Evening Presentation Notice

Topic: Studio IP et High Speed Interfaces (4K)
Date: Tuesday, November 19th, 2013
Time: 19:00
Location: Radio-Canada Montreal, Raymond David Hall
1400 Rene Levesque boulevard, Montreal
Parking via Papineau entrance (parking fee applies)
Rendez-vous at the main lobby

Organized by: Maxime Caron et François Bourdua
Sponsored by: Embrionix

Tonight's presentation is about two worlds that are in the process of merging:

- the broadcast world and
- the IP world

**IP Studio:**

Mr. Félix Poulin from the EBU (European Broadcasting Union) will talk about the IP Studio:

- All IP production concept
- Opportunities and problems
- Users case and expectations
- What's happening (SMPTE, VSF, EBU, IEEE, etc.)
- Main technologies and standards

At the EBU, Mr. Poulin is focusing on IT technologies applied to media production. Prior to moving to Switzerland, Mr. Poulin had worked for CBC/Radio-Canada and the Cirque du Soleil

**OTP Interfaces**

Mr. Renaud Lavoie from Embrionix will discuss the high-speed video (4K) in the IP world.

- State of the industry
  - Major 2 trends – High speed for 4K & IP
  - Challenges in the high speed, how to realized the HIGH speed – 12G, 24G, etc...
  - Challenges in the IP world versus the higher speed SDI.

- The generic product
  - Being able to simply change the IO to support anything
  - Why the pluggable IO in a future mix-match IP & SDI is the best solution.

Mr. Lavoie started his broadcast career in 2001 at Miranda where his first assignment was the development of fiber-oriented products. He continued his work on the Kaleido line of products. While at Miranda, Mr. Lavoie was also a teacher at the ETS. In 2007 he started Brioconcept and, in 2008, Embrionix. Embrionix sells over 25000 SFP modules yearly.

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