Sacramento Section Meeting Notice

Date: Wednesday, October 18, 2017
Time: 7:00 pm
Location: Grass Valley, a Belden Brand 125 Crown Point Ct. Grass Valley, CA
Contact: Tim Walker, 530-383-6255 or Bob Hudelson 530-271-3172

Speaker: Robert Erickson, IP Evangelist, Grass Valley, a Belden Brand

News From the Field - Real World Feedback on the IP Transition

AMWA, IS-06, SMPTE 2110-21, TR-04, JPEG XS, SMPTE 2022-7, VSF, and PTP. That's a whole lot of acronyms and numbers right? This is a small list of new standards, standards groups, workflow tools, and API's that are driving IP enabled workflows in our highly dynamic media environment. Each standard and industry group by itself does not form a complete and functional workflow, but they build off of each other to bring solutions to emerging challenges.

This presentation will open up a discussion on the standards groups that are driving and developing new technologies, and how they interact with broadcasters and vendors to bring open standards to the broadcast industry. With new standards such as SMPTE 2110 shortly being ratified, it is important to look not just the technical details of a standard, but the real world practical application of these standards. The presentation will cover the preeminent standards and how they work together to deliver a viable workflow solution. Why does SMPTE 2110 really matter? Why are we even bothering with IS-05? What lessons have been learned by the initial deployments of these technologies? Those questions will be addressed.

About the speaker: Robert Erickson is the IP Evangelist for Grass Valley, a Belden Brand. A member of the Grass Valley team since 2008, he has more than 19 years of experience in the broadcast and IT markets with previous roles covering systems engineering, television station management, broadcast network design and RF transmission systems. Throughout his career, his focus has been on designing and maintaining infrastructure and playout systems based on new and emerging technologies for both existing and greenfield broadcast facilities.

Robert is a participant in the Alliance for IP Media Solutions (AIMS) and advocates for proper implementation of current and emerging broadcast standards on live production equipment. He spends much of his time engaging with customers to educate them on emerging IP technologies and trains internal staff on how IP technology drives different system designs. He also designs and manages IP Proof of Concept systems for customers worldwide, testing and implementing solutions based on a diverse product line including cameras, servers, routers, multiviewers, various processing nodes, and VM-based software solutions.

Robert is an active participant and frequent presenter in many of the major industry associations, including the SBE, STE, SMPTE and HPA.

Non-members and guests are always welcome to attend.

Light refreshments will be provided. We look forward to seeing you!