ATTENTION – LAST MINUTE CHANGE

Evening Presentation Notice

Date: Tuesday, December 6th, 2011
Time: 19:00
Location: Société Radio-Canada, 1400 Blvd René Lévesque East
Salle Raymond David
Parking via Papineau entrance (parking fee apply)

Subject: New presentation technologies, including transcoding issues

Television 2.0: Facing the Challenges of Multi-Platform Delivery
By Maxime Caron, P. Eng. and Jonathan Dupras, Jr Eng

Distributing video content is no longer based on a linear schedule for a single viewing device. We are now faced with the challenge of delivering both live and on-demand content to a myriad of medias and devices that keep changing and evolving at an increasing rate. How can we design today a broadcast infrastructure that will meet the increasing demands and requirements of digital content and also support the next generations of consumer devices?

The 450 Project
By Mr. François Legrand, P. Eng and Mr. Kamal Kadani, P. Eng. (Société Radio-Canada)

The 450 project: Enhancement of CBC/Radio-Canada offer over Montreal's Northern and Southern rings made possible by the implementation of emerging journalistic practices and by use of new technologies.

This pilot project implements lightweight content acquisition and editing tools that enable multimedia journalists to better serve the local population (2 million citizens) using a new Internet site to inform, discuss and facilitate the daily life of citizens (activity centric weather, commuting, local activities calendar, etc.). All created content is also available for broadcasting through our traditional channels.

The presentation will also outline the following: tool selection - the "professional vs. consumer vs. free" dilemma; video transmission over limited bandwidth data links; video transcoding for multiscreen delivery.

Drawing to win a subscription to La Presse newspaper and its electronic version LaPresseSurMonOrdi.ca (3 months period, applicable for new client only). Will be offered by Johanne Truesdell, Director Operation, Advertising service, La Presse.