

Holiday  
Issue

# Viewfinder

## Applied Electronics Limited



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### Vancouver

8573 Commerce Court  
Burnaby, BC V5A 4N5  
604.439.7228  
Fax 604.439.7210

### Edmonton

11442 Winterburn Rd. N.W.  
Edmonton, AB T5S 2Y3  
780.462.8275  
Fax 780.462.8238

### Calgary

3, 1815-27th Ave. N.E.  
Calgary, AB T2E 7E1  
403.291.5143  
Fax 403.291.5188

### Toronto

5170B Timberlea Blvd.  
Mississauga, ON L4W 2S5  
905.625.4321  
Fax 905.625.4333

### Montréal

7715, Boul. Henri-Bourassa Ouest  
St-Laurent, QC H4S 1P7  
514.333.3324  
Fax 514.333.1512



Season's  
Greetings

2010 has been a wonderful year to be Canadian! The country was proud of the success of the 2010 Vancouver Winter Olympics. Applied has participated as a broadcast systems provider at many Olympic Games. The energy and spirit of the 2010 games has surpassed all that we have attended.

2010 has also brought change to the Applied Family. We bid 'adieu' to our retirees and have welcomed new employees.

We would like to thank all those that have made this another great year.

Wishing you all the best  
for 2011!

"BE ALWAYS AT WAR WITH YOUR VICIES,  
AT PEACE WITH YOUR NEIGHBOURS, AND LET  
EACH NEW YEAR FIND YOU A BETTER MAN."  
Benjamin Franklin

John, Susan and Paul Stechly

## Applied Electronics and Ross Video Team Up!



AEL is adding the complete Ross Video product line to our family of premier offerings. Ross Video production switchers, the Overdrive news production control system, XPression CGs and the Open Gear line of modular products are ubiquitous in 21st century Canadian television. The alliance of Ross and Applied Electronics is a natural fit. Both companies are home-grown, all-Canadian and family-owned. Both have vast experience realized over decades of building strong relationships with customers. Applied Electronics will service and sell the full line from Ross Video through our Toronto area headquarters and all of our regional offices.



PAUL STECHLY PRESIDENT OF AEL AND SCOTT BOWDICH CANADIAN SALES MANAGER OF ROSS



### Michel Bédard

Michel Bédard has been the architect of our growth and prosperity in Montreal over the past 14 years. Michel came to Applied

from Telequebec in 1996. AEL Montreal acquired Michel who replaced Victor Hosquet upon his retirement. Within a year, his energy and leadership capabilities were plainly obvious. After assuming the management of the Quebec Region, Michel

undertook an ambitious plan to develop and grow the region.

Today as Michel enjoys the sum of his career, the Montreal office employs 16 people and has sales equal to the entire company at the time Michel joined us. Montreal stands alone in all aspects of its operation, including administration, warehousing, sales, service and integration.

As Michel continues onto the next phase of his life, he leaves as his legacy, the strongest AV and Broadcast sales entity in Quebec.

**Happy Retirement Michel!**



## Global TV Virtual Systems Now Complete and Fully Operational

GLOBAL TV VIRTUAL STUDIO SET



GLOBAL TV WALL TRACK



GLOBAL TV CEILING TRACK

Beginning in 2007, AEL worked with Global Engineering and several equipment manufacturers to develop a state of the art news presentation technology. Global wanted to have all of their facilities completely and seamlessly networked around the country with the ability to remotely control any studio from any production control room. AEL facilitated a fully functional Proof of Concept in our Mississauga offices to work out all of the details of this complex project. When Global was satisfied that it was proven in simulation, final system engineering and planning commenced.

Global National was the first to launch in February 2008 out of Ottawa. Other stations quickly followed and the final 4 (Vancouver, Edmonton, Calgary and Toronto) are now complete. The project upgraded 11 studios in total.

Global, Applied and ORAD won the 2009 Broadcast Engineering Excellence Award (Gold Level) in recognition of technical innovation, quality of design and construction.

Each Global station has a virtual news set that can be controlled by any of the 4 major control centres (Vancouver, Edmonton, Calgary, Toronto). The Global National News, for example, may be directed by the Vancouver Control Room. Since the time zones work in their favor, they can launch and control another city or even their local news immediately after doing the National news using the same crew. Smaller stations have at least 1 10x10 robotic wall track and 1 elevating pedestal. The Larger locations have a 30' ceiling mounted camera track, 20' Floor track and 20x10 wall track. All cameras as well as movement tracking data is sent back to one of the control centers for graphics to be matched up accordingly by ORAD.

The project also consists of a news story and asset sharing system using Grass Valley K2 servers and editors. An Editor in any station can browse the entire network for a story or footage to use in their own story. The stories are acquired instantly and seamlessly across the entire network. Since the news is controlled in a remote city. The story is uploaded and ready for the rundown to take it from the remote control centre.

AEL's two project engineering leads on this project were Mr. **Keith Treble** (Robotics Specialist) and Mr. **Donnie Gallant** (Broadcast Technology Specialist).

Key elements used in the project include Telemetrics Robotics, ORAD Virtual Graphics, Ultimatte, Ikegami HDL 45A Cameras, Cannon IASE lenses, and Grass Valley K2/Aurora.

This cutting edge system is the first of its kind in the world.

For more information please contact Paul Stechly in AEL's Mississauga office.

# Humber's Higher Education



Humber College's Institute of Technology and Advanced Learning in Toronto serves more than 22,000 students across 150 full time programs with an additional 56,000 students in part-time studies. The college grants two and three year diplomas and four year baccalaureate degrees in fields as diverse as business, applied

The mobile truck incorporates a Ross 2.5 MLE QMD production switcher and a Soundcraft VII digital audio console which was the first of this model installed in Canada. An Evertz Xenon router, VIP multiviewer and Drastic Technologies Krayken six-channel video server was installed to ensure an unwavering network and video

design, installation, operation and maintenance for students and instructors.

AEL Manager of Engineering **Jamie Esson** drew on his many years of first-hand experience in mobile and Olympic production in designing the truck's configuration, equipment selection and layout. Teaching facilities need to maximize the learning experience and the truck is designed for a crew of nine student positions plus instructor. This large crew in a modest space required careful design. Equipment selection was also of great importance to Humber, balancing budgetary constraints against incorporating equipment being used by the mobile production industry.

AVP's National Sales Manager, **Brian Ferri** had

a special connection with this project. Ferri graduated from the Instructional Materials Centre (IMC) program at Humber. He was in one of the two first graduating classes of the program. Ferri has remained a devoted alumni to the college, and insured that the project was both cost effective and well designed. AEL and AVP have worked together for 15 years on various projects.

Delivered in August of 2010 the truck was completed on time and on budget and ready to meet its first group of students for the September 2010 academic year.



Humber College Mobile Truck



Humber College Mobile Video Control Console



Humber College Mobile Video Production Console

technology, skilled trades and culinary arts. Applied Electronics (AEL) is pleased to have worked with the School of Media Studies and Information Technology to create their new HD Production Mobile truck.

Recognizing the need in the education market to teach the unique style of remote production for sporting and other large events, Humber commissioned the design and equipping of a five camera (wired for future expansion to eight cameras), 30-foot mobile truck. Applied Electronics worked with the college to assess its needs and assemble a mobile unit that would cater to a unique learning experience.

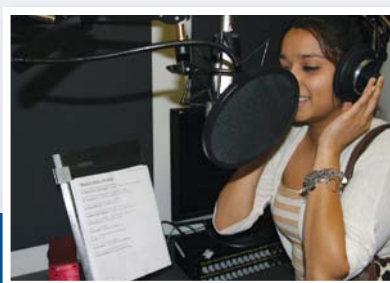
viewing. For the intercom system Humber choose the Telex Zeus III which can also function as the heart of a complete audio mixing/routing and control systems for the mobile unit. Installed throughout the truck are; AJA up/down/cross converters, Evertz modular and Inscribe G5 character generator. For final video editing the latest Final Cut Studio by Apple was integrated into the system for a powerful collaboration with the various equipment on the mobile unit. In order to improve patching components, AVP jackfields were installed to provide functionality and circuit identification standards to simplify system

Please contact Paul Roeser for more information at our Mississauga office.

## Television for the Visually Impaired

AEL has recently completed an unusual project which involved the upgrading of an existing television specialty channel known as the "Accessible Channel" which caters to the visually impaired. This channel is a "must carry" for the cable companies. The programming is unique in that all program material has been edited to include a voice commentary describing what the viewer would see if sighted. The normal sound is not changed so the continuity may be easily followed and the imagination takes over when a pleasant voice describes the images and actions. Closed captioning is also added for the convenience of the hearing impaired.

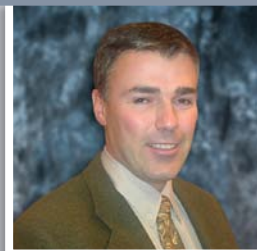
The system upgrade which was designed, supplied and installed by AEL, provides total plant digitization to create a file based, digital workflow. All ingest is via a Telestream pipeline creating the digital file. It is then stored via Front Porch Digital on an Oracle SL500 archive digital tape library. When needed the file is retrieved and the closed captioning and descriptive voice audio is added. The programs are then transferred automatically via Signiant software to the Hamilton Ontario Master Control for playout to the cable companies.



A pleasant voice adds a description of the video image to assist the visually impaired form a mental image of what is on the screen

## Yvon Cardinal - 10 YEARS

Yvon joined AEL Montreal in 2000 as a Broadcast Sales Representative and is responsible for sales, conceptual engineering and project management. Yvon brings with him a wealth of knowledge to AEL from working with TVA for 20 years as an Engineering project manager. He also has a technical degree in electronics and project management. While at AEL, he has been involved in a major HD deployment and archiving projects at Astral Media, M+, SRC, TFO and Vox (mobile and studio). In his spare time, Yvon enjoys traveling, golf, hockey and tennis. This year Yvon celebrates his 10-year anniversary with AEL and we thank him for his outstanding contributions! Yvon and his wife, Sophie, have 3 children, Evelyne, Julie and Marie-Pier.



# City of Cambridge Council Chamber

Cambridge is a thriving city located in Canada's rich industrial heartland of southern Ontario. This past February, AEL had the opportunity to be a part of the revitalization of historic Cambridge City Hall that was built in the 1850's. The goal of the project was preserving key elements of the building while transforming the building to accommodate accessibility and 21st century technology.

Drawing from the expertise of **Wolfgang Pechmann** and **Bill Archibald**, an intricate A/V system was integrated onto the design of the existing architecture of the building. The Council Chambers were adorned with new sound systems, noise barriers and two 103 inch Panasonic flat panel viewing screens. For viewing delegate presentation, 19 inch flat panel screens were added for all council, management staff and media positions. Delegates were also provided with wireless microphones, document cameras and sound systems. Voting in the Chambers has become entirely digitized by adding electronic applications. Voters simply have to press a button to vote! After the voting has concluded, results appear on display for public viewing instantaneously.



CITY OF CAMBRIDGE COUNCIL CHAMBER



## Linamar Corporation

Linamar Corporation is a world class designer and diversified manufacturer of precision metallic components and systems for the automotive industry and mobile industrial markets. Established and located in the city of Guelph, Ontario, Linamar continues to build on the foundation of over 40 years of successful growth. Linamar has developed into the leading supplier of engine, transmission/drive line, modules and systems and mobile aerial work platforms.

Recently, Linamar has completed the construction of a 30,000 square foot research centre. The centre concentrates on the process and product innovation as well as people development for the company. The new research centre features a 300 seat auditorium, Tech Hall, two small boardrooms, a video conferencing room, a 60-seat training room and a 40-seat training room.

Applied Electronics was contracted to outfit the new facility with current presentation technology. In the auditorium, AEL's technical team installed a Panasonic 5500 WXGA projector, ClearOne Coverage Digital Signal Processing (DSP) with a telephone hybrid, AKG wireless microphones, JBL ceiling and wall speakers, Extron scaler and matrix switcher, Exact furniture lectern, SMART Symposium and Crestron automation.

The Tech Hall was designed to display Linamar's new and innovative products. AEL integrated the hall with Electrovoice and Telex Evid 6.2 ceiling speakers, Crown amplifier, Soundcraft mixer, Christie 10K projector and Magenta Research twisted pair technology.



Linamar 300 Seat Auditorium  
Showing the Large Projection Screen

## ROLLIN, ROLLIN, ROLLIN

AEL and Frontline roll out two more Sprinter News vehicles for **Global TV**.

Global Edmonton, CITV is running a 170" wheelbase Frontline Sprinter ENG package with a 56' mast. The CITV van is named for its predecessor LIVECAM. The vehicle is pre-configured for a DSNG upgrade.

Global Calgary, CICT has a 144" wheelbase Frontline Sprinter ENG package nicknamed SCOUT. The Calgary van has a 48' mast. It's partnered with Calgary's now 4 year old AEL/Frontline Sprinter DSNG to bring home breaking news to viewers in Calgary. CICT designated engineer **Gerry MacDonald** with the integration duties. The result is a rapid deployment, one-person news vehicle that's turning heads all around town. Both the new Global trucks utilize 8kw diesel generators. Both are equipped with HD mast cameras and comprehensive Frontline safety systems which include DTEC proximity and voltage alarms.



Global News Frontline Sprinter ENG Mobile Unit

## Panasonic Awards Applied the Diamond Award

Very few companies reach the diamond status of Panasonic's reseller awards. Through the hard work and dedication of AEL employees Applied sold over 1 million dollars worth of Panasonic product in the last fiscal year.

*Thank you Panasonic for this prestigious Diamond Award!*



### AEL VIEWFINDER STAFF

**Editor:** Lily Costa • **Co-Editor:** Gord Ballantyne

**Assistant Editors:** Andre Beadle, Amanda George • **Design:** Infinite Graphics Inc.

THANKS TO ALL AEL STAFF WHO HAVE MADE CONTRIBUTIONS TO THIS EDITION.