Sacramento Section Meeting Notice

Date: Wednesday, November 28, 2018
Time: 6:30 pm
Location: AJA Video
180 Litton Dr.
Grass Valley, CA 95945
Contact: Mona Smothers 530-305-0272
Bill Bowen 530-559-4118

Speaker: Robert Erickson-Grass Valley, Advanced Technology Director

Case Studies on Completed IP Projects

After years of SMPTE’s work creating new standards for emerging technologies, and over 12 months since the ratification of SMPTE ST2110, the industry has successfully deployed IP infrastructures across multiple functional vertical markets. Ranging from OB Trucks, to call letter TV stations, to massive scale network hubs, we have learned lots of ways to successfully implement IP, and also lots of ways that one should not implement IP. Robert will be giving a detailed look into what it takes to successfully deploy IP solutions in today’s dynamic environments.

About the Speaker: Robert is Grass Valley’s director of Advanced Technology, part of the CTO team. In this role, Robert works with product teams to identify future product development opportunities and to apply new and emerging technologies that address specific customer challenges. He regularly engages with customers to educate them on emerging industry technologies, such as IP and cloud-based processing, and to gather input that informs Grass Valley’s future plans.

A member of the Grass Valley team since 2008, Erickson has nearly 20 years of experience in the broadcast and IT markets with previous roles covering product evangelism and business development, systems engineering, TV station management, broadcast network design, and RF transmission systems. Throughout his career, his focus has been on designing and maintaining systems, using the knowledge he’s gained along the way to help broaden the customer experience.

Erickson is an active participant and frequent presenter in many of the major industry associations, including the Society of Broadcast Engineers (SBE), Society of Television Engineers (STE), Society of Motion Pictures and Television Engineers (SMPTE), Hollywood Post Alliance (HPA), Sports Video Group (SVG) and Alliance for IP Media Solutions (AIMS).

Light refreshments will be provided.

Non-members and guests are always welcome to attend. For questions about this meeting, please contact any Section officer.