

VSF- VidTrans12 Annual Conference & Exposition

Monday February 27, 2012

3:00-5:00PM

Pre-Conference Tutorial: Foundations of IP Video
Wes Simpson – Telecom Product Consulting

Tuesday February 28, 2012

7:30AM Continental Breakfast – Foyer of Galleries 4 – 6

8:30AM Session 1 Starts

- 1] **Designing reliable and effective adaptive bitrate profiles for multi-screen live streaming**
Clement Duval - ATEME
- 2] **4K TV -- Coming soon to your living room!**
Matthew Goldman - Ericsson

10:00AM BREAK, 30 Minutes in Exhibit Hall, Galleries 1 – 3

Exhibits Open 10:00AM – 7:00PM

- 3] **IP network Architecture to Simulate Broadcast Routing Applications**
Carl Ostrom - System Resource
- 4] **Video Status report on what progress has been made on JPEG2000 standardization**
John Dale - MediaLinks

11:45AM Get-Together Luncheon in Exhibit Hall

1:15PM Session 2 Starts

- 1] **When Simpler Is More Complicated: Carrier Transport Network Design and Its Impact On Video Service Providers**
James Walker - Tata Communications
- 2] **Successful Interoperability Field Trial for leading Telco Operator**
Dr. Shahin Arefzadeh - Dimetis

2:30PM BREAK, 30 Minutes in Exhibit Hall

- 3] **Multi Generational compression for mpeg4 and jpeg2000 and compare the end result for emission compression in low bit rate mpeg4**
Helge Stephansen - T-Vips
- 4] **High-level technology trends cost-curves & why uncompressed-over-IP may finally make sense**
John Mailhot - Harris

4:30PM Session Adjourns

“Tuesday Reception – Exhibit Hall 5:30-7:00PM”

Wednesday February 29, 2012

7:30AM Continental Breakfast – Foyer of Galleries 4 – 6

8:30AM Session 3 Starts

- 1] **CBC/Radio-Canada's Next Generation Converged Network Project**
Lorraine St-Germain - CBC-Canada
- 2] **Encoding / Decoding interoperability: Is it still a problem for MPEG-4?**
Gustavo Marra - ATEME

10:00AM BREAK, 30 Minutes in Exhibit Hall

Exhibits Open 10:00AM – 6:00PM

- 3] **An Effective Full Reference Method for A Single Ended Test Application**
Blake Homan - Video Clarity
- 4] **MPEG-DASH: A New Standard for Streaming Video Over Internet**
Iraj Sodagar - Microsoft

11:45AM Get-Together Luncheon in Exhibit Hall

1:15PM Session 4 Starts

- 1] **Understanding IEEE802 Audio/Video Bridging: Is this the Future of Video Over Ethernet?**
Wes Simpson - Telcom Product Consulting
- 2] **Panel Discussion: Title ‘Charting the Future of Professional Media’**
Each of the panelists will present their thoughts on the future of professional media. The panel will then explore the topic further, including looking at core infrastructure, the merging of professional and consumer media, the issue of distributed facilities and security.

Participants: *Chair Person: Carl Ostrom – System Resource, Inc*
Pierre Costa – AT&T
John C. Lee - CBC/Radio-Canada
David Chilson – CBS-TV
John Mailhot - Harris
Rick Ackermans – Turner Broadcasting
Brad Gilmer - Gilmer and Associates, Inc.

2:30PM BREAK, 30 Minutes in Exhibit Hall

- 3] **Panel Discussion Continues**

4:30PM Session Adjourns

“Refreshments – Exhibit Hall 4:30-6:00PM”

Thursday March 1, 2012

7:30AM Continental Breakfast – Foyer of Galleries 4 – 6

8:30AM Session 5 Starts

- 1] **Extreme Event Management: South African WorldCup Case Study**
MJ Drouin - Aldea
- 2] **ISO Live (MPEG-DASH): an approach to primary distribution transmission**
Bart Schade - IPVidNet
- 3] **Video Content Activity Group Update**
Wes Simpson - Telecom Product Consulting
- 4] **Hitless Protection Switching Activity Group Update**
Mike Bany - DVBLink

10:00AM BREAK, 15 Minutes - Foyer of Galleries 4 – 6

- 5] **Interop Discussion**
Jack Douglass – Packet Storm
- 6] **Delivery of 3DTV to the Home**
Walt Husak - Dolby
- 7] **Media Networks – Overview of new techniques for real-time service protection and control**
Chin Koh - Nevion

11:45AM Meeting Adjourns

Note: *Check out the interoperability event between multiple vendors in the exhibit hall*

2/20/2012