

Viewfinder

Applied Electronics Limited

Your Complete Technology Partner



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CBC News Network and CBC's The National Boast Brand New Sets

When the CBC News rebranded "CBC Newsworld" and relaunched its nightly flagship newscast, "The National," the network turned to Applied Electronics to design, supply and integrate the display technology for two new sets and studio configurations. Rebranding "CBC Newsworld" as "CBC News Network", CBC focuses the program block on breaking news. The new set offers viewers a fresh graphical look. "The National," with anchor Peter Mansbridge, has been relaunched in a new studio and introduces a new, faster paced program for a more dynamic TV experience. The CBC, looking for a solution for on-air, large-screen applications, chose Applied Electronics' solution. The timeline for the project was extremely compressed – just 60 days – as the new on-air look was scheduled to debut on Oct. 26, 2009. Thanks to the efforts of the manufacturers, we successfully met this critical deadline.

The new set for "CBC News Network" features two large DNP rear-projection screens, custom designed by RP Visual, one flat 16 x 9 ft. screen and a curved 12 x 7 ft. screen, fed by a pair of 10,000-ANSI lumens, Christie HD10K-M projectors. These are true HD (1920 x 1080), 3-chip DLP projectors built for demanding conditions such as those found in broadcast studios. The Christie HD10K-M has embedded edge-blending and color-matching capabilities that make it ideal for large and curved-screen displays.

Adjacent to the rear projection screens are a Panasonic 103" plasma screen and an array of ten Planar Systems 46" LCD screens fed by a Vista Spyder X20-1608. This 16-input, 8-output Spyder X20 model can be used with any display device or combination of display devices, making the display easier to design and implement. All of the screens on-set display a variety of graphics and backgrounds, as well as story and correspondent clips.

The new studio for "The National" also boasts a curved 12 x 7 ft. DNP rear-projection screen, custom designed by RP Visual, featuring another Christie HD10K-M projector plus a Panasonic 103" plasma screen and an array of 14 Planar 46" LCD screens fed by an additional Vista Spyder X20-

1608. The displays for "The National" showcase graphics and in-depth news stories, interviews and discussions with correspondents nationwide in a more transparent and immediate way. A backup

Spyder X20-1608 is shared between the two studios to assure redundancy for the 24/7 news operation.

For more information on this project, please contact CHRIS RANGLES in our Mississauga office.



Christie – NAB Booth SL2005

Until Christie's Entero™ LED Control Room solution, every video wall used lamps. And we do mean used. Over its life, a video wall could consume hundreds – each lamp adding to the overall cost of the video wall. And then of course there was the downtime, and maintenance charges. But where the conventional lamp might last 10,000 hours, Christie's LED light source lasts 60,000. That's almost seven years running 24/7. With Christie's zero maintenance design, you buy just a video wall. Not a lifetime's commitment to never-ending expense.

The Christie Entero™ LED Series is the first LED ultra-high resolution DLP® display system. It employs the latest in rear screen display technology and offers a worry-free, cost-effective solution for control room and video wall displays. Based on 30 years of high performance rear projection display innovation, the Christie Entero™ LED Series offers extraordinary long life, 24/7 reliability and demanding performance quality.



CHRISTIE®

For more information on this product, please contact your local A/V Sales Representative.

Cinegy – NAB Booth SL2725

Cinegy Workflow is the software platform which combines digital asset management, video ingest and software based encoding, broadcast automation and playout, production tools, archive storage & retrieval - all integrated into one seamless database driven production workflow.



CINEGY WORKFLOW

Tapeless production is good - digital asset management based, workflow driven production, is even better. Cinegy Workflow does all this and more. SD & HD ingest, logging, storyboarding, team collaboration, non-linear workflows, news integration, broadcast automation and real-time playout as well as a wide range of options for 3rd party integration - all based on standard IT hardware and non-proprietary storage.

Cinegy Workflow is an open platform consisting of a suite of tools, applications and open APIs that allow you to shift television production into the next gear without being taken hostage by a proprietary solution of a particular vendor. Cinegy software covers every stage of the digital production process.

Cinegy Workflow is an intuitive solution conceived by media professionals for media professionals that works with any type of media totally redefining the concept of archive, production as well as automation for television, film and other types of media.

CINEGY WORKFLOW - HOW IT WORKS MODULAR, SCALABLE, COMPLETELY DIGITAL

For more information on this product, please contact your local Broadcast Sales Representative.



Net Insight – NAB Booth SU3323

Net Insight delivers media-rich transport solutions for Broadcast, IP Media, TV Distribution and Broadband TV Networks.



Feature Highlights:

- 100% QoS – Guaranteed – even at full network load
- Any service mix over any network
- Highest network utilization – configuration channel sizes
- IP and Ethernet functionality – increased flexibility and efficiency
- Time & Synchronization capabilities – unique time & sync distribution

Available Interfaces:

3G/HD/SD-SDI access with optional JPEG2000 compression, ASI access, Ethernet access, AES/EBU access, SDH/SONET and PDH access, IP/Ethernet trunks, SDH/SONET and PDH trunks.

The Nimbra Platform:

- **Nimbra 680/688** media network backbone switches
- **Nimbra 340/340-HD/360** multiservice access switches
- **Nimbra One** high capacity network switch
- **Nimbra Vision** network management and service provisioning system



For more information on this product, please contact your local Broadcast Sales Representative.

Grass Valley - NAB Booth SL106

Grass Valley is launching new functionality for its products at NAB 2010 which will help broadcasters deliver more services and improve efficiency.



- Grass Valley expands functionality of K2 Summit/Solo Servers with innovative "ChannelFlex" for adding 3D, Super Slo-Mo, Key/Fill and Multi-Cam Support
- Grass Valley tightens Final Cut Pro integration for streamlined newsroom workflows and better production efficiency
- Grass Valley adds new functionality to revolutionary K2 Dyno Replay System for improved productivity
- Grass Valley delivers world's first end-to-end 1080p camera channel; simplifies 3D control
- New Grass Valley service packs expand T2 iDDR functionality

For more information, please contact your local broadcast sales representative.

Panasonic – NAB Booth C3712

World's First Integrated Twin-Lens 3D Camera Recorder

This product is the world's first professional twin-lens FULL HD 3D camera recorder. Current professional 3D systems are large-scale setups in which 2 cameras are fitted to a rig in parallel, or vertically intersect across a half-mirror. Separate recorders are also required.

In Panasonic's new FULL HD camera recorder, the lenses, camera head, and a memory card recorder are integrated into a single, lightweight body. This is much less expensive, smaller, more portable, and easier to maintain than current professional 3D systems.

The twin-lens system adopted in the optical section allows the convergence point to be adjusted. Functions for automatically correcting horizontal and vertical displacement are also provided. Conventional 3D camera systems require these adjustments to be made on a PC or an external video processor. This new camera recorder, however, will automatically recalibrate without any need to external equipment, allowing capturing 3D image immediately.

Right and left full-HD video streams can be recorded as files on memory cards, ensuring higher reliability than on other media. Eliminating moving parts helps to significantly reduce maintenance costs. Users also enjoy a fast, highly-productive file-based workflow.

Panasonic's HD 3D camera recorder will be featured at NAB along with many other new products including the unveiling of Panasonic's brand new 3D Monitor.



Panasonic

ideas for life

For more information on this product, please contact your local Broadcast Sales Representative.

Planar Systems – NAB Booth SL8220

Planar Systems is a global leader of specialty display technology.



Clarity™ Matrix LCD Video Wall System

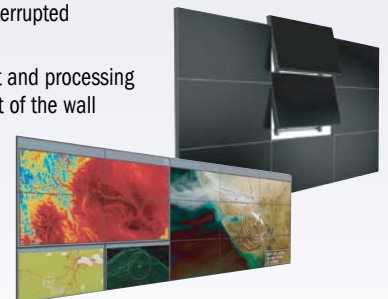
For customers who need a thin profile video wall and uninterrupted operation, Clarity™ Matrix LCD Video Wall System is the ultra-narrow bezel LCD video wall system that provides outstanding tiled visual performance, supports extended operation and requires minimal installation space.

Clarity Matrix combines an ultra-thin profile and unique tiling optimization features in an integrated, mission-critical system design. Clarity Matrix utilizes commercial-grade 46" LCD panels with breakthrough narrow-bezel characteristics resulting in just a 7.3mm pixel-to-pixel gap between images on adjacent panels in the video wall.

At the heart of the Clarity Matrix architecture is a distributed design that takes heat, complexity and unreliability out from behind the LCD panel and replaces it with a centrally located, easily accessible and highly reliable rack-mounted system.

Key Features:

- Streamlined Clarity Matrix LCD Modules tile together to form the video wall and display the images.
- Clarity Matrix EasyAxis mounting system simplifies the task of installing and perfectly aligning the LCD Modules while allowing for efficient in-wall service.
- Clarity Matrix Quad Controller Module and Power Supply Module drive the wall and facilitate uninterrupted operation.
- Clarity Matrix configuration, management and processing software makes set-up and management of the wall easier and accommodates a range of image processing solutions.



PLANAR

For more information on this product, please contact your local Broadcast Sales Representative.

City of Vancouver's Emergency Operations Centre

To facilitate fail-safe emergency response communication during high-profile events, and on an ongoing basis, Applied Electronics's Vancouver team completed a significant installation for the City of Vancouver's Emergency Operations Centre (EOC) in the E-Comm building, located in Kelowna, British Columbia.

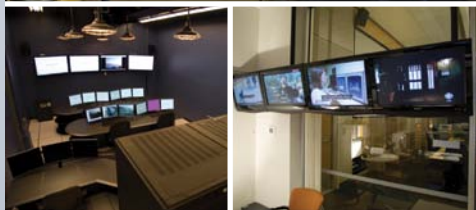
The Vancouver EOC coordinates emergency response teams from Vancouver's police and RCMP, fire and rescue, traffic management, city engineering services, health authority and more. Staffed by personnel from city departments and trained volunteers, it supports all response activities in the field and provides overall direction to responders in emergency situations. The 24/7 hub is critical to the safety of visitors, athletes, spectators and residents of Vancouver.

Powered by Christie HD405 single-chip DLP® high definition projectors and the Christie TVC-1210 display wall controller, the EOC features a 26-foot wide Da-Lite screen with a pixel resolution of 3840 x 1080. It is used for emergency mapping, linking to emergency response centres, television coverage and news feeds. Twelve Sharp 46" LCD monitors are also included in the system with a large JBL sound system and a Magenta 48x48 matrix switcher linking all components of the system. Crestron software and a Crestron TPS-17 touchpanel controls the system.

In addition, Applied Electronics installed a Christie LW400 3LCD projector in the Conference Room, which is used for smaller group collaboration and decision-making. The Conference Room utilizes the projector in conjunction with a SMART Board SB685 interactive whiteboard and a Polycom video conferencing system to aid in their emergency planning development. Three Breakout Rooms, a Director's Office and a Surveillance Room also house Sharp 46" LCD monitors.

The installation was completed and operational in the summer of 2009 and ready for action as the Vancouver 2010 Winter Olympic Games commenced in mid-February 2010.

For more information on this project, please contact **STEPHEN MONTEITH** in our Vancouver office.



CHEK News: The Little Station that Could



In late 2009, a decision was made to shut down a number of tier 2 market stations in western Canada. This included CHEK TV in Victoria which has been part of the the community for over 50 years. Management at CHEK approached the community and raised enough interest and investment to enter into negotiations to buy CHEK's license and operate as an independent station. CHEK's own employees, believing in the station's future, invested their own money and together with the outside investors and the management team at CHEK struck a deal to buy the station. The CRTC gave an unprecedented boost to CHEK by not only granting the license in one short month as opposed to the normal six to twelve months, but also granted CHEK a seven year license - almost unheard of in Canada's broadcast industry. The stage was now set for CHEK to become a self sufficient and self sustaining broadcast station.

CHEK approached Applied Electronics for help with the build in October 2009 to determine the look and deployment of the new station. The station required numerous items in a short amount of time. Among the required items were a self contained news production

system and a rebuilt production control ready for air by February 15, 2010. Additionally, CHEK needed to implement a new master control which had been removed previously as part of a network centralization project. This new master control needed to be ready for air March 30, 2010. The entire new system needed to be built almost from the ground up, ready for the HD future of the station and be cost effective so that CHEK could

sustain the costs of the build while ensuring its long term viability. As an added challenge, the build was required to be completed during the Olympic Games in February of 2010.

Applied Electronics designed and implemented the build on time and on budget. Among the proven

technologies chosen was a Grass Valley Aurora news production system which has been in service at Global for a significant amount of time. CHEK chose for its master control system the Omnibus iTX system, a server based master control and automation system that is incredibly powerful.

On February 15, 2010, CHEK went on air with their own news system and production control. On March 30, CHEK will make history when they go to air with their own master control, becoming one of Canada's only true independent broadcast stations.

Applied Electronics is proud to be the chosen partner for CHEK's launch of a truly inspiring and worthy enterprise. We wish CHEK every success in the future.

For more information on this project, please contact **PATRICK WELLS** in our Vancouver office.

The Weather Network

The Weather Network has recently purchased four Ikegami HDS-V10E GFCAM tapeless cameras with Canon HJ17eX7.6IASE lenses which utilize GFP32 GFPK flash memory removable media with USB 2.0 and Serial ATA interface. These cameras will be used in bureaus across the country, as cameramen are able to shoot in the field and then remove the media and plug them into their Non Linear Editors. This provides The Weather Network with an efficient work flow. The capture is digital and the transfers are file based.

For more information, please contact **EUGENE MCELENEY** in our Mississauga office.



Ikegami - NAB Booth C5108

HDS-V10 GFCAM Tapeless Camera

New Generation Broadcasting System with Flash Memory

The HDS-V10 employs MPEG-2 compression and MXF file format which is becoming de-facto standard, and achieves high versatility and high picture quality with full HD picture resolution of 1920x1080. The camera/recorder records HDTV pictures with removable media, GFPK. Employing 2/3-inch 3CCD system and digital process IC (ASIC), which is the same as Ikegami's top of the line HDTV cameras, the HDS-V10 is a tapeless camera with rich picture performance.

Key Features:

- 2/3-inch 3xCCD sensors, selectable between native 1080i (2.3-mega pixel) and native 720p (1.0-mega pixel)
- 4:2:2 Digital component recording
- HDTV: 1080i/720p SDTV: PAL/NTSC multi format support
- MPEG-2 HD Long GOP-50Mbps, I frame 100Mbps Multi CODEC
- MXF(Media eXchange Format) Recording
- RetroLoop™, Timelapse Recording

- Thumbnail search operation
- The HDS-V10 employs MPEG-2 4:2:2P@HL codec, and can record the HD picture of 1920x1080/4:2:2
- A buffer memory is employed in the camera head in which video is recorded for 30 seconds. So continuous recording is available by replacement of GFPKs within 30 seconds.
- The HDS-V10 can create and record Proxy video (MPEG-4) in parallel to the main video recording, as an option.

For more information on this product, please contact your local Broadcast Sales Representative.





Kim Edmonds Retires

After 15 years of loyal service to Applied Electronics, and 44 years in the broadcast industry, Kim Edmonds retires in March following the completion of his final Special Project with Applied Electronics – the Vancouver 2010 Winter Olympic Games.

Kim began his career in the broadcast field in 1966 when he worked for CFQC-TV Saskatoon, CFCN-TV Calgary and CBC-TV Calgary, until he

established his own technical management company in 1988 working with NBC, ABC, ESPN, and TSN, among others over the course of 12 years.

Kim joined Applied Electronics in 1995 as a Broadcast Sales Representative and three years later was promoted to Manager of the Broadcast Division. Kim managed and grew the division over the course of 5 years before taking on the challenge of building and managing the specialized Broadcast Systems Group in 2003, a third division formed to cater to the needs of clients requiring turnkey solutions.

During the past 27 years, Kim has been involved in the TV broadcasting of 15

Olympics, 3 Commonwealth Games and 2 Pan Am Games plus dozens of other special broadcast events.

Kim was also honoured with the Western Association of Broadcast Engineers (WABE) *Ambassador of the Year Award* in 2007, recognizing him for his significant contributions to the association and the industry.

“Susan, John and I would like to thank Kim for his years of service and for his unwavering support of the company and of the three of us,” says Paul Stechly, President of Applied Electronics. “Kim was instrumental in the growth of our specialized design and engineering team, recruiting and retaining many of the key individuals who now make up the core strength of our Broadcast Systems Group. It has distinguished us as a leading systems provider in the broadcast industry, a position we surely would not enjoy without Kim’s efforts.”

Although Kim leaves us to enjoy some much needed R&R, he will not be leaving us forever as he will make appearances now and again to help manage large projects.

With their two daughters, Desiree and Erin, now all grown up, Kim and wife, Denise, plan on taking their RV on long excursions into the southern U.S. states, coming back regularly to visit their two grandsons, Jesse (4) and Jace (2).

On behalf of everyone at Applied Electronics, we wish you all the best in your future endeavours, Kim! Enjoy your many travels.



Trevor Joice Retires

Trevor has been with Applied Electronics’ broadcast sales team for over 12 dedicated years. He retires at the end of April following the 2010 NAB Show in Las Vegas.

Trevor’s 40-year career in broadcast began as an Electronics graduate in 1970 when he joined CHUC Radio in Cobourg. He moved to Toronto in 1973 to work for CHIN Radio for over 18 years, most of which as Chief Engineer. He later worked at CJRT, a fine arts radio service on Ryerson University campus, for

7 years before deciding to go into sales. Trevor joined Applied Electronics in 1998 as a Broadcast Sales Representative specializing in AM-FM studio and transmission products.

Trevor served on the Central Canada Broadcast Engineers (CCBE) committee for many years and was President in 1985 and 1986. He was honoured with CCBE’s *Engineer of the Year Award* in 1991 and CCBE’s *Ambassador of the Year Award* in 2007 for his broadcast accomplishments, engineering achievements and support for the association and fellow broadcasters. Trevor also volunteers as a Big Brother and Scout Leader, serving for 25 years, and was presented with Canadian Scouting’s *Centennial Medal* in 2008, recognizing him as a *Leader with Distinction*.

“On behalf of Paul, Susan, John, and all of his colleagues and friends here, I would like to thank Trevor for the many years of loyal service and support he has extended to us all,” says Jim Goessinger, Manager of the Broadcast and Post Production Division of Applied Electronics. “He helped Applied succeed in Radio and in the RF realm. He is a talent we will surely miss.”

Trevor and his wife, Jean, have two sons, David and Matthew, who have followed in their father’s footsteps in Broadcast and in Sales, with the prospect of their grandson, Benjamin, becoming a third generation Broadcaster.

Trevor and Jean plan to refurbish their country home on their 7 acre land near Cobourg and continue bee keeping and turning his Ham rig on the air and getting back into radio again.

We wish you all the best in your retirement, Trevor, and don’t forget to drop in for a coffee once in a while!



Kwok-Hay Tse A/V Installation Technician, Toronto

Dearly known as Hay, he joins us with extensive experience in audio visual systems design and integration, sound reinforcement systems, recording studios, as well as broadcast industry experience with Fairchild TV. As an A/V Installation Technician with our Mississauga technical team, Hay is responsible for on-site system installations, wiring racks and troubleshooting. He also enjoys project

management and programming. Hay and his wife, Vanita, have a 15 year old daughter, Serena. He enjoys music, film photography, biking, and badminton. Welcome to the team, Hay!



Peter Gillespie Manager, Broadcast Systems Division

Paul Stechly, President of Applied Electronics, is pleased to announce the appointment of Peter Gillespie to the position of Manager of the Broadcast Systems Division. With an outstanding career spanning over 26 years in the Canadian broadcast industry, Peter joins Applied Electronics with exceptional qualifications and senior-level management experience. Peter will be focusing on leading Applied Electronics’ Broadcast Systems Group in providing integrated solutions to our evolving customer base.

An Ontario native, Peter established his career in the broadcast industry in Western Canada with local television stations in Vancouver and Calgary, and then moved back to the west coast to become the Operations Manager at CHEK Television. He later took a Director of Customer Support role with a software company in the Silicon Valley of Sunnyvale, California before moving back to Vancouver to become the Vice President of Engineering and Operations at Channel M where he conceived, constructed and launched the new Channel M station build. As our client, Peter worked extensively with Applied Electronics to build the Channel M station. Later, he joined one of our top technology partners as Technical Account Manager with Grass Valley before joining Applied Electronics’ management team in Mississauga (Toronto), Ontario.

“With over 25 years of progressively senior experience comprising of increased responsibility and scope, Peter is a creative, strategic planner with an impressive track record of devising and implementing innovative processes and procedures,” says Paul Stechly. “He possesses a unique combination of technical experience and education in business and provides solid operational, technical, management, project management, and financial expertise.”

Peter and wife, Yvonne, have a son, Terry, and daughter, Karene. He enjoys music and writing. Welcome aboard, Peter!





APRIL 12 & 13, 2010
Twilight/Scenic Room
6:00 pm - 8:00 pm

APRIL 14, 2010
El Dorado Ballroom
6:00 pm - 8:00 pm

Refreshments, including beer, wine and soft drinks, will be served.

SPONSORSHIP OPPORTUNITIES ARE AVAILABLE

For more information, please contact Rosie Patey at Applied Electronics Limited.

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