

# VSF- VidTrans17 - Making IP Video Production a Reality, Annual Conference & Exposition

Monday, February 27, 2017

**3:00-5:00PM**

**Pre-Conference Tutorial: AES67 - What Every Media Professional Needs to Know**  
*Wes Simpson – Telecom Product Consulting*

## Tuesday, February 28, 2017

### **7:30AM Continental Breakfast – Bayview Room Foyer**

### **8:30AM Session 1 Begins – Bayview Room**

- 1] **Virtualized Broadcast Solutions: Reality Check (30)**  
*Thomas Edwards - Fox*
- 2] **From Theory to Reality: Native IP Live Production using Media Function Virtualization (30)**  
*Andrew Osmond - APERI*
- 3] **Advanced NICs and Their Applicability to Flexible Broadcast Environments (30)**  
*Dotan Levi – Mellanox*

### **10:00AM Break, 45 Minutes in Exhibit Hall (California Ballroom)**

#### Exhibits Open 10:00AM – 7:00PM

- 4] **BCE IP Broadcast Facility Case Study (30)**  
*Phil Myers - SAM*
- 5] **PEG and Beyond (30)**  
*Peter Keys – Charter Communications*

### **11:45AM Get-Together Luncheon in Exhibit Hall**

### **1:15PM Session 2 Begins – Bayview Room**

- 1] **Panel Discussion: Roadblocks to Implementing 2110 (60)**  
(Attendees are encouraged to come with questions)  
**Moderator:** *Brad Gilmer – Gilmer & Associates*  
**Participants:** *Chuck Meyer – Grass Valley, Eric Fankhauser - Evertz, Toshiaki Kojima – Sony, Gerard Phillips - SAM*

### **2:15PM Break, 45 Minutes in Exhibit Hall**

- 2] **SCTE-104/35 and Beyond: A Look at Ad-Insertion in an OTT World (30)**  
*Ciro Noronha, Ph.D. – Cobalt Digital*
- 3] **IP – A New Way to Think About Time (30)**  
*Chuck Meyer – Grass Valley*

### **4:30PM Session Adjourn**

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

## Wednesday, March 1, 2017

### **7:30AM Continental Breakfast – Bayview Room Foyer**

### **8:30AM Session 3 Begins – Bayview Room**

- 1] **UHD HDR and Video Quality (45)**  
*Sean McCarthy Ph.D. - ARRIS*
- 2] **The Use of SDN in Hybrid Cloud Production (30)**  
*Fredrik Sallstrom – Net Insight*

### **10:00AM Break, 45 Minutes in Exhibit Hall**

#### **Exhibits Open 10:00AM – 6:00PM**

- 4] **SDI to IP Core Infrastructure Change Out – Case Study, NHK, Japan (30)**  
*John Dale – Media Links*
- 5] **System Migration to ST2110 (30)**  
*Paul Briscoe – Televisionary Consulting/Evertz*

**Note:** VSF Membership Meeting 11:45AM – 12:15PM

### **11:45AM Get-Together Luncheon in Exhibit Hall**

### **1:15PM Session 4 Begins – Bayview Room**

- 1] **Panel Discussion: Getting from here to IP-based production (60)**  
(Attendees are encouraged to come with questions)  
**Moderator:** *Brad Gilmer – Gilmer & Associates*  
**Participants:** *Rick Ackermans – MVA Broadcast Consulting, Carl Ostrom – System Resource, Richard Friedel – Fox Broadcasting, Wes Simpson – Telecom Product Consulting*

### **2:15PM Break, 45 Minutes in Exhibit Hall**

- 2] **IP Media Connectivity Convergence Across the Campus and the Country (30)**  
*Andy Rayner - Nevion*
- 3] **Professional Media Transport over Packetized Networks (30)**  
*Sergio Ammirata, Ph.D. - DVEO*
- 4] **Live Streaming Broadcast-Quality Video over Commodity Internet Networks**  
*Mike Flathers – Aspera, an IBM company (30)*

### **4:30PM Session Adjourn**

#### **Refreshments – Exhibit Hall 4:30-6:00PM**

## Thursday, March 2, 2017

## **7:30AM Continental Breakfast – Bayview Room Foyer**

### **8:00AM Session 5 Begins - Bayview Room**

- 1] **The MEF Third Network Vision and its Application to Media (30)**  
*Dan Pitt - MEF Forum*
- 2] **Industry Activities around Video over IP and How They Relate (15)**  
*Brad Gilmer and Richard Friedel – Fox*
- 3] **Next Generation Audio over IP (30)**  
*Kent Terry - Dolby Laboratories*
- 4] **IT vs. Broadcast Engineering - or- Surviving the Transition to IP (20)**  
*Wes Simpson – Telecom Product Consulting*
- 5] **J2K-ULL Activity Group Update (15)**  
*John Dale – Media Links*

### **10:00AM BREAK, 30 Minutes Bayview Room Foyer**

- 6] **AMWA NMOS: connection management and other work (15)**  
*Brad Gilmer - Gilmer & Associates*
- 7] **Network Control API (15)**  
*Subha Dhesika - Cisco*
- 8] **IP Zone at NAB (15)**  
*Mike Cronk - AIMS & Stan Moote, CTO IABM*
- 9] **Interoperability Session Update (15)**  
*Jack Douglass – PacketStorm*
- 10] **Studio Video over IP (SVIP) Activity Group Update (10)**  
*Mike Bany – Fox*
- 11] **New VSF IPR Policy Review (20)**  
*Brad Gilmer – VSF*

### **11:45AM Meeting Adjourn**

**`Schedule is subject to change without notice`**

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