

PBS Technology Conference 2001 Agenda

(as of 3/20/2001)

THURSDAY, April 19, 2001:

4:00 p.m. – 6:00 p.m. • Registration • Apollo Ballroom Foyer

If you're in town early enough to register on Thursday afternoon, please do so.
Avoid the Friday rush.



FRIDAY, April 20, 2001:

7:00 a.m. – 5:00 p.m. • Registration • Apollo Ballroom Foyer

7:00 a.m. – 8:30 a.m. • Breakfast • Apollo Corridor

Ikegami

Breakfast sponsored by:

8:30a.m. – 9:00 a.m. • Opening Plenary Session: Apollo Ballroom

Welcome and Introductions - Lew Zager, WETA

Opening Remarks - Ed Caleca, Senior Vice President, PBS Technology and Operations

9:00 a.m. – 9:30 a.m.

Keynote Address: "What Will The Home Of The Future Look Like?" - Gary Shapiro, President, CEA


9:30 a.m. – 10:15 a.m.

Digital Interfaces Including ASI and SMPTE-310 - Andy Butler, PBS

10:15 a.m. – 10:30 a.m.

Recognition of the Engineering and IT Committee Members

10:30 a.m. – 11:00 a.m. • Break

Break sponsored by: 

Concurrent Engineering and IT themed sessions will begin after the break.
Engineering sessions are in the [Apollo Ballroom](#). IT sessions are in [Athena](#).
Conference registrants may choose to attend either session.

11:00 a.m. – 11:45 a.m. • Engineering Breakout (Apollo)

DTV ATSC 8VSB Standard Review

Michael Isnardi, Head of the Compression Systems Group, Sarnoff Corporation

11:00 a.m. – 11:15 a.m. • IT Breakout (Athena)

IT Conference Opening Remarks

Michael Hunt, PBS

11:45 a.m. – 12:30 p.m. • Engineering Breakout

A New 8VSB/COFDM/NTSC Demodulator




Jacob Tanz, President and CEO, Oren Semiconductor

11:15 a.m. – 12:00 noon • IT Breakout

Keynote Presentation:

André Mendes, Former VP and CIO, PBS

	12:00 noon – 12:30 p.m. • IT Breakout <u>ROI on IT Projects</u> - Tony Myers, CPB
	12:30 p.m. – 1:45 p.m. • Lunch • Parthenon Terrace Lunch sponsored by: 
1:45 p.m. – 2:30 p.m. • Engineering Breakout <u>PSIP</u> - Gomer Thomas, Senior Member of Technical Staff, Triveni Digital	1:45 p.m. – 2:30 p.m. • IT Breakout (Athena) <u>How Do You Spell Relief ?</u> Paul Shapiro, PBS
2:30 p.m. – 3:15 p.m. • Engineering Breakout <u>MPEG 2, 4, and 7: A Review MPEG Compression Techniques, Uses and the Implication for Public Broadcasting</u> Dr. Paul Moroney, Vice-President, Advanced Technology, Motorola Broadband Communications	2:30 p.m. – 3:10 p.m. • IT Breakout <u>Navigating Wireless / Mobile</u> Jeremy Roberts, PBS; WHYY
	3:10 p.m. – 3:15 p.m. • IT Breakout <u>IT First Day Wrapup</u> Kate Butcher, Nebraska ETV
3:15 p.m. – 3:45 p.m. • Break Break sponsored by: 	 All Participants return to Apollo Ballroom at 3:45 p.m.
3:45 p.m. – 4:30 p.m. • Apollo Ballroom <u>CableTelevision, Set-top Boxes, Data Services, and Interfaces</u> Mike Hayashi, Time Warner Cable	
4:30 p.m. – 5:15 p.m. <u>New PBS Interconnection Plans</u> Bruce Jacobs, TPT and John Tollefson, PBS	
5:15 p.m. – 5:30 p.m. <u>Day One - Conference Wrapup</u>	
5:30 p.m. – 8:30 p.m. Poolside at the Alexis Park !! Event sponsored by: 	

SATURDAY, April 21, 2001:	
7:00 a.m. – 5:00 p.m. • Registration • Apollo Ballroom Foyer	
7:00 a.m. – 8:00 a.m. • Breakfast • Apollo Corridor Breakfast sponsored by:  LOGIC INNOVATIONS A Xyntrex Company Concurrent Engineering and IT themed sessions will begin at 8:00 am. Engineering sessions are in the Apollo Ballroom . IT sessions are in Athena . Conference registrants may choose to attend either session.	
8:00 a.m. – 8:15 a.m. • Engineering Breakout Day Two: Perspective and Introductions Lew Zager, WETA	8:00 a.m. – 8:10 a.m. • IT Breakout (Athena) Day Two: Perspective and Introductions Michael Hunt, PBS
8:15 a.m. – 9:00 a.m. • Engineering Breakout Adaptive Digital Equalization - Understanding Both Linear and Non-Linear Components Dan Dickey, Director of Engineering, ADC Broadcast Systems Division	8:10 a.m. – 9:00 a.m. • IT Breakout (Athena) e-Customer Relationship Management (CRM in a non-profit World) Cate Towhill, CommerceOne
9:00 a.m. – 9:45 a.m. • Engineering Breakout DTV Encoding, PSIP and Station Traffic Interfaces George Anderson, Thomcast Communications, Inc.	9:00 a.m. – 9:30 a.m. • IT Breakout (Athena) ASP's Pros and Cons David Shomette, PBS
9:45 a.m. – 10:15 a.m. • Engineering Break  COMPAQ Inspiration Technology Break sponsored by:	9:30 a.m. – 10:00 a.m. • IT Breakout (Athena) Linus Perspective Jeremiah Wessels, Nebraska ETV
10:15 a.m. – 11:00 a.m. • Engineering Breakout Compressed Video Data Manipulation Jerry Berger, AgileVision and Terry Smith, Sarnoff	10:00 a.m. – 10:30 a.m. • IT Break  COMPAQ Inspiration Technology Break sponsored by:
11:00 a.m. – 11:30 a.m. • Engineering Breakout XDS, V-Chip and Closed Captions Gregory Forbes, PBS	10:30 a.m. – 11:15 a.m. • IT Breakout (Athena) Windows 2000: Managing The Possibilities Michael Cazier, PBS and Ron Hetrick, WITF
11:30 a.m. – 12:00 p.m. • Engineering Breakout PBS Announcements and Q&A John Tollefson, PBS	11:15 a.m. – 11:45 a.m. • IT Breakout (Athena) Messaging Platforms: A Panel Discussion Craig Given and Orin Love, PBS; Lisa Robertson, MPBC; Ron Kain, WITF
12:00 p.m. – 12:15 p.m. • Engineering Breakout PBS Excellence in Broadcasting Awards Ed Caleca, PBS	11:45 a.m. – 12:30 p.m. • IT Breakout (Athena) Streaming Media 101 Kent Osborne, SDPTV and Jeremy Roberts, PBS
12:15 p.m. – 12:30 p.m. • Engineering Breakout DTV Pioneer Awards Jerry Butler, PBS	

12:30 p.m. – 1:45 p.m. • Lunch • Parthenon Terrace



Lunch sponsored by:

1:45 p.m. – 2:30 p.m. • Engineering Breakout
NAB / MSTV Field Test Report

LynnClaudy, Senior Vice President, Science and Technology, NAB

1:45 a.m. – 2:15 p.m. • IT Breakout (Athena)

Backup Strategies

David Creekmore, CPB

2:30 p.m. – 3:15 p.m. • Engineering Breakout
FCC Regulatory, Must Carry, DTV Transition issues, and Funding

Marilyn Mohrman-Gillis, APTS; Bill Cooperman, PTFP; CPB; Ed Caleca, PBS

2:15 p.m. – 3:00 p.m. • IT Breakout (Athena)
Could Network Attached Storage (NAS) Be The Answer TO Your Station's Storage Needs ?

Ken Walters, PBS

3:15 a.m. – 3:30 p.m. • IT Breakout (Athena)

IT Conference Closing Remarks

Michael Hunt, PBS

3:15 p.m. – 3:45 p.m. • Break



Break sponsored by:

At 3:45pm, all registrants return to the Apollo Ballroom for plenary sessions

3:45 p.m. – 4:30 p.m. • Apollo Ballroom

Data Broadcasting - Bruce Jacobs, TPT

4:30 p.m. – 5:15 p.m. • Apollo Ballroom

Interactivity: A Panel Discussion - Bruce Jacobs, TPT; Trivini Digital; Wave Express

5:15 p.m. – 5:30 p.m. • Apollo Ballroom

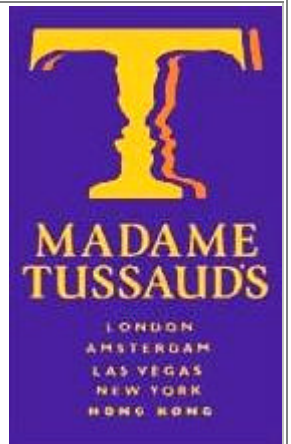
Day Two - Conference Wrapup

7:00 p.m. – 10:00 p.m.

Madame Tussaud's Celebrity Experience

There will be a limited number of buses leaving from the hotel between **6:30** and **6:45** pm for those conference registrants who are staying at the Alexis Park, but given the end of the conference at 5:30 and the beginning of the party at 7:00, other conference registrants are free to hit the strip or return to their hotels and find their own way to the party.

Technology Conference name badges are **absolutely required** for all participants including registrants and guests.






Event sponsored by:



The Alexis Park Resort Hotel



SUNDAY, April 21, 2001:
7:00 a.m. – 8:30 a.m. • NETA Breakfast • Alexis Gardens For NETA member-station engineers
7:00 a.m. – 8:30 a.m. • CPB Transition Fund Breakfast • Athena for any Transition Fund station personnel who are applying for CPB's financial assistance for participation at the Conference
7:30 a.m. – 11:00 a.m. • Registration • Apollo Ballroom Foyer
7:30 a.m. – 8:30 a.m. • Breakfast (for the rest of us!!) • Apollo Corridor  Breakfast sponsored by: Longshore Systems
8:30 a.m. – 5:00 p.m. • DTV Studio Technology Seminar • in Athena This event is open only to those who have registered specifically for this seminar.
8:30 a.m. – 5:00 a.m. • DTV RF Transmission Seminar • in Zeus A This event is open only to those who have registered specifically for this seminar.
8:30 a.m. – 8:45 a.m. • Apollo Ballroom Day Three: Perspective and Introductions Lew Zager, WETA
8:45 a.m. – 9:30 a.m. • Apollo Ballroom Keynote Address: The Future of Moving Video and Other Data into the Home Sid Ahuja, Director, Bell Labs Multimedia Communications Research Lab
9:30 a.m. – 10:15 a.m. • Apollo Ballroom Asset Management: A Panel Discussion Moderator: David Liroff, WGBH; Panel: Artesia, Bulldog, EMC
10:15 a.m. – 10:45 a.m. • Break  Break sponsored by:
10:45 a.m. – 11:30 a.m. Video Applications Powered with Storage Area Networks Greg Reitman, LSI Logic Storage Systems, Inc.
11:30 a.m. – 12:15 p.m. Trends In The DTV Transition David Liroff, WGBH
12:15 p.m. – 1:30 p.m. • Lunch • Parthenon Terrace  Lunch sponsored by:
1:30 p.m. – 2:15 p.m. • Apollo Ballroom Keynote Address: The Future of Content Distribution Ed Graczyk, Communications Group Manager, Microsoft TV

2:15 p.m. – 3:00 p.m. • Apollo Ballroom HUB - Combined Master Control Facilities Bob Luff, NBC	
3:00 p.m. – 3:30 p.m. <u>DTV - ATP: A Progress Report</u> Geraldine Evans, Accenture	
3:30 p.m. – 3:45 p.m. <u>Conference Closing</u>	
4:00 p.m. – 6:00 p.m. <u>DTV - ATP Steering Committee Meeting</u> Meeting will be held in Suite 2301 , near the far-end of the Alexis Park property (the buildings are marked with suite numbers).	
6:30 p.m. – 10:00 p.m. <u>Engineering Professionals Dinner</u> NOTE: NO TRANSPORTATION TO THIS EVENT !! See details on Hospitality page and a map at Bally's .	7:00 p.m. – 9:00 p.m. <u>Information Technology Professionals Dinner</u> Buses for conference registrants staying at the Alexis will depart at 6:30 pm. Others should plan their own transportation. See details on Hospitality page and a map at Lawry's .
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Important landmarks around the Alexis Park

