

Two Day Technical Seminar
Thursday and Friday your defined date

SOLVING THE DIGITAL PUZZLE

Sponsors :



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Your logo

Company Name

Contact
Department
Street
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Special thanks for their assistance:

Introduction

Much time has been spent learning and solving challenges faced with the analog conversion into the digital video domain. As our television industry adapts to the ever-changing trends and improvements from digital offerings, this simple and comprehensive tutorial will accelerate the learning curve and understanding of the digital implications to your facility or television production requirements. This tutorial will bring you skills needed for offering digital solutions and understanding the different requirements from recording, storage and transmission.

What is it about ?

In an informal and stimulating environment, Pierre Louis uses plain English – with a minimum of acronyms and formulas – to help you understand the principles involved so that you can make the key decisions required to successfully use new technology based products. Sit back and enjoy this fast paced presentation with visual examples that covers most digital concepts.

Outline:

Part 1

Introduction and prerequisites
Digital trends
Analog reproductions
Component solutions
Digital 101
Digital Processing
8 digital format advantages
Other digital format features

Part 2

Transforming analog to digital
-Sampling
-Quantization
Understanding sampled numbers
-1) Active picture information
-2) Reducing image redundancy
-Spatial
-3) DCT transformation
-4) Subjective (sub-sampling)
-5) Compression
-Advantages
-Need for compression
-Considerations
-Storage
-Transmission
Compression fundamentals
-Ratios
-Types lossless and lossy
-Intra-frame
-Symmetrical versus asymmetrical
Compression formats
-M-JPEG
-Digital Betacam
-DV-based

Part 3

MPEG compression families
Temporal redundancy
Picture and GOP structures
Compression systems
-MPEG-1
-MPEG-2
-Standard
-Applications
-Profiles and levels
-Variable bit rate
-MPEG-2 quality issues
-MPEG-4,7,21
-MPEG-4 AVC & WM9
-MPEG-2 Production application
-MPEG-2 422P@ML (Betacam SX and IMX)

Part 4

Digital distribution
-SDI
-The dub of the compressed format world
-QSDI, CSDI, SDDI, SDTI
-SDTI-CP
-IEEE-1394
-Transcoders
-File sharing
Digital audio (Basic)
-AES
-Meters
-Surround sound
Digital words of caution
-Cliff affect
-VTR transports
-Image destruction

New items have been added as of May. 2005

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Who should Attend ?

- Television and video operators, technicians and engineers who want to get a grip on the new and old terminology and hardware solutions.
- Managers and owners who want to get quickly up-to-speed.

What you will gain ?

- Acquire an understanding for operating in the digital television industry, including business models and competitive offerings, so that you can function effectively in the industry.
- Find out what drives television operators' decisions, so you will be better prepared to participate in the decision-making process.
- Gain a "nuts and bolts" overview of how television recording operates and the technical issues associated with launching new services, so that you will understand the basics and know where to go for more information.
- Discover what digital is in its different forms and might be, so that you can speed up the learning curve and work smarter.

Presenter:

Mr. Pierre-Louis Landry from BSE will be our guide.

Mr. Landry brings an end-user perspective to knowledge and technology. After his studies in Marketing and personal management, he had his start in television and corporate productions with hands on experience and the old trial and error, on the job training. But his desire to exchange information brought him to the sales part of our industry, both at a dealer level as well as a manufacturers level.

He was instrumental in the launch of Panasonic's DVCPRO in Eastern Canada. He pursued his career with Sony of Canada with the introduction of Betacam SX, DVCAM and HDCAM. He has taught courses at Dawson Institute of Technology on Event Videography, A/B roll editing and has given numerous courses at private colleges and different association gatherings. Previous engagement as Canadian Sales Manager at Miranda Technologies has brought him closer to the day to day business of digital interfacing and it's challenges.

With over 20 years in the video and television industry, Pierre Louis Landry joined BSE in 2003 as Eastern Regional Canadian Sales Manager. Mastering the comprehension of both recording and compression formats, his new challenge was to integrate the fundamentals of 601 and how to make it relevant to every day use in studios.

When and Where ?

When: Thursday & Friday

What time: 09:00 to 16:00

Where: Location
Address

Registration will start at 08:30. Please arrive in advance, tutorial starts at 9:00 a.m. sharp.

What is Included ?

The registration fee includes the full day seminar, Electronic copy of the presentation (which you'll need to download when given the password), and lunch will be served on the premises.

How do I Register?

- 1- Email your coordinates to Name of contact at email
- 2- Name at telephone number

Notes: There are only limited seats available for this seminar, so do not wait.