, Inc.....	C6237
Telesat .....	C5142
Television Engineering Corporation .....	C8632
Toner Cable Equipment, Inc.....	C6239
TracStar Systems, Inc. ....	OE322
US Army Central – DVIDS .....	R237
VidCAD by CommSys Design, LLC.....	SU5405
Wavestrem Corporation.....	C4339
WEGENER.....	SU7911
Xicom Technology .....	C4842
Z-Band, Inc.....	C1856

» **Set Design/Props**

Brainstorm Multimedia .....	SU5220A
Broadcast Design International.....	R117
Brother International Corporation.....	SU13616
CineBags Inc.....	C3254
Devlin Design Group.....	R217
FX Group .....	R319
HealthMarkets.....	C3114
Hybrid MC .....	SL13216
Inergi Broadcast .....	R226
Maxon.....	SL6826
Orad Hi-Tec Systems .....	SU1920
Park Place Studio.....	R139
Pelican Products, Inc. ....	C9409
Pro Cyc.....	SL2116
Rescue Tape/Harbor Products, Inc.....	C10411
Shadowstone .....	C11127
UNI-SET Corporation .....	C7825

» **Social Networking/  
User Generated Content**

Accenture .....	SL8012
Blackwave, Inc.....	C3058
Chyron Corporation.....	SL3713
Comet Technologies LLC.....	C1044
Dell Sports.....	C450
discovery sysko GmbH.....	C10619E
Ignite Technologies.....	C1548
INA.....	SU15813
ioko.....	C2351
Level 3 Communications.....	C150, N101LMR

never.no AS .....	N4522
Pictron, Inc.....	SL4622
Platformic Inc.....	N1030
Silk Software Corp .....	SL5928
Student Filmmakers .....	C10105
U-Turn Media Group.....	C1846
VFinity .....	SU9605
Vidiator .....	C1849

» **Software/Applications/Middleware**

Accordent Technologies.....	C3151
Altermedia, Inc.....	SL6527
Anystream, Inc.....	SL2608
APM Music .....	SL9905
Argentem Corp.....	SU8730
Artesia Digital Media Group .....	SU11416, S206LMR
Atempo .....	SL7427
Atlanta DTH, Inc. ....	C1956
Autoscript Inc.....	C6419
AVECO Americas Incorporated.....	SU13505
Axia Audio .....	N7620
AXIOMTEK.....	SU13310
BARCO SILEX .....	C11819C
Bitcentral Inc.....	SL7720
Blue Order Solutions AG .....	SU11711
Bright Systems, Inc.....	SL14405
Broadcast Bionics .....	N9024
Broadview Software Inc. ....	N3131
Broadway Systems.....	N3135
Burli Software, Inc.....	N5838
Bycast Inc.....	SU9905
CEITON technologies Inc.....	SU11511
Celstream Technologies Limited .....	SU15805
Centaur Storage, Inc.....	SU2424
Cinegy .....	SU3113
CINEVATION AS .....	C11425
ClusterMedia Labs, Lda .....	SU15814
Communicate Technologies Inc.....	SU4926
Computer Graphics World.....	SL10727
ConnectTV Media Interantional Inc.....	C1151
Controlware Communications Systems, Inc.....	SU15215
Corel Corporation .....	SL4620
Creative Technology.....	SL2128G
Crispin Corporation .....	SU5408
Dalet Digital Media Systems USA, Inc.....	SU8520
DataPath, Inc.....	SU12705
Digigram.....	N9025
DIGISOFT.TV .....	C1351
Digital Broadcast .....	SU6205
Digital Rapids Corporation.....	SL8724
Dimetis AG .....	C10919C
EEG Enterprises, Inc.....	SL11215
Etere .....	C12115
EVS.....	C4911
Eyeheight Limited.....	SU5905
Farmers WIFE S.L.....	SL14110
FileCatalyst.....	SU15315
Fission Software, Ltd.....	SU12708
Flip4Mac by Telestream.....	SL5405
Floral Systems .....	SU6820
Fraunhofer Allianz Digital Cinema .....	C10919A
Fraunhofer IIS.....	SL7424
Front Porch Digital, Inc.....	N1830
GenArts, Inc.....	SL14516
Geoscience Co., Ltd.....	SL5530
Global DiscWare, Inc.....	SL8422
Harris Corporation.....	N2502, N3000
Hewlett Packard .....	SL6105
Hybrid MC .....	SL13216
IBIS.....	SU8605
IBM.....	SU3614, S215LMR
Idealstor.....	SU13516
Ignite Technologies.....	C1548

# WORLD RADIO HISTORY

Inergi Broadcast	R226
Intek Digital Inc.	C11304
Interra Systems	SU11929
IntoPIX s.a.	C11819G
Intrinet Systems, Inc.	SL6529
IPV Limited	SU8608
IPwebTV, Inc.	C2954
Irdeto	SU8811
Isilon Systems	SU8525
Jetcast Inc.	N8336
KLZ Innovations LTD	N7738
lynda.com	SL12115
Management Science Associates, Inc.	N1231
Manzanita Systems	SU2522
Mariner Partners, Inc.	C1154
Masstech Group Inc.	SU13813
Maximum Throughput Inc.	SL11711
MediaGeniX NG	C11819B
MediaSilo	SL11008
MerlinOne	SU9626
MESoft, Inc.	SL14408
Microsoft Corporation	SL5520, SL14500MR, SL14700MR, SL2400MR, SL2600MR
Minnetonka Audio Software Inc.	N3215
MOG Solutions	SU7530
Myers Information Systems, Inc.	N3216
Neptuny	C12222
Ness Technologies, Inc.	SU10728
never.no AS	N4522
Newsroom Solutions/NewsTicker	C9441
Newtec	C6242
Noise Industries, LLC	SL2128H
NVerzion	SU5107
NVIDIA	SL13913
NXVision	SU9307
OBOR Digital	SU14605
OCTOPUS Newsroom Trading Ltd.	N2838
Octoshape	C1654
OneDomain Inc.	R131
OpenCube Technologies	SU8530
OpenTV	SU13517, S216LMR
Orad Hi-Tec Systems	SU1920
Pebble Beach Systems	SU15205
Pharos	SU8905
Pilat Media North America, Inc.	N2020
Pixel Power Ltd.	SU10920
Platformic Inc.	N1030
Power-Link/Proof of Play	N4932
ProConsultant Informatique	SU6826
Project "Tools for Media Production WMP"	C10919B
PROVYS - DCIT, a.s.	N9125
Qbit	N2238
Quantum Corporation	SL13805, SL14200MR
QuStream (PESA & FortelDTV)	N3421
Radio Traffic.com	N6123
Renewed Vision	C10142
RSG Media Systems	N2632
RUSHWORKS	SU14305
Sail Labs Technology	N1538
ScheduALL Software	SL2308
SGL	SU11926
SGT	N1002
Signiant	SL13213
Silex Media GmbH	SL6129
Silk Software Corp	SL5928
SintecMedia	N3138, N2638
Skyline Communications	SU11411
Small Tree Communications	N3937
SmartSound Software, Inc.	SL7712
SnapStream Media, Inc.	SU6008
Softel Group, The	SU7826
Softron Media Services	SL10329
Sorenson Media	SL6526

Soundminer	SL9710
Spectra Logic	SU14010
Statmon Technologies Corp	SU13805
Storage DNA	SU9730
StorerTV	N3418
Stratacache	C2760
SysMaster Corporation	C1947
SysMedia	SU14316
TEDIAL	SU6006
Teletream, Inc.	SL5405
ThinkAnalytics	SU5907
Tiger Technology	SL6629
TitanTV	C457
TMD	SU9208
Unitek Information Technology	SL9230
VCI Solutions	SU727
VDS	SL124
Vertus	SL13015
VFinity	SU9605
VidCAD by CommSys Design, LLC	SU5405
VideoBank	SU9111
Videotron Corporation	N1032
Vimsoft	SL129
Virage, Inc.	SU7108, S208MR
Visual Research, Inc.	SL7428
ViXS Systems	SU5906
Vizrt	R129, SL4805
VSN (video stream networks)	N3714
V-SOFT Communications, LLC	N5835
WebCheckout, Inc.	SL12408
WhiteBlox	C1046
WireCAD	N3635
Xytech Systems Corporation	SL4326

» **Sporting Events/Sportscasting**

Burli Software, Inc.	N5838
Cablecam LLC	C10011
Caption Colorado	SU5023
Colour Basis	R323
Crystal Vision Ltd	N1311
Dell Sports	C450
e-mediavision.com	SL11005
Eyeon Software Incorporated	SL2616
Fujitsu Computer Products of America	SU10928
HME	SU10626, C3022
Level 3 Communications	C150, N101LMR
Link Research Ltd.	C1807B
Media Links Inc.	C3313
Nada-Chair	N4317
ScoreBox/Howard Zuckerman	N3535
SDTV	OE331
SES NEW SKIES	C5246
SOS Global Express, Inc.	C7216
Sure Shot Transmissions, Inc.	C6237
TVU Networks	C257
VBrick Systems, Inc.	SL11614, SL13600MR
Weather Central	SU7405
Zaxwerks	SL2128I

» **Stock Footage/Video and Image Libraries**

ACARD Technology Corp.	SL12205
Agence France-Presse	C159
AmeriVista/RioVista - Media	C157
Artbeats	SL5413
Artesia Digital Media Group	SU11416, S206LMR
Atempo	SL7427
BitMICRO Networks, Inc.	SL14614
Blue Pony	SL9620
Digital Anarchy	SL2128C
EVS	C4911
Farmers WIFE S.L.	SL14110
greenlayers.com	C550
Hotronc, Inc.	SU3308

Immersive Media	SU6005
MSoft, Inc.	SL10612
MTI Film, L.L.C.	SL3710
Pomfort Software	C9919G
Pond5.com	SL10730
Post Magazine	SL10727
Stealth Imaging	SU11627
Sun Microsystems	S115LMR

» **Strategic/Business Consultants**

AZCAR	SU11005
Belgian Trade Commission	C11519, C11819
Broadview Software Inc.	N3131
CEITON technologies Inc.	SU11511
Colour Basis	R323
Crews Control/Team People	SL5830
Editorial Bolina Group	L25
Electrosonic	SL14708
Farmers WIFE S.L.	SL14110
IBM	SU3614, S215LMR
Invest in Bavaria	C9919B
Lawson & Associates/Architects	N1305
MadelnChina.com	C2944
Middle East Broadcasters (MEB)	C7305
Ness Technologies, Inc.	SU10728
NewBay Media	SL10229, N4930, C11837MR
Operation Interdependence, Inc.	OE439
PROVYS - DCIT, a.s.	N9125
Radio Illuminated	N5823
Robertson Taylor Insurance Brokers	SL5930
SatNews Publishers	C7039
TV Technology	N930, SL10229, C11837MR
TVtelco LatAM SA	C1954
Vimsoft	SL129

» **Streaming and Encoding**

A.R.G. Electrodesign	SU9008
AD Telecom	C4647
AEQ, S.A.	N5429
Ambric, Inc.	SU13213
APT	N8811
Asaca/ShibaSoku Corp. of Amer.	SL2015
ATEME	SU15505, SU15700MR
BARCO SILEX	C11819C
Barix Technology Inc.	N8036
Blackwave, Inc.	C3058
BT	C1052
Celstream Technologies Limited	SU15805
Comet Technologies LLC	C1044
Comrex	N2125
Controlware Communications Systems, Inc.	SU15215
Delta Digital Video	SL12917
Digigram	N9025
Digital Rapids Corporation	SL8724
EEG Enterprises, Inc.	SL11215
Elecard	SU9930
FastVDO	SU13610
Fraunhofer IIS	SL7424
Global Satellite USA	OE426
GMPCS Personal Communications, Inc.	C4539
HaiVision Systems Inc.	SU11626
Lamar Systems	C1744
Level 3 Communications	C150, N101LMR
Liquid Compass Streaming Media	N7938
MainConcept AG	SU14905
Manzanita Systems	SU2522
MathStar, Inc.	SU10330
MAYAH Communications GmbH	C10619D
MOG Solutions	SU7530
Motorola	SU5013
MUSICAM USA	N5825
PLAYBOX Technology Ltd.	SU11308
Root6 Technology	SL12207

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RTM-Remote Transmission Management.....	C6949
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Sentivision.....	C1352
Streambox, Inc.....	SU15515
Sumavision.....	SU13212
Sun Microsystems.....	S115LMR
Telairity.....	SU11424
Tieline Technology.....	N8817
UBStream, Ltd.....	C1357
VBrick Systems, Inc.....	SL11614, SL13600MR
Vidiator.....	C1849
ViewCast Corporation.....	SL13109
Visionary Solutions, Inc.....	SL12208

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Accordent Technologies.....	C3151
Akamai Technologies.....	SL4926
Ambric, Inc.....	SU13213
APM Music.....	SL9905
Appear TV.....	SU7230
Arrakis Systems.....	N6129
AVL Technologies, Inc.....	C6637
Batrix Technology Inc.....	N8036
Broadcast Electronics, Inc.....	N7007
Broadcast International.....	SU14310
Building4Media.....	SL6705
Caption Colorado.....	SU5023
CDNetworks Inc.....	C2758
Chyron Corporation.....	SL3713
Cinea, Inc (A Dolby Company).....	N3218
ClusterMedia Labs, Lda.....	SU15814
Coastal Satellite, Inc.....	C5950
Comcast Media Center.....	R418
Comrex.....	N2125
Crawford Communications, Inc.....	C4338
Createcna.....	SU15809
D.Co. Marketing, Inc.....	SU6807
DataDirect Networks.....	SU11715
Delta Digital Video.....	SL12917
Digital Fountain.....	C1551
Digital Rapids Corporation.....	SL8724
Duma Video, Inc.....	SU9630
Edgeware AB.....	C2154
elInfochips, Inc.....	C2656
ELBER SRL.....	C3327
EMC Corporation.....	SU7820
Enhance Technology, Inc.....	SL4723
EurekaAlert!.....	R229
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FileCatalyst.....	SU15315
Flip4Mac by Telestream.....	SL5405
Foneshow, Inc.....	C452
GCS.....	OE446
GRID TV Germany GmbH.....	C9919E
HaiVision Systems Inc.....	SU11626
Hewlett Packard.....	SL6105
Ignite Technologies.....	C1548
Inlet Technologies.....	SL8325
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IPwebTV, Inc.....	C2954
Isilon Systems.....	SU8525
Itiva Networks.....	C1251
Jetcast Inc.....	N8336
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Linear Acoustic Inc.....	C2151
Liquid Compass Streaming Media.....	N7938
Livestation.....	C944
LiveU Ltd.....	C6048
MAYAH Communications GmbH.....	C10619D
mediaproxy pty ltd.....	N3536
Monarch Computers Pvt. Ltd.....	SU5529

MUSICAM USA.....	N5825
NorCom.....	SL4626
Octoshape.....	C1654
Omnia Audio.....	N7620
Operation Interdependence, Inc.....	OE439
Optibase, Inc.....	SU3811
ORBAN/CRL.....	N8536, C3447
Pictron, Inc.....	SL4622
Pleora Technologies.....	SU11323
Pristine Systems/Summit Traffic.....	N8831
PSSI Global Services.....	C4243
Quantel.....	SL720
RawFlow.....	C1955
Rhozet Corporation.....	SL6829
Root6 Technology.....	SL12207
SDTV.....	OE331
Sencore, Inc.....	SU12108, N1122
Stealth Imaging.....	SU11627
StreamGuys, Inc.....	C1848
StreamtheWorld.....	N8834, SL14105
Traffic.com, A NAVTEQ Company.....	C9437
TransLanTech Sound, LLC.....	N6124
TVU Networks.....	C257
US Army Central - DVIDS.....	R237
Vaddio.....	SU7511
VBrick Systems, Inc.....	SL11614, SL13600MR
ViewCast Corporation.....	SL13109
WhiteBlox.....	C1046
WorldNow.....	C154

**» Subtitling and Closed Captioning**

Adrienne Electronics Corp.....	SL8420
Automatic Sync Technologies, LLC.....	SL4007
Caption Colorado.....	SU5023
CaptionMax.....	SU11517
Cavena Image Products AB.....	SU11008
CINEVATION AS.....	C11425
CPC-Computer Prompting & Captioning Co.....	SL4720
Deltacast.....	SL12107
EEG Enterprises, Inc.....	SL11215
ENCO Systems, Inc.....	N6512
EZNews.....	SU11305
HORITA Co., Inc.....	C7311
IMAGICA Corp. of America.....	SL9227
Inlet Technologies.....	SL8325
Leader Instruments Corp.....	C4932
Link Electronics, Inc.....	SU3608
Manzanita Systems.....	SU2522
Media Excel.....	C2951
Microvideo Limited.....	SU11630
National Captioning Institute (NCI).....	SL10222
Norpak Corporation.....	SU2726
PeopleSupport Transcription and Captioning.....	SL4008
Sail Labs Technology.....	N1538
Screen Subtitling Systems Ltd.....	SU11808
Softel Group, The.....	SU7826
SoftNI Corporation.....	SU9024
SysMedia.....	SU14316
Talking Type Captions.....	SL11016
TVLogic Ltd.....	SL13105
Video Caption Corporation.....	SL12508
Videotron Corporation.....	N1032
VoiceQ International Ltd.....	SL5529
Wohler Technologies, Inc.....	N1314
XOrbit, Inc.....	SL6226

**» Systems Integration**

[E3] Engstler Elektronik Entwicklung GmbH.....	C9919F
Abel Cine Tech, Inc.....	C8508
Accenture.....	SL8012
ACETEL Co., Ltd.....	SU15807
ACME Portable Machines, Inc.....	SL14706
Advent Communications.....	C1807A
AIC Xtore.....	SL9525

Akiwa Technology Inc.....	SL12410
Alpermann + Velte E.E.....	N2533
AMX.....	SL2629
Anchor Bay Technologies.....	SU10630
Anixter Inc.....	C9037
Ansmann Energy USA.....	N9007
Appear TV.....	SU7230
ARENA Maxtronic.....	SU10729
Argentem Corp.....	SU8730
Ascent Media.....	SU720
Associated Press/ENPS.....	C161
ATEME.....	SU15505, SU15700MR
Athan Corp.....	SU3410
Atlanta DTH, Inc.....	C1956
ATTO Technology Inc.....	SL4320
Audio Accessories, Inc.....	C3551
AVECO Americas Incorporated.....	SU13505
Axcera.....	C1307
AXEL TECHNOLOGY S.R.L.....	N6629
AXIOMTEK.....	SU13310
AZCAR.....	SU11005
Beck Associates.....	N722
Bell Helicopter/Helicopters Inc.....	C6921
Bitcentral Inc.....	SL7720
Blue Order Solutions AG.....	SU11711
Bomar Interconnect.....	C1839
Bright Systems, Inc.....	SL14405
Broadcast International.....	SU14310
Broadview Software Inc.....	N3131
BTX Technologies, Inc.....	C3548
Burst.....	N1308
CANARE.....	SU4805
CDNetworks Inc.....	C2758
CIS Technology Co., LTD.....	SU11605
Comunicate Technologies Inc.....	SU4926
Contemporary Research.....	SL15306
Controlware Communications Systems, Inc.....	SU15215
Devlin Electronics Ltd.....	SU8909
Dimetis AG.....	C10919C
discovery sysko GmbH.....	C10619E
Display Devices, Inc.....	SL4323
Dolby Laboratories.....	N1814
Dow-Key Microwave Corp.....	C5945
Electronic Visuals Limited.....	SU14417
Electrosonic.....	SL14708
Emerson Network Power Surge Protection.....	C1720
EMPOWER RF SYSTEMS.....	C2615
ENPS/Associated Press.....	C161
Farmers WIFE S.L.....	SL14110
Fission Software, Ltd.....	SU12708
Frezzi Energy Systems, Div of Frezzolini.....	C5023
Frontline Communications.....	C8422
GCS.....	OE446
Gefen Inc.....	SL2312
Gencom Technology Ltd.....	SU6030
Global DiscWare, Inc.....	SL8422
Global Microwave Systems, Inc.....	C3318
Global Security Systems, LLC.....	N9307
Hardata.....	SU15217
Hardigg Cases.....	N3225
Hewlett Packard.....	SL6105
IBIS.....	SU8605
IBM.....	SU3614, S215LMR
ILY Enterprise Inc.....	SL7825
Innovision Optics.....	C8124
Intrinet Systems, Inc.....	SL6529
ioko.....	C2351
Kintronic Labs, Inc.....	N6816
Kramer Electronics.....	SL4305
LARCAN USA.....	C2618
Lawo AG.....	N8720
LBA Technology, Inc.....	N8733
Leader Instruments Corp.....	C4932

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MerlinOne.....	SU9626
Microwave Radio Communications.....	C1807
Myers Information Systems, Inc.....	N3216
National Mobile Television.....	OE600
ND SatCom.....	C4849
Ness Technologies, Inc.....	SU10728
NKK Switches.....	N2633
NorCom.....	SL4626
Norterra Technologies.....	N4524
NTT Electronics Corporation.....	SU10220
NVerzion.....	SU5107
NVIDIA.....	SL13913
OCTOPUS Newsroom Trading Ltd.....	N2838
Opvision Technology Co. LTD.....	SU9805
Padova Technologies, Inc.....	SL14508
Pharos.....	SU8905
Premier Enclosure Systems.....	SU9628
PROVYS - DCIT, a.s.....	N9125
PSNI.....	SL113LMR, S114LMR
RCS.....	N5917
Renewed Vision.....	C10142
RF Central.....	C6622
RTCom USA, Inc.....	SL14813
RTI-Research Technology International.....	C3851
RTS Intercoms.....	C5928
RUSHWORKS.....	SU14305
Sans Digital.....	SU7130
Sat-Comm Ltd.....	OE430
Schill GmbH & Co. KG.....	C1139
SGT.....	N1002
Shook Mobile Technology LP.....	OE303
Sierra Video Systems.....	SL4305
Silex Media GmbH.....	SL6129
Small Tree Communications.....	N3937
SoftNI Corporation.....	SU9024
Staco Energy Products Company.....	N4218
Techflex, Inc.....	C11017
TEDIAL.....	SU6006
Telecast Fiber Systems, Inc.....	SU4227
Telex.....	C5928
Tiger Technology.....	SL6629
TSL (Television Systems Limited).....	SU14615
TV Magic, Inc.....	N2136
Vaddio.....	SU7511
VCS Engineering.....	N4837
VDS.....	SL124
Venue Services Group.....	C5939
VideoBank.....	SU9111
Videoframe, Inc.....	SU9027
Vitec Multimedia Inc.....	SL6605
VIXS Systems.....	SU5906
Wacom Technology.....	SL10527
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Xytech Systems Corporation.....	SL4326
Yang Ming International, Corp.....	SL8520

### » Technology Consultants

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Bergs Media AS Limited.....	SU10627
Blastwave FX.....	SL9605
Broadway Systems.....	N3135
Claratech Ltd.....	N2816
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Editec International - APB.....	C7215
elnfochips, Inc.....	C2656
Hamilton Metalcraft.....	C1731
Kintronic Labs, Inc.....	N6816

KPFF Consulting Engineers.....	C1728
Kupo Company Limited.....	C10308
LBA Technology, Inc.....	N8733
lynda.com.....	SL12115
Masterclock, Inc.....	N4121
Ness Technologies, Inc.....	SU10728
PanD Research, Inc.....	C1132
PRODUWEB.....	C11519C
RadioSoft.....	N7736
Rees Associates, Inc.....	SU3115
Richland Towers.....	C1314
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Staco Energy Products Company.....	N4218
TransLanTech Sound, LLC.....	N6124
VASST.....	SL7910
Venue Services Group.....	C5939
Vimsoft.....	SL129
WireCAD.....	N3635

### » Television Master Control

[E3] Engstler Elektronik Entwicklung GmbH.....	C9919F
Adrienne Electronics Corp.....	SL8420
Argentem Corp.....	SU8730
ATS Communications.....	C9512
AVECO Americas Incorporated.....	SU13505
AXON DIGITAL DESIGN.....	SU11620
Beck Associates.....	N722
Building4Media.....	SL6705
Burk Technology.....	N6920
Burst.....	N1308
Centaur Storage, Inc.....	SU2424
Christie Digital Systems.....	SL6113
Cinegy.....	SU3113
Crispin Corporation.....	SU5408
DATA CHECK VIDEO, INC.....	SL3705
Devlin Electronics Ltd.....	SU8909
Digital Broadcast.....	SU6205
DNF CONTROLS.....	N313
ESE.....	N3121
Evertz.....	N1602, C855
Eyeheight Limited.....	SU5905
Fission Software, Ltd.....	SU12708
Floral Systems.....	SU6820
Harris Corporation.....	N2502, N3000
IBIS.....	SU8605
Leightronix, Inc.....	SU5010
Marshall Electronics Inc.....	SU1926
Miranda Technologies.....	SU6811
Norterra Technologies.....	N4524
NTT.....	SU10220
NVerzion.....	SU5107
NVISION, Inc.....	SU11620
Omnibus Systems LTD.....	SU4205
Opvision Technology Co. LTD.....	SU9805
Pro-Bel.....	SU12712
SGT.....	N1002
Sonifex Ltd.....	N4919
Spencer Technologies, Inc.....	N3836
Stantron.....	SU5613
Statmon Technologies Corp.....	SU13805
Tightrope Media System.....	SU9230
Troll Systems.....	C2635
TV Magic, Inc.....	N2136
TVLogic Ltd.....	SL13105
Utah Scientific, Inc.....	N3531
VCI Solutions.....	SU727
VidCAD by CommSys Design, LLC.....	SU5405
Video Technics, Inc.....	SU9227
Videoframe, Inc.....	SU9027
Videotron Corporation.....	N1032
Visual Research, Inc.....	SL7428
Volicon, Inc.....	N2514
VSN (video stream networks).....	N3714

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GenArts, Inc.....	SL14516
INA.....	SU15813
Ivanhoe Broadcast News.....	R220
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ProConsultant Informatique.....	SU6826
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SintecMedia.....	N3138, N2638
TBN Networks.....	C10742
Trilogy Communications Limited.....	C8122
US Army Central - DVIDS.....	R237
VNN.....	R321
Weather Central.....	SU7405
Weather Metrics, Inc.....	C9024
WideOrbit.....	N8214
Zaxwerks.....	SL2128I

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AMX.....	SL2629
Argentem Corp.....	SU8730
Associated Press/ENPS.....	C161
Autoscript Inc.....	C6419
AVECO Americas Incorporated.....	SU13505
AZCAR.....	SU11005
Beck Associates.....	N722
Beijing Heyday Audio & Video Culture Circulate Co.....	SU14415
Bitcentral Inc.....	SL7720
Blue Order Solutions AG.....	SU11711
Brainstorm Multimedia.....	SU5220A
Broadcast Pix.....	SU10605
Building4Media.....	SL6705
Cambotics.....	C10615
Camera Dynamics.....	C6408
Cinegy.....	SU3113
CIS Technology Co., LTD.....	SU11605
Crispin Corporation.....	SU5408
DARIM.....	SL13713
Dayang Technology Development Inc.....	SU10209
Digital Broadcast.....	SU6205
DNF CONTROLS.....	N313
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Etere.....	C12115
EZNews.....	SU11305
Fission Software, Ltd.....	SU12708
Floral Systems.....	SU6820
Harris Corporation.....	N2502, N3000
Hi Tech Systems Ltd.....	SU11515
IBIS.....	SU8605
Innovision Optics.....	C8124
JLCooper Electronics.....	N3118
LEA International.....	N4519

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Leightronix, Inc.	SU5010
Listec Video Corp.	C6533
Masstech Group Inc.	SU13813
Masterclock, Inc.	N4121
Mo-Sys Ltd.	C7916
N Systems, Inc.	C1815
NCK Technologies	SU11730
Neuro TV	C11519E
Newsroom Solutions/NewsTicker	C9441
NorCom	SL4626
NTT	SU10220
NTT Electronics Corporation	SU10220
NVerzion	SU5107
OCTOPUS Newsroom Trading Ltd.	N2838
Omnibus Systems LTD.	SU4205
Opvision Technology Co. LTD.	SU9805
Pebble Beach Systems	SU15205
Pixel Power Ltd.	SU10920
PLAYBOX Technology Ltd.	SU11308
Pro-Bel	SU12712
QTV/Autocue	C5333
Quantel	SL720
RJS Electronics Ltd.	SU9305
Ross Video Limited.	SU6010
RTcom USA, Inc.	SL14813
RUSHWORKS	SU14305
SAMMA Systems	SU2720
Shotoku Broadcast Systems	C7515
Signum Bildtechnik GmbH	C10319C
Skyline Communications	SU11411
SnapStream Media, Inc.	SU6008
Softron Media Services	SL10329
Spencer Technologies, Inc.	N3836
Techflex, Inc.	C11017
TEDIAL	SU6006
Telemetry, Inc.	C6933
Telemstream, Inc.	SL5405
Thomson	SL106, N914, SL2120
Toshiba International Corporation UPS	C11803
VCI Solutions	SU727
VCS Engineering	N4837
VDS	SL124
Video Technics, Inc.	SU9227
Videoframe, Inc.	SU9027
Volicon, Inc.	N2514
VSN {video stream networks}	N3714
WASP3D	SL9908
WebCheckout, Inc.	SL12408
WEGENER	SU7911
WideOrbit	N8214
WINJAY	C12121
WINRADIO Communications	N4820
WireReady	N3835

**» Test and Measurement Equipment/QoS**

ACME Portable Machines, Inc.	SL14706
AD Telecom	C4647
Advent Communications	C1807A
Agilent Technologies	N2537
Altronic Research Inc.	N5523
Anritsu Company	N7320
ANT Group SRL	C3335
Asaca/ShibaSoku Corp. of Amer.	SL2015
ATCi	C6938
ATI-DaySequerra	N5229, N5129
AUDEMAT-AZTEC	N7932
Audio Precision	N6125
Belar Electronics Lab Inc.	N7629
Bird Technologies Group	N6138
BT	C1052
Burk Technology	N6920
Burst Electronics Inc.	C9032
Clark Wire & Cable	C7519

Coaxial Dynamics	N4626
Cummins Onan	C3746
DASTO	N8809
DAVICOM, a div of Comlab	N6935
DAWNco	C7237
DekTec Digital Video BV	C1637
Dielectric Communications	C1918
Digital Horizon	C1123
divergent media	SL9521
DK - Technologies	N1533
Dow-Key Microwave Corp	C5945
DVEO/Computer Modules Inc.	SU4928
Electronic Visuals Limited	SU14417
ENENSYS Technologies	SU11111
ESE	N3121
ETL Systems LTD	C4642
Eyeheight Limited	SU5905
FIS Blue	C6948
Fischer Connectors, Inc.	N3837
Furukawa America Inc.	SU6130
Gennum Corporation	SU9114, S207LMR
Hamlet	N1531
Hardigg Cases	N3225
Harris Corporation	N2502, N3000
HORITA Co., Inc.	C7311
Ideasunlimited.TV	SU8708
INEOQUEST	C3151
Inovonics, Inc.	N5829
Interra Systems	SU11929
JDSU	SU7226
Joseph Electronics	C6645
Kathrein Mobilcom Brasil	C5508A
KDDI R&D Laboratories Inc.	SL9825
K-WILL Corporation	N918
Leader Instruments Corp.	C4932
Lectrosonics, Inc.	N5223
Link Electronics, Inc.	SU3608
LP Technologies, Inc.	C1112
Lumantek	C2639
Lynx Technik AG	SU14609
Manzanita Systems	SU2522
Mariner Partners, Inc.	C1154
Microvideo Limited	SU11630
MikroM GmbH	C10919D
MiraVid Inc.	SU6906
Narda Satellite Networks	C8741
Norterra Technologies	N4524
Numedia Technology Limited	SU10130
OmniTek	SL11705
OPTICOM GmbH	C10619A
Phabrix Ltd.	N4318
Photo Research Inc.	SL9621
Pixel Instruments	SU3111
Pixelmetrix Corporation	SU12105
Potomac Instruments, Inc.	N6226
Power & Telephone Supply	C3039
Prism Media Products	N5935
Pro-Bel	SU12712
Promax Electronica SA	C3546
QEI Corporation	N6223
Richardson Electronics	C1724
Rohde & Schwarz, Inc.	C1933
RTI-Research Technology International	C3851
RTW GmbH & Co. KG	N3223
Schneider Optics	C6233
Sencore, Inc.	SU12108, N1122
SIRA SRL	C1328
Skyline Communications	SU11411
Specialized Products Company	C2554
Spectracom Corporation	N4518
Spinner GmbH	C9619A
Stanley Supply & Services	C5514
Stream Labs	C11907
Symmetricom	C4544

SysMedia	SU14316
Teamcast Inc.	C3020
Techni-Tool	C5612
Tektronix Inc.	N2520, C1051
TFT, Inc.	N7617
Thermodyne Cases	SU4920
Trilithic	C3346
Trilogy Communications Limited	C8122
Triveni Digital	SU5605
TSL (Television Systems Limited)	SU14615
Video Products Group, Inc.	SU14912
Volicon, Inc.	N2514
Ward-Beck Systems Ltd.	SU7420
Well Buying Industrial Co., Ltd.	SU10628
Whirlwind	C7733
WiNRADiO Communications	N4820
XOrbit, Inc.	SL6226
Z Technology, Inc.	C2939

**» Towers**

AEV S.P.A.	C12219
American Tower Corporation	N7238
Cummins Onan	C3746
Elenos	C12124
Emerson Network Power Surge Protection	C1720
Empire State Building Company, LLC	C2844
ERI-Electronics Research	N6929
Flash Technology, A Division of SPX	N3114
H.C. Jeffries Tower Company, Inc.	C3507
IRTE SpA	C3027
iStarUSA	SL13013
Jampro Antennas, Inc.	C2607
Kathrein Mobilcom Brasil	C5508A
Kay Industries Inc.	N7222
KPFF Consulting Engineers	C1728
LBA Technology, Inc.	N8733
Magnum Towers Inc.	N4525
Microboards Technology	SL7706
National Association of Tower Erectors	C1431
Oldcastle Precast Communications	N2532
Paragon Towers	N4619
Precision Communications, Inc.	C2318
Radian Communication Services	C2632
Reliable Broadcast, Inc.	C1121
Richardson Electronics	C1724
Richland Towers	C1314
RVR Elettronica	N5220
Sabre Towers & Poles	N5938
Stainless LLC/Doty-Moore Tower Services LLC	C1628
Tempest Fireco Towers	C8841
Thermo Bond Buildings, Inc.	N5837
Tower Consultants, Inc.	C1619
Tower Innovations	C1118
TWR Lighting, Inc.	N4825
UNIMAR Inc.	N3221
Valcom Manufacturing Group Inc.	C2539
Will-Burt	C7922
Wireless Infrastructure Services	C1626

**» Trade Events**

Advertising Edge Inc.	C3849
ALTERWAVE	C11519B
Belgian Trade Commission	C11519, C11819
BIRTV 2008	C1305
Broadcast Asia	C3205
Broadcast India 2008	C1205
CCBN2009	C3405
DVB	C2239
Editex International - APB	C7215
Event DV & Streaming Media Magazine	SL14510
E-Z UP International, Inc.	N9318
Federal Communications Commission " FCC "	N9114

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IBC.....	C1405
Inter BEE .....	C9905
IPTV World Forum .....	L28
KD Kanopy, Inc. ....	N9320
KOBA 2008 (Korea E&Ex Inc.).....	C3305
NewBay Media .....	SL10229, N4930, C11837MR
Nutech Industries, Inc. ....	C11305
Penton Media .....	SL8328, L14, N5234
Radio World.....	C11837MR, N930, SL10229
Research Concepts, Inc.....	C6350
SHOW-SOLUTIONS.....	C11819A
SMPTE .....	L31
Society Of Broadcast Engineers .....	L27
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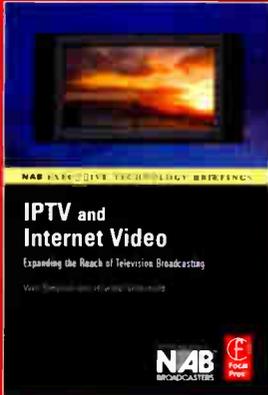
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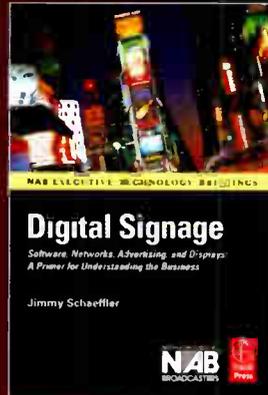
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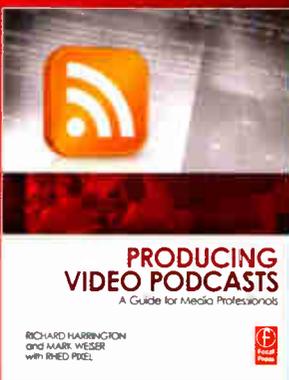
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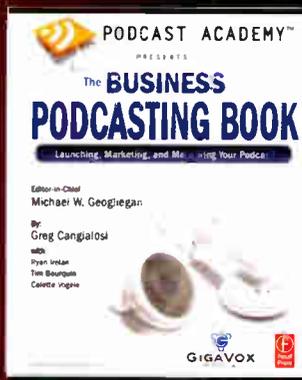
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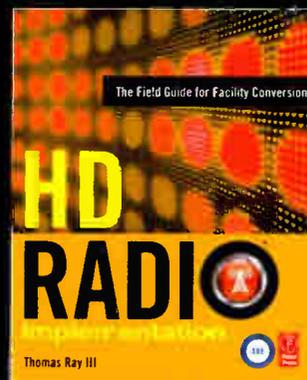
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AETA Audio Systems.....	N4624
AheadTek.....	SU2820
Akiwa Technology Inc.....	SL12410
ALGOLITH INC.....	N3414
Allen Avionics, Inc.....	C3015

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VariZoom .....	C7837	MSoft, Inc. ....	SL10612		
VASST .....	SL7910	NCK Technologies.....	SU11730		
Veetronix, Inc.....	SU5021	NetApp .....	SU13211, S214LMR		
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Vinten Radamec .....	C6414	OpenCube Technologies .....	SU8530		
VNN .....	R321	Padova Technologies, Inc. ....	SL14508		
VOCAS USA .....	C9019	Philips Content Identification .....	SU3315		
V-Shine Co., Ltd .....	SU11412	PLAYBOX Technology Ltd.....	SU11308		
Wafian.....	C11016	Promise Technology.....	SL13916		
Well Buying Industrial Co., Ltd. ....	SU10628	Quantel.....	SL720		
Winsted Corporation .....	SU5616	Renewed Vision.....	C10142		
Wireworks Corporation.....	C7924	Ross Video Limited.....	SU6010		
WorldNow .....	C154	Sans Digital .....	SU7130		
Wounded Marine Careers Foundation .....	C10405	SeaChange International .....	SU12011		
Yellow Jacket, Inc.....	C10612	Secore, Inc. ....	SU12108, N1122		
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		SGL .....	SU11926		
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		Silex Media GmbH .....	SL6129		
		Skymicro, Inc. ....	SL12411		

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Artesia Digital Media Group .....	SU11416, S206LMR
Createcna .....	SU15809
greenlayers.com .....	C550
Gridiron Software .....	SL6220
Inergi Broadcast .....	R226
KDDI R&D Laboratories Inc.....	SL9825
Liquid Compass Streaming Media .....	N7938
Lowel-Light Mfg., Inc.....	SU9120
P.I. Engineering, Inc. ....	N3124
Platformic Inc. ....	N1030
Rololight Corporation .....	C10310
Stanley Supply & Services .....	C5514
TitanTV .....	C457
Toon Boom Animation Inc. ....	SL2008
Traffic.com, A NAVTEQ Company.....	C9437
WorldNow .....	C154

» Wi-Fi

C Crane Company.....	N9124
Empire State Building Company, LLC.....	C2844
KROMA TELECOM.....	SU3109
Tieline Technology .....	N8817
Tower Innovations .....	C1118

» WiMAX

Anritsu Company.....	N7320
Cable AML, Inc.....	C1726
CG-CoreEL Programmable Solutions Pvt. Ltd.....	SU11727
IRTE SpA .....	C3027
Moseley Associates, Inc. ....	N7112
Nomad Innovations .....	SU6905
Rohde & Schwarz, Inc. ....	C1933
UDcast.....	C1946
Vecima Networks.....	SU6909

» Wireless Broadband

Anritsu Company.....	N7320
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Cable AML, Inc.....	C1726
Clear Channel Satellite .....	OE316
Double Radius, Inc. ....	C1621
Dow-Key Microwave Corp .....	C5945
EMPOWER RF SYSTEMS .....	C2615
Global Satellite USA .....	OE426
GMPCS Personal Communications, Inc. ....	C4539
Mackay Communications.....	C6049
Nomad Innovations .....	SU6905
RCN Metro Optical Networks.....	C1854
SES NEW SKIES .....	C5246
Stratos.....	OE400
Symmetricom .....	C4544
TracStar Systems, Inc. ....	OE322
UDcast.....	C1946
Vecima Networks.....	SU6909

» Video/Content Servers

4i2i Communications, Ltd. ....	N3638
Abekas, Inc.....	SU2520

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AS OF 2/15/08

» **Wireless Equipment**

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Anchor Audio.....	N5923
Anritsu Company.....	N7320
Ansmann Energy USA .....	N9007
AOptix Technologies.....	C6245
ASC Signal Corporation .....	C7537
Clear-Com Communication Systems.....	C5908
Controlware Communications Systems, Inc.....	SU15215
Double Radius, Inc. ....	C1621
Eartec .....	C4046
Flash Technology, A Division of SPX.....	N3114
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Mackay Communications.....	C6049
Microwave Radio Communications .....	C1807
Mid-Atlantic RF Systems.....	C1732
MUSICAM USA .....	N5825
Nomad Innovations .....	SU6905
Noren Products Inc. ....	SL2115
Power & Telephone Supply .....	C3039
Professional Sound Services, Inc.....	N8037
Quantum5x Systems, Inc. ....	N4625
RCN Metro Optical Networks.....	C1854
RF Technologies .....	C1321
Telex .....	C5928
Tempest/CoachComm, LLC.....	C11133
TEMWELL CORPORATION .....	C1339
Thales Components Corporation .....	C5946
Tieline Technology.....	N8817

» **Wireless Infrastructure**

4i2i Communications, Ltd. ....	N3638
American Tower Corporation.....	N7238
Clear-Com Communication Systems.....	C5908
Double Radius, Inc. ....	C1621
Electrorack Enclosure Products .....	C3034
IBM .....	SU3614, S215LMR
Oldcastle Precast Communications.....	N2532
Radiall.....	C1439
Radio Frequency Systems .....	C2321
RadioSoft.....	N7736
RF Technologies .....	C1321
Sabre Towers & Poles.....	N5938
Wireless Infrastructure Services.....	C1626

» **Wireless Networks**

AD Telecom .....	C4647
Belden .....	C8828
Double Radius, Inc. ....	C1621
Foundry Networks, Inc. ....	C3031
IBM .....	SU3614, S215LMR
RCN Metro Optical Networks.....	C1854

» **Wireline Equipment**

Anritsu Company.....	N7320
APT.....	N8811
AVP Mfg & Supply Inc. ....	SU3805
Controlware Communications Systems, Inc.....	SU15215
Cummins Onan.....	C3746
Gepco International, Inc. ....	C6918
JK Audio, Inc. ....	N7929
RTcom USA, Inc. ....	SL14813
RTS Intercoms.....	C5928
Techflex, Inc.....	C11017
Techni-Tool .....	C561

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## PUBLICATIONS

### Key: Publication Bins

CL	Central Lobby
SL	South Hall Lobby
NL	North Lobby
RTN	RTNDA Hilton Lobby
SUB	South Upper Bridge
IPTV	IPTV Pavilion

### Attendee Lounges

ITC	Central Lobby – International Trade Center
NRL	North Hall – Radio/Audio Lounge
CCL	Central Hall – Content Central Lounge
DDL	Central Hall – Distribution & Delivery Lounge
SLL	South Hall Lower Lounge
WiFi	South Hall Upper Lounge – WiFi Restaurant

American Cinematographer	SL
Animation Magazine	SL
Antenna Systems & Technology	CL
Asia Image	SL, CCL, WiFi
Asia Pacific Broadcasting	CL
Below the Line	SL, WiFi
Boards	SL, SLL
Broadcast & Film Buyers Guide	SL
Broadcasting & Cable	CL, SL
Broadcast Engineering	CL, DDL, C2M, CL, CCL
Cable and Satellite Europe	CL, SL, ITC, DDL
Cable and Satellite International	CL, SL, DDL
Cable Fax Daily	CL
CED Magazine	CCL
China Broadcasting Buyers Guide	CL, SL, ITC
Church Production Magazine	CL
Communications Technology	CL
Computer Graphics World	SL, SLL
Connect World	CL, CCL
Create Magazine	SL, SLL
Dempa Magazine	CL
Digital Content Producer	SL, SLL
Digital Studio Magazine	CL, DDL
Digital Video Magazine	SL
Eizo Shimibun	CL, SL, ITC, DDL
Equipment Protection	CL
Encore Magazine	CL
Euromedia Magazine	CL, DDL
Event Production Directory	CL, SL
EventDV	CL, SL
Film and Digital Times	CL, SL
FKT Magazine	ITC, CL
Front of House	CL, SL
Government Video	SL
HD Video Pro	CL, SL, SLL, WiFi
High Def Magazine	SL, WiFi
The Hollywood Reporter	CL, SL
IABM Broadcast & Media Technology Industry Guide	CL, SL
IBE Magazine	CL
ICG Magazine	CL
IEEE Spectrum	CL
In-Sync	SL
Indie Slate	CL, SL
InfoStor Magazine	CL, DDL
Inside Radio	NL, NRL
IP-Integracao Profissional Brazil	ITC
IPTV International Magazine	CL, CCL
IPTV Magazine	CL, CCL
ITP Global	CL, DDL
Lighting & Sound America	DDL
Little Black Book	SL
Markee Magazine	CL, SLL

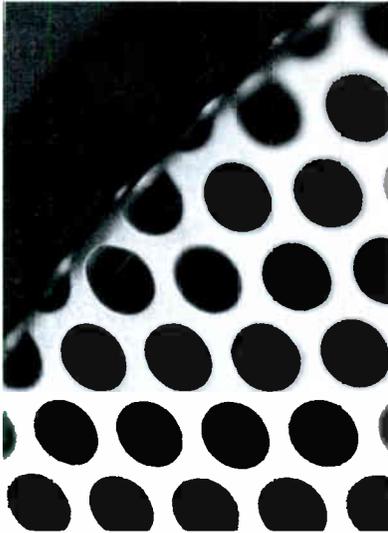
Millimeter	SLL
Mix Magazine	CL
Mobile Video Magazine	CL, CCL
Motion Pictures Editors Guild	CL, SL, WiFi
Movie Maker Magazine	SL, SLL, WiFi
Multichannel News	CL, SL
NAB Product Preview Guide	CL, SL
P3 Update	CL, SL
Playback Magazine	SL, SLL
Projection Lighting and Staging News	CL, SL
Post Magazine	CL, SL, SLL, SUL
Pro Audio Review	CL
Pro AV Magazine	CL, SL
Producao Profissional Brazil	ITC
Produccion Profesional Latin America	ITC
Produccion and Distribucion	CL, ITC, DDL
Professional Lighting and Production	CL, DDL
Professional Sound Magazine	CL, NRL
Radio & Records	CL, NRL
Radio Guide	CL, NRL
Radio Ink	NRL, NL, CL
Radio Magazine	NRL
Radio World	CL
RTNDA Communicator	CL
Resolution Magazine	WiFi
Screen Magazine	CL, WiFi
Screen International	SL
ScreenPlays Magazine	CL
SHOOT Magazine	SLL, WiFi
ShowReel Magazine	SL
Sonovision	CL, SL, ITC
Sound and Communications	CL, SL
Sound and Video Contractor	SLL
Space News	CL, SL
Streaming Media	CL, SL, DDL
Student Filmmakers	CL, SL, SLL, WiFi, SUB
Studio Monthly	SL
Taylor on Radio-Info.com	CL
Telephony	CL, CCL
Television Asia	CL, SL, CCL
Television Broadcast	SL
Television Week	CL, SL, RTN
TV y Video Latino America	ITC
TV Technology	CL, SL
Variety	CL, SL
Via Satellite	CL
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The National Association of Broadcasters is the premier advocacy association for America's broadcasters. As the voice of more than 8,300 radio and television stations, NAB advances their interests in legislative, regulatory and public affairs. Through advocacy, education and innovation, NAB enables broadcasters to best serve their communities, strengthen their businesses and seize new opportunities in the digital age.

**Advocacy Education Innovation**



Whether it's the new channels of HD Radio® or crystal clear pictures of digital television, radio and television stations are leading the broadcast revolution and seizing opportunities in the digital age.

# Leading the Broadcast Revolution

## Digital Television (DTV) Transition Education Awareness Campaign

America's broadcasting industry is in the midst of an exciting revolution as it transitions from analog to digital television (DTV) technology. DTV enables TV stations to provide dramatically clearer pictures, better sound quality and more services than ever before with free broadcast television.

A successful DTV transition, which will be completed on February 17, 2009, is NAB's highest television priority. Last fall, NAB unveiled a comprehensive consumer education campaign plan, which is supported by nearly 1,500 television stations across the U.S. and all the networks. This plan allows broadcasters to use all the resources at their disposal to reach television viewers with transition messages, including DTV action spots, Web banners and educational programs.

This multifaceted campaign – which will garner at least 132 billion audience impressions – will ensure that no American is left behind due to a lack of information when the switch to digital occurs.

*Visit the DTV Trekker, a giant television on wheels, at the Central Patio outside Central Hall or go to [www.DTVAnswers.com](http://www.DTVAnswers.com) to learn more about the DTV transition.*

## HD Radio®

Radio is also going digital. More than 1,600 HD Radio® stations are already on the air, with major radio companies committed to bringing thousands more on board in the near future. In simple terms, HD Radio offers CD-quality sound on the FM dial, FM-quality sound on AM stations and the opportunity for numerous additional channels of new music formats, local information and local creative content.

One of NAB's key priorities is making a greater effort to educate consumers about radio's commitment to diverse programming and the unbelievable benefits of HD Radio. To this end, NAB and the HD Digital Radio Alliance are promoting HD Radio by spearheading a campaign targeting auto makers and dealers. At the heart of this marketing campaign is the concept that your car is not "fully equipped" unless it includes an HD Radio.

The exciting arrival of HD Radio proves how radio has the remarkable ability to adapt, thrive and expand its reach and accessibility to all people, no matter where they are.

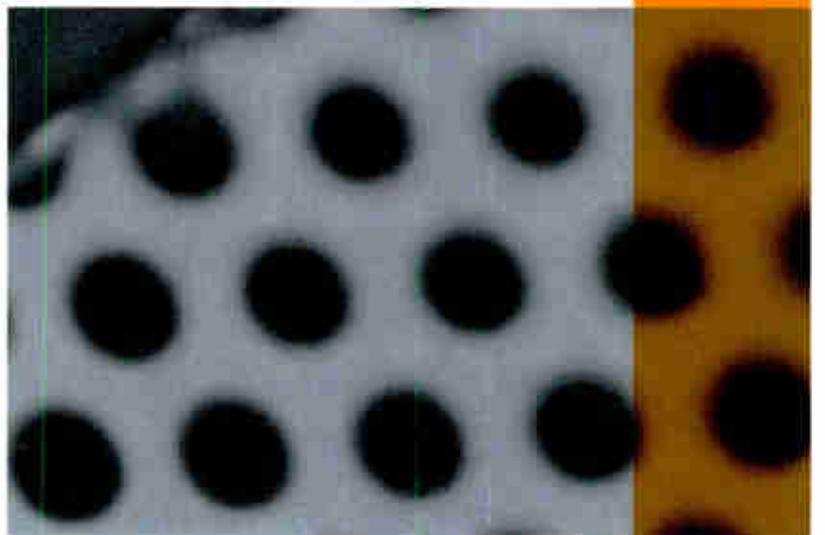
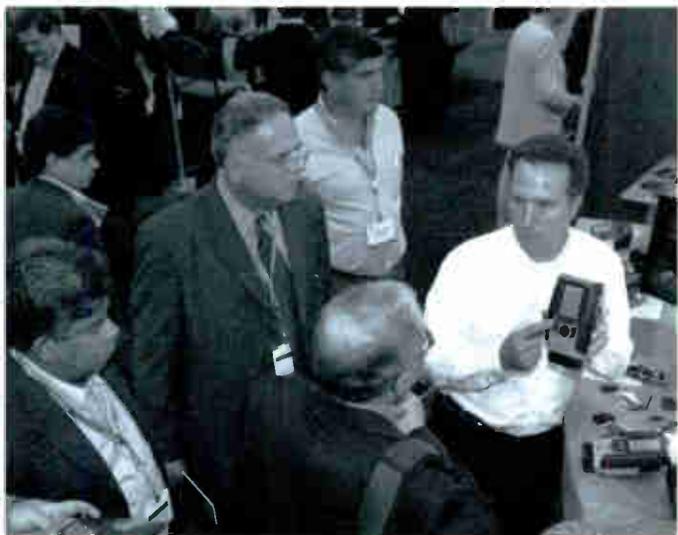
## Radio 2020

As broadcast radio's 100th anniversary in 2020 nears, NAB, in partnership with the Radio Advertising Bureau (RAB) and the HD Digital Radio Alliance, launched Radio 2020, a cooperative initiative to remind the public, marketing community and electronics industry of the impact of radio on our daily lives.

The initiative is based on an unprecedented study involving thousands of Americans to better understand what makes radio so important to consumers. The study revealed that listeners rely on radio as an easy way to connect to a diverse world of entertainment and information everywhere they go. Radio 2020 seeks to ensure that radio's value will be recognized well into the next century.

*Visit the Radio 2020 blog at [www.Radio2020.org](http://www.Radio2020.org) for all the latest news related to the exciting future of radio.*

(Clockwise) The National Association of Broadcasters advances the interests of broadcasters on Capitol Hill. Radio 2020 is positioning the radio industry for a bright and vibrant future. NAB is working with broadcasters to inform consumers about the DTV transition on February 17, 2009. Media professionals attend the NAB Show to learn about the latest technology.





### **NAB's Technology Advocacy Program**

In 2007, NAB established a multi-year, multi-million dollar technology advocacy program called NAB FASTROAD (Flexible Advanced Services for Television and Radio On All Devices). FASTROAD was formed to accelerate deployment of new broadcast technologies and services using radio and television spectrum. A number of exciting initial projects were launched in 2007 to investigate opportunities for expanding the technological future for broadcasters

*For more information on FASTROAD, visit [www.nabfastroad.org](http://www.nabfastroad.org).*

### **Open Mobile Video Coalition**

Underscoring NAB's continued support to bring broadcast DTV service to mobile and handheld devices, NAB has partnered with the Open Mobile Video Coalition (OMVC).

The OMVC represents more than 400 stations committed to the development of mobile digital television. In addition to NAB, the coalition also has the support of leading television trade associations, including the Association of Public Television Stations (APTS) and the Association for Maximum Service Television (MSTV).

The coalition is identifying and encouraging broad adoption of technologies that enable mobile reception of digital broadcast television signals, so that consumers can watch television wherever and whenever they want, not just in the home.

*For more information on the Open Mobile Video Coalition, visit [www.openmobilevideo.com](http://www.openmobilevideo.com).*

## **Advocacy**

America's broadcasters look to NAB to be their voice in Washington, before Congress, the Federal Communications Commission (FCC), other government agencies and the courts. Also core to NAB's mission is providing its members with the educational tools and programs needed to help them strengthen their business models, learn the latest trends in the industry and serve

their local communities. In addition, NAB strives to promote, support and encourage technological advancements that will carry the broadcast industry into the future.

As the voice of broadcasters in our nation's capital, NAB relies on the grassroots strength of its local members and state broadcast associations. Broadcasters recognize the importance of educating Congress, the FCC and the administration on how legislation and regulations affect their business and, more important, the listening and viewing public. Many broadcasters participate in grassroots advocacy, testify before Congress and support the NAB Political Action Committee.

There are many important issues for broadcasters on Capitol Hill, including ensuring that a smooth transition from analog to digital television, preventing a performance tax, preserving fair retransmission consent negotiations, ensuring interference-free TV and promoting Internet streaming.

### **NABPAC**

The NAB Political Action Committee (NABPAC), established in 1972, is the only political action committee that exists solely to further the goals of America's broadcasters. Since its inception, NABPAC has worked to ensure that broadcasters speak with a unified voice and have an influential presence on Capitol Hill.

The NABPAC Web site, [www.nab.org/nabpac](http://www.nab.org/nabpac), allows members to contribute and pledge online and provides updates on political happenings around the country.

*For more information about how you can participate in NABPAC, visit the NAB Radio and Television Member Lounge in room N243.*

## **NAB Education Foundation**

Established in 1994, the NAB Education Foundation (NABEF) is a nonprofit organization dedicated to serving the

public interest through education and training programs, strategies to increase diversity in the broadcast business, initiatives stressing the importance of the First Amendment, community service, philanthropy and other timely broadcasting issues.

It is the mission of NAB and its education foundation to offer a pipeline of resources with the goal that broadcasting reflects the rich diversity of America.

Foundation events and programs include:

### **The Service to America Awards Gala**

Each June, this event recognizes local television and radio broadcasters for outstanding public service in bettering the lives of others. Entertainment industry icon Quincy Jones will receive the Leadership Award during the 2008 gala. Randy Owen, lead vocalist of Alabama, will accept the Samaritan Award on behalf of Country Cares for Saint Jude's.

### **Broadcast Leadership Training Program**

This management training program assists senior-level broadcast managers of proven ability who aspire to advance as group executives or station owners. To encourage diversity in broadcasting, fellowship opportunities are offered to women and people of color.

### **Career Fairs**

Professionals, students and entry-level job seekers are provided with the opportunity to network with key executives and professionals who work in the television and radio business at the foundation's career fairs.

*Join us for Career Day on Wednesday, April 16, 9a.m.-5p.m., in Ballroom C at the Las Vegas Hilton.*

### **Professional Training Programs**

In addition to the broadcast leadership training program, the foundation offers a series of career advancement programs and fellowships for women and people of

color. The Executive Development Program for radio broadcasters helps them meet the challenges of the rapidly evolving radio business. The Management Development Seminar for television executives increases managerial effectiveness for new and aspiring broadcast television senior managers.

*For more information about the foundation's events and programs, visit [www.nabef.org](http://www.nabef.org).*

## Public Service Initiatives

America's radio and television broadcasters provide lifesaving information, raise funds and other resources for important local causes, and draw public attention to urgent priorities and to the people and organizations that are working to address them.

NAB is committed to assisting America's broadcasters in planning and implementing locally focused community service initiatives. To help radio and television stations further develop their on- and off-air activities on a variety of issues, NAB provides broadcasters with guidebooks, programming ideas, fully produced public service announcements (PSAs) and PSA scripts. Broadcasters can access these free resources at [www.nabspotcenter.org](http://www.nabspotcenter.org).

Recent initiatives include campaigns to address lung cancer, prevent drunk driving and address alcohol and drug addiction. In 2005, broadcasters generated more than \$10.3 billion in public service initiatives, and NAB is proud to have helped local stations achieve this goal. Learn more at [www.nab.org/publicservice](http://www.nab.org/publicservice).

*Visit the NAB Public Service Pavilion at booth N6132 for more information on how NAB can assist your station in the development and implementation of locally focused community service initiatives.*

## NAB Crystal Radio Awards

Since 1987, the National Association of Broadcasters has been recognizing radio stations for their year-round commitment to community service. Over the years the competition for the highly coveted award has grown along with its prestige. In 2007, WUSL-FM Philadelphia accomplished the unprecedented feat of winning its fifth Crystal Radio Award. To recognize this long-term commitment to serving their community, NAB is proud to award WUSL-FM with the first-ever Crystal Heritage Award.

Following are the finalists of the 2008 NAB Crystal Radio Awards:

KABC-AM Los Angeles, Calif.  
KBIG-FM Los Angeles, Calif.  
KCVM-FM Cedar Falls, Iowa  
KFOR-AM Lincoln, Neb.  
KGO-AM San Francisco, Calif.  
KIRO-AM Seattle, Wash.  
KKLI-FM Colorado Springs, Colo.  
KMJM-FM St. Louis, Mo.  
KNOX-AM Grand Forks, N.D.  
KOGA-AM Ogallala, Neb.  
KOZT-FM Fort Bragg, Calif.  
KPKX-FM Phoenix, Ariz.  
KPRS-FM Kansas City, Mo.  
KRAI-FM Craig, Colo.  
KRSP-FM Salt Lake City, Utah  
KSFI-FM Salt Lake City, Utah  
KSJQ-FM St. Joseph, Mo.  
KSL-AM Salt Lake City, Utah  
KSTZ-FM Des Moines, Iowa  
KUAD-FM Windsor, Colo.  
KUDL-FM Kansas City, Mo.  
KUZZ-FM Bakersfield, Calif.  
KYKX-FM Longview, Texas  
KZEN-FM Columbus, Neb.  
WAWZ-FM Zarephath, N.J.  
WBEB-FM Philadelphia, Pa.  
WCMT-AM Martin, Tenn.  
WDAY-AM Fargo, N.D.  
WDBR-FM Springfield, Ill.  
WDFN-AM Detroit, Mich.  
WDRV-FM Chicago, Ill.  
WFLS-FM Fredericksburg, Va.  
WGCV-AM Columbia, S.C.

WGN-AM Chicago, Ill.  
WGY-AM Latham, N.Y.  
WHIZ-AM Zanesville, Ohio  
WHUR-FM Washington, D.C.  
WILV-FM Chicago, Ill.  
WIZM-AM La Crosse, Wis.  
WJBC-AM Bloomington, Ill.  
WKRQ-FM Cincinnati, Ohio  
WLEN-FM Adrian, Mich.  
WQNZ-FM Natchez, Miss.  
WRVW-FM Nashville, Tenn.  
WSBA-AM York, Pa.  
WSNA-FM Memphis, Tenn.  
WSYR-AM Syracuse, N.Y.  
WUBE-FM Cincinnati, Ohio  
WUGO-FM Grayson, Ky.  
WYCT-FM Pensacola, Fla.

*Winners will be announced at the Radio Luncheon on Tuesday, April 15.*

## Membership Benefits

### NAB Member Benefits Program

The Member Benefits Program saves members money on business products and services. NAB's corporate partnerships allow NAB members to receive preferred rates on a variety of business products, including libel and First Amendment insurance, property and casualty insurance, electricity and natural gas purchasing, shipping, credit card processing and more.

*For more information, visit the NAB Radio and Television Member Lounge in room N243.*

### NAB Associate Membership

NAB associate membership is designed exclusively for companies and individuals worldwide who provide products and services to the electronic media industries.

NAB associate membership comprises broadcast equipment manufacturers, law firms, nonprofit organizations, financial institutions, content providers, cable channels, telecommunications companies, educational institutions and low-powered television and radio stations.

Benefits include listings on NAB365 and discounted rates on broadcast industry mailing lists.

Visit booth L10 for more information on NAB associate membership.

### **NAB International Broadcaster Membership**

NAB international broadcaster membership provides valuable resources and leadership tools to help advance the interests of radio and television broadcasters across the globe. International members are given opportunities to build new relationships, stay on top of cutting-edge technologies and station operation techniques, receive the latest industry news and discover bold new business ideas.

For more information on international broadcaster membership, visit the International Trade Center.

### **NAB365**

NAB365 is an online marketplace that allows year-round interaction between content professionals and the companies that serve them. The site enables buyers to make more informed equipment, software and service purchases by providing relevant information on sellers. NAB365 also features daily news on the subjects that matter most to NAB members.

For more information, visit [www.NAB365.com](http://www.NAB365.com).

### **NAB SmartBrief and Newsletters**

NAB produces several e-newsletters to keep members informed on the latest news affecting television and radio broadcasters. These newsletters highlight important and timely issues pending at the FCC, in Congress, in the courts and in other government agencies, as well as stories on how broadcasters are making a positive difference in their local communities. The daily *SmartBrief* provides the latest need-to-know industry news from hundreds of sources. To sign up for *SmartBrief* or any of the NAB e-newsletters, visit [www.nab.org](http://www.nab.org).

## **NAB Leadership**

NAB's members are the foundation of our strength, and we continue to evolve to better serve their needs and help broadcasters thrive in a digital age. As we remain focused on building the future of broadcasting, NAB's Board of Directors looks to its members to provide guidance in shaping the organization's goals and helping NAB become a stronger advocate for broadcasters.

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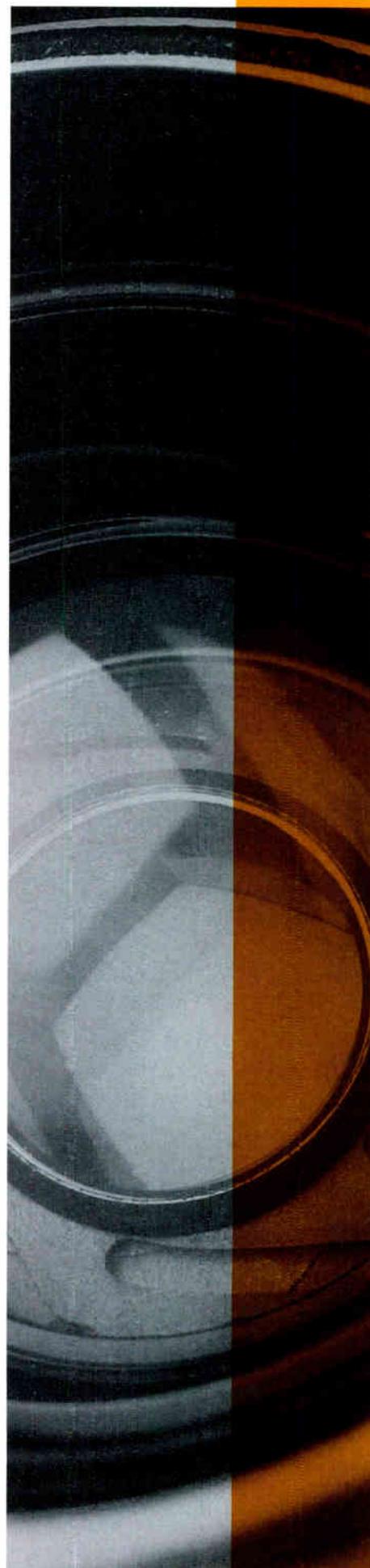
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