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Editor's Comments

With NAB 2005 hours away, things are hitting a fevered pitch at both the companies and those who will be attending. You may be receiving this at NAB, on the way or be one of those who will have to settle for the Taste of NAB Road Show as you keep the home fires burning. Judging from the plethora of press release we've received, the technology areas that look like they will be the focus of attention are those of digital just about everything, advances in storage media (InPhase will be on the floor this year for the first time with their holographic recording equipment) advances in HD production equipment and things that will assist in the efforts to make the switch to DTV at the post houses, in the studio and the final aspects at the transmitter. The big thing in radio this year are all those things relating to the emergence of HD-Radio (iBoc).

NAB 2005 is as golden opportunity to do three things: learn, learn, learn. There is really no substitute for seeing and experiencing, first hand, the latest technology and getting to speak with the folks who made it all happen. As we have said in the past, it is utter

stupidity for any broadcast and/or production facility that really wishes to be taken seriously and stay competitive not to send at least one member of their technical staff to this event. It is equally stupid for the companies that do, to keep their technical staff sequestered in corporate meeting; that can be done some other time when the golden opportunities are not with in reach.

There are conferences on just about everything and anything that will help the attendee take with them the knowledge to stay on the cutting edge of technological aspects of this every-advancing industry.

Attendance is expected to be higher this year, but no one is sure if it will reach or exceed the 120 thousand plus of several years ago.

There is no question that the movers and shakers from the US congress will be there. Check out this event – The Congressional Breakfast

Congressional Breakfast

Monday April 18   7:30am - 8:45am   Las Vegas Hilton Ballroom A

| Moderator Sam Donaldson | Conrad Burns (R-MT) Senate Commerce Committee | Joe Barton (R-TX) House Commerce Committee Chairman | Jim Sensenbrenner (R-WI) House Judiciary Committee Chairman |
| Fred Upton (R-MI) House Telecommunications Subcommittee Chairman | Michael Bilirakis (R-FL) House Commerce Committee | Gene Green (D-TX) House Commerce Committee | Greg Walden (R-OR) House Commerce Committee |

In addition to this, the high priced help at the FCC will be there also on Tuesday. The FCC's new Chairman, Kevin Martin, will be there along with Eddie Fritz of the NAB. Our crystal ball hasn't given us a clue as to what they'll be talking about, but you lay odds (remember this is Vegas) that it will be wroth the time and effort to attend this event.

FCC Breakfast
Tuesday April 19   7:30am - 8:45am
Las Vegas Hilton Barron Room

Eddie Fritts
NAB President & CEO

Kevin Martin
FCC Chairman

Regulatory Face-Off
Tuesday April 19   3:30pm - 4:45pm
Las Vegas Convention Center N249

Jonathan Adelstein
FCC Commissioner

Michael Gallagher
NTIA Administrator

Tuesday afternoon will also provide those in attendance an additional look at the FCC with Jonathan Adelstein and Michael Gallagher of the National Institute of Trial Advocacy doing a face off. Two attorneys on the same program might provide some entertaining, if not informative fair for those in attendance.

OITP General Pharis will have the equipment to the right at NAB this year, and, as he says: "Hopefully working." You can see all of this great legacy equipment in the upper lobby of the South Hall next to the HD equipment in the ATSC area. General Pharis hopes also to have on display a working TK-1A, Indian Head Test Pattern generator.

General Paris has probably the largest and most extensive collection of working legacy television broadcast equipment. In Pharis' collection, there are some old Dumont cameras, TK-41's Film Chairs and about anything else you might imagine. Pharis is a recently retired Video Operator for ABC-TV in Hollywood.)

The upper picture to the right is General Pharis when he had many of his cameras on display several years back at the end of the main concourse during NAB. The upper picture to the left is only a small part of his "old" TV equipment in his facilities in Sylmar, CA.

The Road Show - A Taste of NAB 2005

As of this writing, we've got nearly all our underwriters lined up and we'll try to find the remainder of those who care enough to bring you their technology while at NAB. Things will be a little different for us this year. Last year we did 48 venues and got home sometime in early September. Check out our **itinerary**; we'll be doing seventy plus and be getting home sometime just before Halloween. Yes, we're nuts, but the feeling of being able to share this cutting edge technology with fellow engineers has it own rewards. In addition to meeting some of the brightest and most accomplished engineers in the world, we gain a prospective unapproachable by any other means. We find our efforts are most appreciated in the smaller markets. This where engineers accomplish the same tasks as their counterparts in the larger markets, but with much less of everything – especially budget.

We'll be bringing some rather interesting technology, some of which we'll not be privy to until we get to see it for the first time at NAB. If you remember the holographic storage technology we show last year, this year we'll have a "box" with us. We've made a concerted effort to bring more audio/radio oriented products, but have been as successful as we'd hoped to be. To that end, however, Henry Engineering is joining us for the first time this year. He has some really very useful devices that are very applicable to radio, television and post facilities.

Larcan will be showing their new channel processor which will make digital television available in rural areas via translators. We'll share some technology which will make it even more affordable where there are two or more channels involved. Larcan is, without question, the most respected in the business of low power broadcast everything. AJA is back with us with their plethora of converters and other devices. ESE has some new goodies we'll have on display as does Sundance Digital. We'll be taking pictures of any of our underwriter's equipment in use along the way. ESE gives prizes for those they put on their website under the title "Picture of the Month."

Leader has some new equipment they'd like folks to see. If it is the device we believe they'll be sending with us, you'll be impressed. Riedel has a new digital belt pack we'll be showing. It's an impressive device in both performance and size.

Two new-comers to the Road Show this year are Omneon and Ligos. Omneon has a rather impressive server (bit bucket). We'll be telling you the hows and whys. Ligos is probably the premier MPEG encoding and transcoding company. We'll be showing you how and why. Stay tuned.

We're getting some really nice door prizes. Don't forget to bring your business card. In exchange for the next several pages of display, we're getting some rather nice door prizes from this company. You can see all the door prizes by **clicking here.**

ADS TECH TO UNVEIL FIELD-READY DUAL-LINK SDI/DV CONVERTER AT NAB 2005

Dual-Link SDI Converter is the perfect traveling companion for the professional cameraman seeking a high quality, low cost methodology for transcoding.

ADS Tech will introduce the industry's first ruggedized portable SDI/DV converter to meet the needs of today's fast-moving, quality-conscious news teams. Priced under $1,000, the new portable unit was designed specifically for field news personnel who needed a fast, seamless, easy-to-use method of transcoding their Betacam video content.

Supporting DVITC time code in the SDI data stream, the ADS Tech unit also offers separate VITC input and output for the analog decks using standard BNC connectors. Incorporating industry standard 1394a connectivity, the field-tested unit solves the cameraman's needs for rapid and reliable video conversion and audio management.

Housed in a lightweight, go-anywhere metal cover, the unit's fully integrated transcoder components are protected against rough handling and adverse conditions. Dual-Link SDI offers maximum portability by providing field-and-user-friendly power features. Three ways to power up: 12V digital battery XLR input; across the 1394 bus, or, a low profile universal DC power adapter.

For information on the complete ADS Tech product line for professionals and prosumers visit www.adstech.com

| ADS Tech Dual-Link SDI Converter (API 560)	
Feature Set	**API-560**
SDI with embedded audio	√
Bidirectional DV-SDI Conversion	√
Digital VITC Support	√
Analog VITC Support	√
RS-422 Remote Control	√
SDI Audio Pair Selection	√
NTSC & PAL Support	√
Decode/Encode Switching	√
Battery Pack Power Input	√
1394 Bus Power Input	√

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ADS Tech Entertainment for Station, Home Use

If you're ready to expand your station's and personal entertainment choices – photos, music, video – and want it your way without putting a big dent in your budget; ADS Tech offers a complete family of easy-to-use products that work together as entertainment solutions.

DVD Xpress -- Start by saving your old videotapes to DVD so you can enjoy them on your monitor or TV set now and protect them for decades. The new DVD Xpress lets you copy the aging tapes to a DVD that will play on a DVD Player.

It includes ADS Tech's new CapWiz software--the only set-it-and-forget it solution that lets you effortlessly (and flawlessly) copy personal videos from tape to disc.

DVD Xpress even lets you save your network feed or syndicated programs to DVD so you can play and watch them at your convenience.
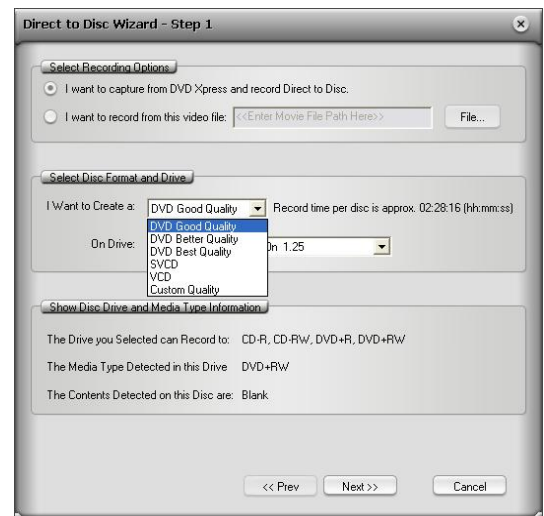
CapWiz Direct-to-Disc Capture/Burn

Instant Music Photo -- If your station or you have a library of LPs, 45s and music tapes you'd like to use and enjoy with your station's digital systems as well as portable music system, home stereo or in the car, ADS Tech's Instant Music lets you make your music digital and portable. With Instant Music, you can capture audio from your cassette, turntable, radio or TV and save it as an MP3, .WAV, .WMA (Windows Media 9 Audio) or AAC audio file.

The unique software even lets you remove those annoying clicks, pops and hisses so the music is crystal clear.

To find out more about the complete ADS Tech product by stopping by Booth # SL2925 at NAB or visit www.adstech.com.

InterVideo…Ideas For Creating and Sharing Special Memories

Whether you want to produce movies for airing or your own movies that can be copied and shared, InterVideo has a solution that will quickly, easily and economically meet your needs.

InterVideo DVD Copy 3™ Platinum is InterVideo's latest release of its award-winning, software for making identical copies of station and personal DVD and CD videos in just three easy steps. Now up to 25 percent faster, DVD Copy 3 duplicates unencrypted* DVDs, VCDs and SVCDs with no loss of quality, content or features. InterVideo's new DVD Copy 3 software includes more robust customization features for creating personalized DVDs. The Platinum version also includes a merging feature that enables users to combine multiple DVD titles on one 4.7GB DVD, complete with automatic menu generation for easy navigation. The solution stations and individuals count on; DVD Copy 3 is compatible with Windows® 2000 and XP systems.
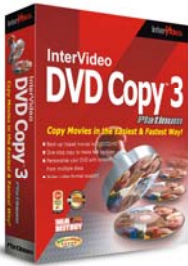
InterVideo MediaOne™ is a powerful new digital media software suite that delivers nine multimedia solutions in one convenient package. In addition to integrating the next generation tools small stations, prosumers and consumers need to easily create, share and protect video, photo, music and data discs, InterVideo's new MediaOne includes several customization features.
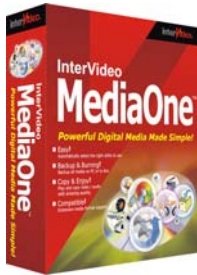
From novices to professionals, MediaOne will appeal to uses with every level of experience. Designed to be user-friendly, MediaOne guides you through the media task selected while providing experienced users with convenient customization features. With just one click, this powerful application leads users into a gateway of the digital multimedia world where they can select from data, music, photos, or videos and can access all of these utilities from a single application.

MediaOne seamlessly integrates InterVideo's award-winning WinDVD® software, the ultimate in DVD playback with over 100 million installations worldwide; WinDVD Creator, an easy solution for capturing, editing, authoring and burning; and DVD Copy, a simple three-step software for making identical copies of personal unencrypted* DVDs and CDs. Also incorporated in the suite are InterVideo DiscMaster™, Smart Backup™, PhotoAlbum™ and Disc Label™. With the easy-to-use Task Intelligent Launcher, Archive Video to Disc, and Direct CD/DVD capabilities, users have a complete 9-in-1 solution for all of their multimedia tasks.

For complete information on InterVideo's new DVD Copy 3 and MediaOne visit www.intervideo.com

News

In Booth SU8953 at NAB, Pixel Instruments will be demonstrating its new LipTracker technology.

LipTracker analyzes the audio content for distinctive sounds and silence - called Audio Mutual Events or MuEvs. It extracts the speaker's mouth characteristics from the video content – the Video MuEvs. The Audio and Video MuEvs are then analyzed for maximum correlation to determine the amount of AV offset in the source material.

While speaking with them about bringing this item on the Road Show, they donated one of their Model AD2100 Stereo Audio Delay Synchronizers for the end of the Road Show drawing.

News Highlights

(Editor's Note: During the Road Show, will be using this abbreviated format.)

DTV Station Status per FCC CDBS - April 10, 2005 (TV Technology)
http://www.tvtechnology.com/dlrf/one.php?id=830

Support Wanes for 2006 Analog Cutoff (Multichannel News via Hoovers)
http://www.hoovers.com/free/news/detail.xhtml?ArticleID=NR200504113020.33_33620 01d149dbf0e

Filing alleges Dolan's ally is fake (New York NY Newsday)
http://www.newsday.com/business/ny-bzcabl0414,0,6477452.story?coll=ny-business-leadheadlines

DISH may buy VOOM HD content (Advanced Television) http://www.advanced-television.com/2005/news_archive_2005/April11_April15.htm#dishma

The line on HDTV (Knight Ridder Newspapers via White Plains, NY Journal News)
http://www.thejournalnews.com/apps/pbcs.dll/article?AID=/20050414/LIFESTYLE01/5 04140327/1134

Consumers Demand Digital Cable-Ready HDTVs According to the CEA, Seven in 10 consumers plan to purchase a digital cable-ready (DCR) high-definition television (HDTV) as their next TV. (DesignTechnica)
http://news.designtechnica.com/article7110.html

Gefen Discounts HDTV Extreme Cables For High Definition Video Extension (Widescreen Review) http://db.widescreenreview.com/weeknews/FMPro?-db=webnewsearch.fp5&-format=record%5fdetail.htm&-sortfield=rank&-op=cn&Type=Web%20News&Year=2005&Month=04&Day=013&-recid=42414&-find=

AJA Releases New Drivers for KONA 2 HD Upconversion, Dual Link 10-bit RGB capture and playback, and more (HDTV Buyer) http://www.hdtvbuyer.com/articles/viewarticle.jsp?id=31825

RF Technologies Provides Antenna for First Class A DTV Station (TV Technology) http://www.tvtechnology.com/dlrf/one.php?id=828

Streambox(R) at NAB to Show New Low Datarate ACT-L3 HD & SD Video Encoder & Decoder Products Streambox Will Showcase the ACT-L3 Family of Industry Leading Real-Time Video Over IP Products at NAB (Market Wire via Yahoo News) http://biz.yahoo.com/iw/050413/084598.html

Wohler Introduces World's Smallest HD Test Signal Generator Functional, portable and convenient broadcast HD test signal generator (Broadcast Newsroom / HDTV Buyer) http://www.broadcastnewsroom.com/articles/viewarticle.jsp?id=31840
http://www.hdtvbuyer.com/articles/viewarticle.jsp?id=31840

Wohler To Introduce Series of High Resolution Monitors Crystal clear picture and high resolution LCD video monitors (HDTV Buyer) http://www.hdtvbuyer.com/articles/viewarticle.jsp?id=31839

HD-SDI, SD-SDI & Composite Video Monitor and Converter (Kensei News & Information Services)
 http://www.kensei-news.com/cetc/publish/broadcast/article_28996.shtml

Strategy Analytics Projects 66 Percent Flat Panel Tv Revenue Increase in 2005 17.5 Million Unit Sales Generates $25 Billion (dBusinessNews) http://boston.dbusinessnews.com/shownews.php?newsid=20680&type_news=past

Seiko Epson HTPS LCD panels to see volume production (Electronic Engineering Times Asia) http://www.eetasia.com/ART_8800364060__4f08c9eb_no.HTM

Sharp to buy Fujitsu's LCD business (Kyodo News via Forbes) http://www.forbes.com/infoimaging/feeds/infoimaging/2005/04/11/infoimagingcomtex_2005_04_11_ky_0000-3543-.industrytopstories.merg.html

Sony's comeback strategy bets heavily on displays (EE Times / Electronic Buyers News) http://www.eet.com/news/latest/showArticle.jhtml;jsessionid=DLEJQKWY0O55QQSNDBCCKHSCJUMEKJVN?articleID=160702204   http://www.my-esm.com/showArticle.jhtml?articleID=160702369

Sony joins digital TV fray Sony is hoping to dominate the high-definition television (HDTV) services market and is working to embed its proprietary technologies in video, audio and computer gaming into the next generation of LCD flat-screen televisions. (Siliconrepublic.com) http://www.siliconrepublic.com/news/news.nv?storyid=single4679

Summary of DTV Applications Filed Updated to April 7, 2005 (Federal Communications Commission) http://www.fcc.gov/mb/video/files/dtvsum.html

Top 10 Markets' DTV Status Updated to April 7, 2005 (Federal Communications Commission) http://www.fcc.gov/mb/video/files/dtvstat.html

Top 11-30 Markets' DTV Status Updated to April 7, 2005 (Federal Communications Commission) http://www.fcc.gov/mb/video/files/dtvstat11.html

Breakdown Chart of DTV On-The-Air Stations Updated to April 7, 2005 (Federal Communications Commission) http://www.fcc.gov/mb/video/files/dtvonairsum.html

DTV Stations Presently On-The-Air (689 Stations) Updated to April 7, 2005 (Federal Communications Commission) http://www.fcc.gov/mb/video/files/dtvonair.html

Digital Television (DTV) Stations with Active Special Temporary Authorities (STAs) to Operate (808 Stations) Updated to April 7, 2005 (Federal Communications Commission) http://www.fcc.gov/mb/video/files/dtvstas.html

U.S. lawmaker wants digital tuners in TVs sooner (Reuters) http://www.reuters.com/newsArticle.jhtml?type=topNews&storyID=8164662

FCC Urged to Advance DTV-Tuner Mandate The FCC should move up the July 2007 deadline that requires nearly all new TV sets to include over-the-air digital tuners. (Multichannel News)
http://www.multichannel.com/article/CA516957.html?display=Breaking+News&referral=SUPP

Barton Wants DTV Tuners Sooner [Paid Subscription Required] House Commerce Committee chairman Joe Barton (R-Texas) has been keeping the pressure on broadcasters to go all-digital as soon as possible. Now he wants TV makers to pitch in, too. (Broadcasting & Cable)
http://www.broadcastingcable.com/article/CA516897?display=Breaking+News

Media chiefs call broadcast DTV deadline unrealistic The National Cable & Telecommunications Association convention's closing session last week revealed concern over the DTV transition (Broadcast Engineering)
http://broadcastengineering.com/news/highlights/media-dtv-deadline/

Channel Election Choices Revealed Let's take a more detailed look at the channel elections on a band-by-band basis. (TV Technology)
http://www.tvtechnology.com/features/On-RF/F_Lung-04.06.05.shtml

HDTVs: Things that make you go, 'Ooooooo' (Anderson, IN Herald Bulletin)
http://www.theheraldbulletin.com/story.asp?id=12052

HDTV choices as varied as prices (Daytona Beach, FL News-Journal) http://www.news-journalonline.com/NewsJournalOnline/News/Technology/03TechTECH02041205.htm

The good news, bad news on HDTV (Daytona Beach, FL News-Journal)
http://www.news-journalonline.com/NewsJournalOnline/News/Technology/03TechTECH01041205.htm

What is HD Home Theater Like for Consumers? While I expected HD to be better, I didn't expect it to be quite so freakin' much better, if you know what I mean. (TV Technology) http://www.tvtechnology.com/features/Inside-Audio/F_Moulton-04.06.05.shtml

Couch potato confusion (CNET News.com)
http://news.com.com/Me+TV+What+and+when+should+you+buy/2009-1041_3-5646074.html?tag=nefd.lede

Little 500 Goes Big-Time on HDNet [Paid Subscription Required] HDNet will air live coverage of the Little 500 bicycle races at Indiana University in Bloomington, Ind., April 15 and 16. (Multichannel News)
http://www.multichannel.com/article/CA516824.html?display=Breaking+News

WUSA Plans Local News in HD Station first in top 10 market to do HD local origination (TV Technology) http://www.tvtechnology.com/features/news/N_WUSA.shtml

HDTV On Demand [Phillip Swann] As delivered by Comcast, the high-def service's pitch is better than its lineup. (TVPredictions.com)
http://www.tvpredictions.com/hdondemand041305.html

Farewell to the Great CRT [Charles W. Rhodes] I replaced my 27-inch CRT receiver with a 42-inch plasma panel HDTV display more than a year ago, and I've never regretted doing so. (TV Technology)
http://www.tvtechnology.com/features/digital_tv/F_Rhodes-04.06.05.shtml

HP pictures projectors as big-screen competitors (Houston, TX Chronicle)
http://www.chron.com/cs/CDA/ssistory.mpl/tech/weekly/3129917

Hardware MPEG2 TV tuner round-up [PC Tuner Cards] (Tech Report) http://www.tech-report.com/reviews/2005q2/tuner-comparo/index.x?pg=1

'05 Mitsubishi Line Adds LCD RPTV Calling itself "display technology agnostic" and vowing to follow the demands of the market, Mitsubishi Digital Electric America unveiled for dealers and press its first line of LCD-based rear projection HDTV displays, which will be sandwiched between CRT- and DLP-based rear projection models in the company's 2005 assortment. (This Week in Consumer Electronics) http://www.twice.com/article/CA516716?display=Breaking+News

Mitsubishi HDTVs with built-in 9-in-1 cardreaders (LetsGoDigital) http://www.letsgodigital.org/en/news/articles/story_2984.html

Winbook PowerSpec LC30D 30" Wide-Screen LCD TV (PC Magazine) http://www.pcmag.com/article2/0,1759,1784918,00.asp

Home of the Sub-$10K HD Camcorder (Digital Television) http://digitaltelevision.com/articles/article_913.shtml

Artbeats Goes Global with New International HD Collections Exclusive footage of diverse cultures around the world (Broadcast Newsroom / HDTV Buyer) =http://www.broadcastnewsroom.com/articles/viewarticle.jsp?id=31766 http://www.hdtvbuyer.com/articles/viewarticle.jsp?id=31766&afterinter=true

Canon Supports Expanding Production and Presentation Requirements Products On Display at NAB 2005 Include Expanded Line of HD & SD Lenses, XL2 Mini-DV Camcorder, and Realis SX50 LCOS Projector (Kensei News & Information Services) http://www.kensei-news.com/cetc/publish/broadcast/article_28962.shtml

Envivio Becomes First Company to Power MPEG-4 Broadcast Video Services From Mobile to HD New 4Caster(TM) Mobile and the 4Coder(TM) HD Encoding Systems to Debut at NAB2005 (PR Newswire) http://www.prnewswire.com/cgi-bin/stories.pl?ACCT=104&STORY=/www/story/04-12-2005/0003387026&EDATE=

NVIDIA Exhibits Full Range Of Pro HD Solutions At NAB NVIDIA Quadro FX 4000 SDI with PureVideo adopted by industry leaders (Broadcast Newsroom / Kensei News & Information Services)
 http://www.broadcastnewsroom.com/articles/viewarticle.jsp?id=31774 http://www.kensei-news.com/cetc/publish/broadcast/article_28967.shtml

U.S. firm sues Canon over flat-panel TV patents Nano-Proprietary Inc., a U.S.-based holding company, said it has filed suit in Texas against Canon Inc. claiming the Japanese manufacturer infringed patents for its flat-panel display technology. (EE Times) http://www.eet.com/news/latest/showArticle.jhtml;jsessionid=JV3PHXTKI1M4AQSND BESKHA?articleID=160701412

LEDs still too costly for flat-panel TVs, says Osram exec (EE Times) http://www.eet.com/news/latest/showArticle.jhtml;jsessionid=JV3PHXTKI1M4AQSND BESKHA?articleID=160701641

CBC Launches HDTV Broadcasts [Canada] Service limited to Montreal, Toronto (TV Technology) http://www.tvtechnology.com/features/news/N_Canada.shtml

Sony Says Open to Avoiding DVD Format War http://www.reuters.com/newsArticle.jhtml?type=technologyNews&storyID=8169932

Pope's death challenges TV in new ways
It has been 26 years since a new Pope was elected. That's a long time in television years - http://broadcastengineering.com/newsletters/bth/20050410/#

Barton Wants DTV Tuners Sooner
http://www.broadcastingcable.com/article/CA516897.html?display=Breaking+News&ref erral=SUPP

1080p DLP(TM) TV Technology in Volume Production and Shipment; Quantity 1080p Shipment Is Milestone for Large-Screen HDTV Industry

Texas Instruments (NYSE: TXN) (TI) recently announced that its 1920 x 1080 high-definition (HD) resolution DLP TV technology has been fully qualified and is in production shipment to customers. DLP TVs are expected to be the first volume 1080p TVs available on the U.S. market, with affordable 1080p DLP TVs scheduled to be at retail as early as July.

Manufacturers who have announced 1080p DLP TVs include LG, Mitsubishi, Samsung, and Toshiba. Mitsubishi will publicly introduce for the first time today 5 new models featuring 1080p DLP technology, ranging in screen size from 52" to 73", at their line show in Orlando, Florida. 1080p DLP TVs will complement the 720p high-definition DLP TV offerings available on the market, which total more than 75 models from more than 20 customers worldwide.

The 1080p DLP chip offers a variety of features to customers that allow them to differentiate their TVs:

With the highly anticipated industry move to 1920 x 1080 resolution digital capture, broadcast and playback, 1080p DLP TVs are designed to display incredible high-definition pictures that match the full content resolution. According to In-Stat, there are currently 4 million HDTV households in the US, up from 1.6 million in March 2004. Many HD cable and network programming offerings have already moved to 1080

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resolution, and the highly anticipated HD-DVD and Blu-ray Disc technologies for high-definition video playback are expected to make their debut later this year.

"This is an exciting time for HDTV, as we are seeing large quantities of HD content and consumer products to support the content," said Dale Zimmerman, Business Manager, DLP(TM) TV Products at Texas Instruments. "We are pleased to provide our customers with a 1080p resolution chip so they can continue to lead the TV market with innovative DLP TVs."

The inherent advantages of DLP technology include no burn-in or fade, deep rich colors, and incredible, industry-leading contrast ratios. The speed advantage of DLP technology allows for a 1-chip architecture that provides razor-sharp images that will not misconverge over time, and excellent reproduction of fast video such as sports and live action with no motion lag.

SOURCE Texas Instruments DLP Products

Information & Education

Antispyware software still immature but getting better

From: William K. Walker
NVDi.com

I've spent a lot of time scraping spyware off customer systems. Some of it is quite sophisticated and no single antispyware package seems to get it all. Here are a few "lessons learned"...

The antispyware industry is immature. It's much like the early days of antivirus development. For now, the best technique is to choose a competent antispyware package to use for primary real-time monitoring and scanning, but back it up with one or more additional applications that offer a scan-only mode -- Ad-aware and Spybot Search and Destroy are good candidates. This month's "best" antispyware program is Sunbelt Software's CounterSpy http://www.sunbeltsoftware.com/CounterSpy.cfm. Next month, who knows? CounterSpy uses the same, well-regarded core engine as the Giant/Microsoft package, but Sunbelt draws on a broader range of sources for spyware signatures.

As with classic malware like viruses and worms, prevention is essential. Cleaning up a system that is already afflicted with spyware can be very tedious and often requires a fair bit of expertise. You cannot rely on any current antispyware package to completely restore a heavily infested system. Some manual intervention with specialized tools is almost always necessary.

The good news is that prevention works pretty well. Adding real-time spyware protection to a system running a decent antivirus package and, if appropriate, a good personal firewall, seems to do the trick most of the time. Switching to an alternate web browser such as Firefox http://www.mozilla.org/products/firefox helps, too. Of course, all this assumes some basic user education regarding security.

By the way, we'll probably see more litigation from spyware/adware vendors who object to their software being targeted by antispyware utilities. I don't expect this to have much impact, though.

First off, most of those outfits don't really want their techniques and business practices exposed in open court; they're just trying to intimidate the antispyware vendors. Problem is, a number of these vendors are very big players and don't intimidate easily. I doubt if Microsoft is very scared of some sleazy pipsqueak like Claria, for instance.

Secondly, the antispyware community is international. It's tough to sue them all.

Finally, the antispyware folks are anticipating the problem. Symantec, for instance, is establishing a formal software risk level classification system. Other vendors have similar efforts and, sooner or later, will probably coordinate this information. This establishes a formal, defensible metric against which to judge the behavior of a particular piece of software -- very useful in a legal dispute.

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Antispyware software still immature but getting better.txt

DTV Training

From: Gary Sgrignoli

Hi Everyone,

Hope all is well with you !!!. Hey, they finally started the Major league baseball season, and they're still talking about steroids. But, of course, there is another subject to talk about and that is more VSB seminars are on the way!!!

One thing that has changed is the formation of a new firm made up of Bill Meintel, Dennis Wallace, and myself. It's called MSW, and you can read about it in the press release that is attached as well as at our website (www.mswdtv.com). Likewise, all of the seminar announcements will eventually be on this website as well as other interesting information.

The DTV transition continues to plod along and there are at least 1373 DTV stations on the air covering 211 markets containing about 99.7% of the TV households (88% of the households are in markets with 5 or more DTV signals). Behind us is the beginning of the FCC tuner mandate, the "plug & play" cable compatibility issue, the "broadcast flag" resolution (kind of ...), and the issuing of the DTV translator rules. Besides that, there is a significant increase in HD programming as well as more models of lower-cost DTV sets with integrated digital tuners on showroom floors. With the advent of the 2nd periodic review setting the post-transition channel election and replication/maximization process in motion this past November, the last phase of the DTV transition has begun !

As you may recall, all-day digital VSB transmission seminars have been offered around the country for the last 6+ years, with more planned this year. Some of the cities across the country that have hosted seminars in the past have been Chicago, Seattle, San Jose, Oakland, Dallas, Baltimore, Salt Lake City, Champaign (IL), Washington DC, Milwaukee, Los Angeles, Columbia (SC), Reno, Des Moines, Denver, Portland, Albuquerque, Atlanta, Orlando, Minneapolis, Philadelphia, Lansing (MI), Topeka, Boston, Pittsburgh, Manchester, New York City, Raleigh, San Diego, Portland ME, Phoenix, Indianapolis, and Cincinnati. The plan is to visit new cities as well as to revisit some of the ones mentioned above.

Upcoming all-day VSB seminars in late spring are scheduled for:

Date: Thursday, June 2, 2005
Location: SAIT campus in Calgary, Alberta
Time: 8:30 am to 5:30 pm
Hosts: W.A.B.E. and S.A.I.T
Sponsors: LARCAN, Tektronix, Sony/Matix Video, Panasonic

Currently, I am setting up summer seminars, and there are on-going discussions with potential hosts in the following cities:

    Baltimore, MD (late May or June)
    Norfolk, VA (May or June)
    Seattle, WA (June)
    New Orleans, LA (July)
    Kansas City (July)

As usual, the modest registration fee for these seminars covers an updated 1-1/4" thick (590-page) detailed seminar notebook as well as lunch. I've attached an announcement flyer for the Calgary seminar for your reference, which contains contact information and general logistics. If you know anyone wanting to attend such a seminar (e.g. any local station engineers or business clients in the area), please forward this e-mail to them as well as the attached flyer.

Local TV broadcasters often host these seminars in conjunction with local broadcast organizations such as SBE and SMPTE. They are meant to be "break-even" events for the

hosts with the travel, shipping & speaker expenses paid by corporate sponsors (about $700 each), while the handout books and refreshments are covered by the modest registration fees (often between $45 - $60 per person) charged to the attendees. The seminars often draw between 30 - 60 people, and one SBE credit is given to SBE member towards re-certification.

If you know of any broadcast-related groups that would want to co-host or co-sponsor any future VSB seminars in their cities, please let me know. The late spring and summer seminar schedule is currently being planned. I believe that these educational seminars are well worth the time and money to attend, especially in this last phase of the DTV transition where so many requirements are in effect for broadcasters.

Also in the planning for later this year is the creation of a 2nd type of VSB transmission seminar that focuses on the types of DTV measurements that are desired at transmitter sites as well as at remote field sites. These new seminars would be run concurrently with the usual all-day seminars and in a similar manner, with corporate sponsors covering the bulk of the costs and only modest registration fees for the attendees. Stay tuned for more information !!!

As the DTV transition continues to roll out, let's hope that we see continued great progress as we move through 2005.
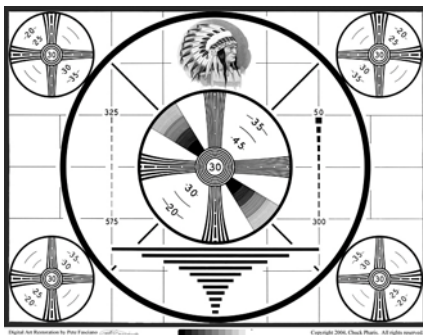
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The Indian Head Test Pattern
By Peter Fasciano and OITP General Chuck Pharis
(The Indian Head Test Pattern pictures below were provided by OITO General Chuck Pharis)

In 1938 RCA engineers set out to design an easy to use reference image that would provide the nuance and familiarity of a human test subject combined with the measurable complexity and consistency of a test chart. With the help of a local art illustration service and an artist named Brooks, the Indian Head was born.

Used by the RCA Labs to test prototype iconoscope cameras, it helped to deliver equipment used to broadcast some of the first television programs seen in the late 1930s and 40s. General Sarnoff had a tight and very public deadline!

We do not know exactly who chose the Indian Head itself, but we are glad they did! Can you imagine a chicken head on the test pattern???

So why an Indian Head? Well, take a look at the image closely. On the original hand drawn image, there is a scale from white to black. Back in the late 30s gamma was a mystery. Early experiments with the Indian Head gave engineers the ability to actually "see" images in the gamma range on their test equipment. Notice the feathers, the skin tone, the grey scales!

Sometime in the late 30s a better chart was needed to help engineers set up cameras. The Indian Head was helpful, but how does one set linearity? Hmmmm, how about something with circles on it! Also there is the problem with something to focus on. The artists then designed the now famous Indian Head Test pattern.

Now it was time to put the pattern to use in a piece of test equipment that engineers could use to set up their broadcast equipment. Around 1947, the RCA TK-1A Monoscope Generator was built. The TK-1A generated the INTP signal seen on TV sets all over the country. Who could forget sitting in front of the set early in the morning or late at night just staring at the pattern!

Now that the original INTP artwork has been discovered, we know exactly what the first pattern looked like!

Copies of this original artwork are available through OITP General Chuck Pharis. For more information and a more complete story, visit General Pharis' website at http://www.Pharis-Video.com

Features, History & Opinions

From: Tom Taggart tpt@eurekanet.com

I swear, I am beginning to think the government's solution for the Mafia is to bring them all in house. Just read a copy of Wayne Reese's synopsis of the "Nationwide Programmatic Agreement." It appears that any new application will require the shipping out of enormous amounts of money to kiss the @$$ of several dozen government operatives and Indian tribes. Despite the fact that in many areas there are no longer any Indian tribes with legitimate claims to anything. (Remember Fennimore's Last of the Mohicans? The Mohicans and the rest of the Indians in Connecticut and R.I. were wiped

out in King Phillip's war in 1690. But when was historical knowledge ever the requirement for a Federal judge?).

I am beginning to believe that the Federal Government and the Congress is opposed to any business with less than about $10,000,000.00 in annual sales, hence enough cash flow to pay off all the shysters in Washington. Briefly, this piece of crap applies to just about any change that requires an application--or requires dozens of forms and surveys and more surveys and more contacts to prove it does not apply to the proposed application. Looks like the process will take a minimum of 6 months to complete. It provides endless opportunities for NIMBY's to stop anything. (Although my legal mind would be inclined to sue anyone who tried, once the project is done. That will stop the old biddies complaining aobut the red light on the tower scaring her pekinese).

You corporate fellows will just ship this off to headquarters, and complain the rest of us just work for "cheap" owners. Us "cheap" owners are the ones doing local programming while trying to compete with the big guys with six or seven station clusters that are now wholesaling time to smash the competition (less is more didn't last very long, did it?).

In the Shadows no more

There is little question that much of the talent – technical and more – in our industry call Cal State Northridge their alma mater. Just about everywhere in Hollywood, you'll find someone who has graced the facilities of the Radio-Television-Film dept of CSUN.

At most all great institutions of this type there is one stellar person in the shadows who makes the equipment work, shares his or her vast experience with the postulant broadcast want-a-bes and seldom, if ever, gets any credit for their sagged contributions to these young minds. One such person is Bob Hurley.

Hurley has decided, after an interesting life of broadcasting and education, to through in the towel and retire, leaving behind him a vast background that he had little problem sharing and enriching the knowledge base of students with.

Beginning at KBLA in Burbank, CA in1959, Hurley moved on to KJLH in Long Beach during the summer of '63. Wishing to fill in the gaps in his education, Don Martin School of Radio-Television Arts & Sciences was his next stop; that lasted for a year beginning in 1963-1964. The fruits of his efforts got him training in radio, TV production, writing , Foreign Languages and a 1st class Radio-Telephone license.

Some of Hurley's other experiences and credits are: KSBW AM FM & TV Salinas/Monterey CA, WTIM Taylorville Illinois- 1965-1967, Institute for the Blind &

Handicapped in Burbank 1967, KABC Los Angeles Radio (off & 0n for over 3 decades--Worked as a Board Operator & some Remote setups, KFI Los Angeles 1968—1980 (fulltime – Remote Engineer - Producer for Lakers, USC, and Dodger pre-game shows), Board Operator for Lohman & Barkley--Hudson & Landry--Dick Whitington--Jack Angel & more at KMPC and finally Californian State University since 1980 where he has been busy, among other things, with Earthquake recovery construction since 1995

When asked what he was going to do with all his new, free time, Hurley says: "Auto racing & all the other things I have had fun with & been blessed with in my life"

A FORECAST:

"The days of runners taking copies of video tapes from one office to another are drawing to a close as broadcasters install digital, file-based, workflow solutions.

"'The Broadcast Value Chain' a new report by independent market analysts Datamonitor - datamonitor.com - which analyses the broadcast TV production value chain in Europe, forecasts that in 2008 European broadcasters will spend $3.6bn on their production equipment, up from $2.6bn in 2004, a compound annual growth rate (CAGR) of 8%.

"'Broadcasters are finally joining the rest of the world in using IT-based open standards equipment in their TV production systems,' says James Healey, senior media and broadcasting technologies analyst at Datamonitor and author of the report. 'For the editing vendor community, as has been illustrated by the recent merger announcement of Avid and Pinnacle, which is sending shudders through the editing vendor community, players will increasingly seek to expand their product portfolios to protect their home market, leading to further consolidation.' The broadcast industry is being driven by the underlying trend of the transition from analogue production systems to digital IT-based workflows. At present only approximately 15% of European broadcasters operate fully digital workflows - however, according to Datamonitor, this is set to change quite dramatically."

Is this really the case? And what about here in the US? Your views are welcomed.

From the Pen of Mendrala
By: Jim Mendrala

(Editor's Note: Mendrala departed early to attend the Digital Cinema conference in Las Vegas that is part of NAB. Look for him in our next editon.)

Parting Shots
By Larry Bloomfield

With too little time and being late, the picture at the right is our parting shots as we get the final thing put in the suitcase for our week long stay in Las Vegas. If you happen to attend this year's bash in the desert, and you happen to see a fat guy with a white beard in a Red scooter (not Santa) putting around, stop me and say hi. Don't for get the Order of the Iron Test Pattern annual awards presentation on Monday in the ESE booth at 5:45 PM.

"It's Alice Kramden!"

We will be back in our offices on Friday evening, April 22nd, pack the van on Saturday, April 23rd and hit the road for Medford, OR sometime on Sunday, April 24th. Monday, April 25th is our first of over 70 venues on the Road Show.

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Thanks.