

WEDNESDAY, January 20

- 9:00 AM —10:00 AM** **It's Digital Now – What Could Go Wrong?**
Learn about new video measurements for closed-captioning, AFD, 3G and MPEG, legal colors, color space, and dual-link. Presented by **Tektronix**.
- 10:30 AM —11:30 AM** **RED Workflow & Data Wrangling: Masters Class**
There are many challenges to creating a smooth workflow to get files from camera to post production. Expert **Adam Wilt** will demystify the process of getting raw media into post-production and detail how you CAN make it all work! (*Adam Wilt has been working in film and video for the past thirty years, while paying the bills writing software for animation, automation, broadcast graphics, and real-time control for companies including Abekas, Pinnacle, Omneon, CBS, and ABC. Since 1997 his website, adamwilt.com, has been a popular reference for information on the DV formats. He has reviewed cameras for DV Magazine and written its "Technical Difficulties" column, and taught classes and led panels at NAB, IBC, and DV Expo. He co-authored the book, "Optimizing Your Final Cut Pro System", part of the Apple Pro Training series; he hopes you'll buy a copy, as there's still a large advance to be paid off.*) And then get ready to 'cowboy up' as **Jim McLean** from **1Beyond** joins Adam to demonstrate their Data Wrangler — a cool solution to the hotly debated dilemmas of data backup.
- 12:30 PM — 1:30 PM** **Shedding New Light on Digital Signage**
Quickly generate an audience and get your message across! Digital technology offers exciting possibilities in the display of eye-catching visuals, with the added bonus of building increased interactivity from your targeted audience. Whether aiming to productively market to potential clients, or successfully distribute educational information, this cutting-edge technology can help get your message across and make a distinctive impact. You'll learn how digital signage works, where it can be used, and how it can ultimately enhance your organization's communication goals. Presented by **Bill Mullin** of **Starin**.
- 2:00 PM — 3:00 PM** **Asset Management & Archiving: Location, Location, Location**
Do you struggle finding the footage that you know you filed somewhere? Are you tired of rolling tape to find a clip? Are you buying mountains of drives and loosing track of your media? Our panel will present a solution to digitize & catalog your media so you can browse and retrieve it from a master archive.
- 3:30 PM—4:30 PM** **Tapeless Workflow**
Presented by **AJA Product Marketing Manager Bryce Button**, this session will focus on recording and capture featuring KiPro — for everyone from camera operators to gamers! Bryce has been working in post-production since the mid-1980s and joined AJA from Autodesk, where he most recently served as an Application Specialist for Flame. He also has extensive experience as an editor and post-production supervisor, is the author of two professional editing books and an industry lecturer and educator.

THURSDAY, January 21

- 9:00 AM —10:00 AM** **It's Digital Now – What Could Go Wrong?**
Learn about new video measurements for closed-captioning, AFD, 3G and MPEG, legal colors, color space, and dual-link. Presented by **Tektronix**.
- 10:30 AM —11:30 AM** **Visualization: The ABCs of 3D**
The world of media is no longer flat! Showcased by 2009's string of cinematic box office successes, digital 3-D stereoscopic ("3DS") technology is opening exciting doors for new applications. 3DS content is an engaging, high resolution, full-color solution for promotion, education, exhibition and corporate communication. How can you apply 3DS to your world? Join **former Disney Imagineer / Bay Area imaging specialist Geoff Puckett** for an exciting look behind the curtain of 3DS. Geoff will describe the complete 3DS pipeline and how to plan, produce and present 3D content for applications from basic business presentations to large-scale live events. Topics: Live capture and computer media generation, media editing + formats, 3DS television, monitors, projectors, servers, along with presentation choices .
- 12:30 PM — 1:30 PM** **Asset Management & Archiving: Location, Location, Location**
Do you struggle finding the footage that you know you filed somewhere? Are you tired of rolling tape to find a clip? Are you buying mountains of drives and loosing track of your media? Our panel will present a solution to digitize & catalog your media so you can browse and retrieve it from a master archive.
- 2:00 PM — 3:00 PM** **Video Teleconferencing: Work Global, Sit Local**
Tired of spending valuable budget on travel? Need to avoid wasting profitable selling time? Learn about telepresence from the leading industry expert, **Joseph A. Sigrist**, **Senior VP & GM of Polycom's Video Solutions Group** where he is responsible for leading business strategy, product development, and product management and marketing for market-leading video conferencing and collaboration product portfolio. Mr. Sigrist, a 20-year veteran of networking and telecommunications companies with experience in both the enterprise and service provider markets, held senior executive, product management and engineering positions with Lucent Technologies, Ascend Communications, and Octel Communications. Most recently he was CEO of Hammerhead Systems, a networking startup. As president and GM of the Edge Access Division at Lucent, Sigrist drove Lucent's voice over Internet Protocol (VoIP) strategy for softswitches, media gateways and servers, as well as dial access servers and ATM access systems to worldwide service providers. During his tenure at Lucent, he was responsible for over 1,200 employees and revenues that exceeded \$1.5 billion.