Presentation Notice

Date: Tuesday February 3rd 2009
Time: 3h00 – 6h00 pm Factory Tour
       6h00 – 7h00 pm Cocktail
       7h00 pm – SMPTE Presentation
Location: Miranda Technologies
         3499 Douglas-B. Floréani, Montreal H4S 2C6
         Tel:514-333-1772
Directions: http://www.mapquest.com/maps?zipcode=H4S+2C6
Parking: Before 4h00 pm  --  Front parking and street
         After 4h00 pm  --  Rear parking lot
Subject: - Factory tour of Miranda Technologies
         - Current trends in video consumption and likely consequences for existing media industries
         - Tutorial on the new standard 3Gbps 1080p60

MIRANDA FACTORY TOUR:
In the afternoon, Miranda Technologies invites you for a tour of their manufacturing installations. The ½ hour tour will show you the fabrication cycle of a product starting with the raw materials, the assembly (using the SMT machine) and test, till a finished product.

- Tours will run from 3h00 pm till 6h00pm for the last. Groups will depart every 15 minutes
- Groups will be formed of 8 people
- Visitors need to be on site at least 15 minutes prior to their tour time to allow for dressing

Reservation is mandatory
Miranda Technologies limits the rights of access to its facility
Digital Cameras, video cameras and mobile phones are not allowed during the tour of the factory
(There will be a temporary location to leave your mobile phone during the time of the tour)

PRIORITY WILL BE GIVEN TO SMPTE REGISTERED MEMBERS

RSVP to Daniel Despa at ddespa@sympatico.ca on a first come first served base.
Name:________________________ SMPTE member #: __________
Company:______________________________
Return e-mail:____________________________
Please check the preferred time

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Evening Schedule:

18h00 – 19h00  Cocktail courtesy of Miranda Technologies.

19h00  SMPTE Presentation (no reservations required)

To start off the evening Miranda Technologies is happy to invite you to a cocktail from 18:00 to 19:00 to kick off the year 2009. Come and joins us and have some hors-d’œuvres while chatting with your colleague.

Afterwards, presentations will be given:

1. Current trends in video consumption and likely consequences for existing media industries

   Presented by : M. Yves Dupuis, Market Analyst – Corporate development of Miranda.

   The last several years have witnessed the emergence of novel media business models. These transformations, mostly triggered by the technological evolution of digital media and networking, are still works in process. Today's transition period is characterized as much by uncertainty as by opportunity. This presentation discusses the impact of these trends on the markets for video content. What are the main types of models that have emerged? How successful have these new models been to date? What trends are impacting the transition period, and the likely future media landscape? What will this landscape look like? We will share our thoughts and research with you and we’ll suggest some conclusions. Discussion will be encouraged

2. Tutorial on the new video format; 3Gbps 1080p60

   Presenter: M. Jean-Claude Krelic – Sales Applications Specialist – Infrastructure products Miranda.

   The arrival of the 1080p format brought also a new SMPTE standard to be able to transport it on a single cable:

   - What is 3Gbps
   - What is SMPTE425M
   - What is the difference between Level A and Level B? are they compatible?

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http://www.smpte.org/sections/montreal/home/

NOTICE-NOTICE-NOTICE

PRESENTATION AND HAPPY HOUR OPEN TO ALL

PLEASE POST... PLEASE POST... PLEASE POST