

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.

Registration sponsored by:



FRIDAY, April 20, 2001:

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

Registration sponsored by:



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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 ROI on IT Projects - 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. • IT Breakout (Athena) How Do You Spell Relief ? Paul Shapiro, PBS
1:45 p.m. – 2:30 p.m. • Engineering Breakout PSIP - Gomer Thomas, Senior Member of Technical Staff, Triveni Digital 2:30 p.m. – 3:15 p.m. • Engineering Breakout MPEG 2, 4, and 7: A Review MPEG Compression Techniques, Uses and the Implication for Public Broadcasting Dr. Paul Moroney, Vice-President, Advanced Technology, Motorola Broadband Communications	2:30 p.m. – 3:10 p.m. • IT Breakout Navigating Wireless / Mobile Jeremy Roberts, PBS; WHYY
	3:10 p.m. – 3:15 p.m. • IT Breakout IT First Day Wrapup Kate Butcher, Nebraska ETV
3:15 p.m. – 3:45 p.m. • Break <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  Break sponsored by: </div> <div>  </div> </div> <p style="text-align: center;">All Participants return to Apollo Ballroom at 3:45 p.m.</p>	
3:45 p.m. – 4:30 p.m. • Apollo Ballroom CableTelevision, Set-top Boxes, Data Services, and Interfaces Mike Hayashi, Time Warner Cable	
4:30 p.m. – 5:15 p.m. New PBS Interconnection Plans Bruce Jacobs, TPT and John Tollefson, PBS	
5:15 p.m. – 5:30 p.m. Day One - Conference Wrapup	
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

Registration sponsored by:



Video projection presentation equipment provided by



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

Breakfast sponsored by:



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 Twohill, 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



Inspiration Technology

Break sponsored by:

9:30 a.m. – 10:00 a.m. • IT Breakout (Athena) [Linux Perspective](#)

J.R. 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



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 [DTV Pioneer Awards](#)

Jerry Butler, 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 PBS Excellence in Engineering Awards Ed Caleca, PBS	
12:30 p.m. – 1:45 p.m. • Lunch • Parthenon Terrace <div data-bbox="493 386 686 436" data-label="Image"> </div> Lunch sponsored by:	
1:45 p.m. – 2:30 p.m. • Engineering Breakout FCC Regulatory, Must Carry, DTV Transition issues, and Funding Marilyn Mohrman-Gillis, APTS; Bill Cooperman, PTFP; CPB; Ed Caleca, PBS	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 NAB / MSTV Field Test Report Lynn Claudy, Senior Vice President, Science and Technology, NAB	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 <div data-bbox="500 919 682 1087" data-label="Image"> </div> 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 ABC's of Enhanced Television - 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.

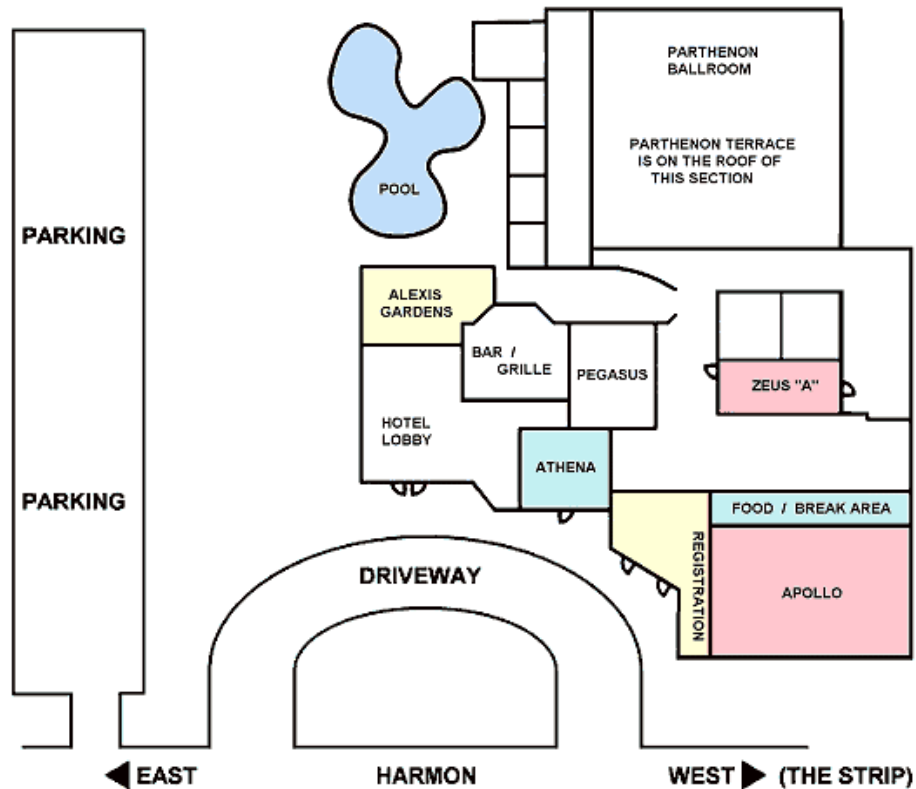
Madame Tussaud's Celebrity Experience

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:



[BACK TO TOP](#)

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

Registration sponsored by:



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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 Last 100 Feet: Connecting the Digital Home](#)

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.

DTV - ATP: A Progress Report

Geraldine Evans, Accenture

3:30 p.m. – 3:45 p.m.

Conference Closing

4:00 p.m. – 6:00 p.m.

DTV - ATP Steering Committee Meeting

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.

Engineering Professionals Dinner

NOTE: NO TRANSPORTATION TO THIS EVENT !!

See details on [Hospitality page](#) and a map at [Bally's](#).

SONY

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7:00 p.m. – 9:00 p.m.

Information Technology Professionals Dinner

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](#).

Microsoft

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