

# Viewfinder

## Applied Electronics Limited

Your Complete Technology Partner



**MARCH 2011**  
**VOLUME 17 • ISSUE 1**

### 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



## Applied Electronics New Headquarters

**Applied Electronics** is pleased to announce that we have acquired a new head office space at 1260 Kamato Road in Mississauga, located in the Dixie Rd./401 area. The new building is 55,000 square feet and will replace our existing 26,000 square foot head office.

The new facility is designed with our customers and suppliers in mind. Our new building encompasses appealing meeting spaces, classroom facilities, guest offices and large fabrication areas which are intended to improve the interface with our clientele. The large segregated fabrication area will facilitate our growing emphasis on systems integration. The classrooms and meeting spaces are designed to accommodate the ever increasing training and education requirements of our customers to the rapidly changing landscape of Broadcast and Presentation technology.

Architects and contractors are working on the renovation of this attractive building with a target of being fully operational by September 1, 2011.

Look for our Open House announcement sometime in mid-summer as we welcome everyone to the new Applied head office.

## Nunavut Legislative Assembly TV Broadcast System - Modernized by AEL

AEL recently completed upgrading the **Nunavut Legislative Assembly's** original TV broadcast system by replacing most of the original analog components with digital technology.

Since the vast Arctic is not yet ready for total conversion to HDTV the system is a mix of HDSDI, SDSDI and analog composite. The cameras utilized are Panasonic AK-HC 1500G operating in HDSDI on Vinten 102 robotic heads. The production switcher is a Panasonic AV-HS-450 also operating in HDSDI. An AJA down converter provides the SD composite video to feed the satellite, media, CATV and archival server. A Leitch-Harris Inscribe, Title-One character generator rounds out the main item in the video production system. The sound conference systems (Chamber and two committee rooms) are BSS and DIS respectively. As with most legislative TV broadcast systems, this project is extensively automated with a Crestron custom control system.

Our thanks to **Mr. Chris Coleman**, Technical Services Officer, for permission to print this article.

**AEL Project Team: Richard Drygas and Grant Dickson.**



Nunavut legislature control room showing the Panasonic AV-HS-450 Switcher, Vinten control panel, Inscribe CG and Sharp multi view LCD screen.

## Vantage by Telestream

### NAB Booth SL3309

**Video Workflow design that revolutionizes; capture-analysis-transcoding-metadata-delivery.**

- Easy to use video workflow design and automation
- Supports any file format, integrates directly with today's major video systems
- Automates hundreds of common video workflows, out of the box
- Scales to thousands of workflows in an enterprise server environment

Telestream Vantage combines media capture, transcoding, clip management, analysis, QC and metadata processing into one unified workflow design and automation framework. Vantage integrates with all the major broadcast servers, edit systems, streaming servers, cable VOD servers, SANs and virtually any network digital device in your facility.

A revolution in video workflow automation, Vantage allows you to design your workflow independent of the underlying file format or video systems. Metadata flow, analysis data flow, media file flow and process flow can be designed independently. This allows the design of fully automated, smart transcoding video workflows, with easy to use tools and out-of-the box support for any video equipment.



For more information, contact your local AEL broadcast representative and be sure to check it out at NAB.

## Ross Video Unveils CrossOver Solo – Big Switcher Power – Unbeatable Price

### NAB Booth N3807

The perfect compact switcher for space restricted applications and limited budgets.

Based on the highly successful **CrossOver 12**, the Solo has the same features and specifications; however the main electronics and signal I/O are combined with the panel as a single unit – reducing cost and size. CrossOver is a 1 MLE production switcher with unmatched performance, ease of use and flexibility. The Solo's features include:

- 12 external Multi-Definition SDI inputs
- 10 Input Multi-Viewer
- SD/HD operation
- 3 x Keyers
- 2 x 2D DVEs
- Input frame synchronization for untimed sources
- Internal SD to HD conversion
- 4 x Internal Media Stores for stills and animations
- Superb UltraChrome Chroma keyer
- Internal Reference Generator with 3 independent outputs
- 100 Event Memory System with MemoryAI™

We are very excited that we can now offer such remarkable power at a sub \$10K price point with a product that is not a 'stripped-down' version of what producers really want.



Live Production Technology™

For more information, contact your local AEL broadcast representative and be sure to check it out at NAB.

## Playmaker by ORAD

### NAB Booth SL6514

**Playmaker** is an SD/HD, instant replay, slow-motion server with highlight editing tools designed to meet the growing challenges of live sport productions. PlayMaker provides up to 8 I/O channels of high quality Motion JPEG2000 ingest, synchronized slow motion replay and powerful yet simple editing tools.

With its unique 8 I/O channel capability, PlayMaker can provide up to 6 inputs while using preview/program output channels, or combine 3 channel ingest with super slow motion ingest, significantly decreasing operational costs as fewer operators are needed.

#### PLAYMAKER – THE CONTROLLER

PlayMaker's controller is designed to enhance the production workflow, while providing the operator with familiar and intuitive surroundings.

PlayMaker's controller can support up to 6 inputs and 2 outputs with PVW/PGM capabilities. In addition, it supports super slow motion configurations including mixed super slow and standard recording at the same time, as well as seamlessly mixing them on the output.

For more information, contact your local AEL broadcast representative and be sure to check it out at NAB.



## Dome Productions Places Order with Net Insight for state-of-the-art North American Network

### NAB Booth SU3323

**Dome Productions**, one of North America's leading production and broadcast service companies, has selected Net Insight's Nimbra platform for their new nation-wide, state-of-the-art production and distribution fibre network with connectivity in Vancouver, Calgary, Edmonton, Toronto, Ottawa, Montreal and New York.



**Net Insight's Nimbra** multi-service platform with its proven track record around the world was the natural choice for Dome's new state-of-the-art fibre network. Dome network will deliver high profile events such as NHL Hockey, CFL Football, MLB Baseball, various special events as well as daily news coverage, plus it gives Dome the ability to offer their customers a fully scalable solution.

For more information, contact your local AEL broadcast representative and be sure to check it out at NAB.

# Concepts of Operational Reliability of AVECO Automation Systems

## NAB Booth N2138

### AVECO and Applied Electronics

AEL is excited to announce a new partnership with AVECO. AVECO provides Content Management and Automation solutions for TV facilities including Master Control, Newsrooms and studio applications. Both file-based and traditional workflows are supported.

AVECO's TV Automation software, ASTRA MCR, controls processes and devices for the broadcasting of one or more TV channels at one location or through Central Casting across many sites. This product is a fully featured automation system with links to traffic systems for playlist generation and manages and controls all equipment for ingest, playout and archiving. The system also offers substantial Media Asset Management capabilities such as transferring media to where it needs to be for playout, transcoding media to desired formats, coordinating multiple media streams for broadcast, minimizing media duplication across the system, managing server disk space, and fully supporting Lo-Res creation and browsing.

AVECO's Newsroom Automation software – ASTRA News provides fully automated ingest, playout, NLE integration and Media Asset Management in tight integration with your Newsroom Computer Systems (NRCS). The application provides automated or manual playout from servers, graphics devices, video switchers, audio mixers, robotics and rear projection displays from a simple, easy to use control room interface. With AVECO's Storyboard technology, the set up and running of this system is a breeze! ASTRA News is fully a MOS compliant system which ensures full transparency and reporting between your NPS and AVECO system.

With close to 20 years of experience in the broadcast industry, Aveco's ASTRA Suite of Tools provides broadcasters with cost-effective and scalable solutions for content management, master control and news playout automation, ingest and single operator studio control. ASTRA applications run on a robust, virus-free platform and specialize in multi-site operations with desktop and web-based tools for proxy viewing, monitoring and control. ASTRA is on-air at over 250 locations world-wide.

Please let us introduce you to this all encompassing, progressive system, or check them out yourself at [www.aveco.com](http://www.aveco.com)

For more information, contact your local AEL broadcast representative and be sure to check it out at NAB.



**NABSHOW**  
Where Content Comes to Life™

# Canadian Suite

Where Canada Connects at NAB

The popular Canadian Suite will be staged at the Flamingo Hotel.

**APRIL 11, 12 & 13, 2011**  
**Scenic Room**  
**6:00 pm - 8:00 pm**

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

**SPONSORSHIP OPPORTUNITIES ARE AVAILABLE**  
Please respond by March 21, 2011

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

Phone: 905.625.4321 ext. 2222 Fax: 905.625.4333 Email: [rpatey@appliedelectronics.com](mailto:rpatey@appliedelectronics.com)

## Signiant Content Transporter

### NAB Booth SL5229

**CENTRALLY MANAGE YOUR ACCELERATED, SECURE CONTENT TRANSFERS WITHIN INTERNAL AND EXTERNAL LOCATIONS.**

**Signiant Content Transporter** software is aimed at enterprises with 5 to 15 locations that need the central management of content transfers. Content Transporter is ideally suited for use during the production, capture or creation of content where multiple sites need to exchange data quickly, securely and reliably with tight business deadlines.

#### CONTENT TRANSPORTER OFFERS:

- Accelerated Transport: Signiant Acceleration Protocol (SAP) enable the fast, reliable and secure movement of files over the WAN
- Centralized Network Management: Complete control over your entire network from a single view – all processes and transfers are controlled, monitored, tracked and reported
- Hot-folder Automation: All file transfers happen automatically through hot folder triggers based on a number of configurable conditions.

We suggest that you discuss your potential application with your nearest AEL broadcast representative and arrange a full demonstration at NAB.



## Service Reminder

We wish to remind everyone that our service department is still servicing the entire line of Vinten and Sachtler products for Canada. Our service technicians are fully trained and AEL has an extensive stock of spare parts.

## Get Connected!

In November of 2010, Applied Electronics launched their first social media campaign as part of their online marketing initiative. Applied can now be found on top social media sites such as Facebook, Twitter and LinkedIn. The goal of this campaign was to be active and involved with growing trends. Social media marketing has been around for a few years and continues to be a growing trend that is constantly changing and adapting to accommodate new trends, needs and user habits. Scan the codes to find us on popular social media sites:



Facebook



LinkedIn



Twitter

To scan codes, please download i-nigma or Scan Life on your smart phone.

# CELEBRATING MILESTONES!



## Rob Judd — 15 years

**Rob** is our Project Coordinator at AEL Calgary. Rob has recently completed 15 years with the A/V division and is a veteran installer, Creston programmer and CAD operator. Rob graduated from the Southern Alberta Institute of Technology in Avionics Technology. Rob and his wife, **Teresa**, have 2 sons **Andrew** and **Matthew**. Thanks for the hard work and dedication, Rob!



## Rita King — 5 years

**Rita** has been the friendly voice on the phones at AEL's Mississauga office for 5 years now. She came to AEL with formal business training and experience with General Motors and Northwestern General Hospital. Rita has 2 children, **Kenneth** and **Andrew**, who are 28 and 26 years old. Congratulations, Rita, on your 5 year anniversary at AEL!



## Pina Giagnacovo — 10 years

Previous to AEL, **Pina** worked in customer service for Quantum Job Placement Agency. AEL was actually a client of Quantum and Pina applied for the open receptionist position through the agency. In 2000, Pina joined as a receptionist with AEL Montreal. She now holds the position of the Administrator of Customer Service for our Montreal and Eastern Canada regions. Pina has 2 children, **Kristina** and **David**, who are 23 and 18 years old.

Thank you Pina for the dedicated service, keep up the good work.



## Marcel Joanis Completes 5 years with AEL

Originally from Moncton, New Brunswick, **Marcel** graduated from University of Quebec in Montreal. Marcel came to the AEL Montreal Office five years ago with extensive industry experience in video conferencing and A/V system integration. Today, Marcel continues to help expand our A/V division in the Quebec and East coast regions to new and exciting heights!

Congratulations and thank you for 5 years, Marcel!

## New Join!



### Shane Jamieson

**Shane** joins our Toronto A/V installations team with previous experience in broadcast installation working at Dome Productions and Rogers. He graduated from Durham College in Advanced Business Admin, with honours and was included on the Dean's list. Since starting at Applied, he has worked on the Corus Entertainment project building racks and installing equipment. Shane loves sports and played hockey throughout his life. Welcome to the team, Shane!



### Andrew Haggert

Originally from Windsor, Ontario, **Andrew** has joined our Mississauga team as a Project Manager for the AV Division. Graduating from the University of Windsor with a degree in Communications and recently certified as a Project Management Professional, Andrew brings to Applied 13 years of experience from the corporate communications industry. Andrew and his wife, Cat, have a 9-year old daughter, Bethany. Welcome Andrew!

## Just Married!



### Jody Fitzpatrick

**Jody Fitzpatrick** and **Jaimy Shanker** exchanged vows on January 9th at the Richmond Hill Country Club in an intimate setting with close family and friends. The couple has been dating since October 2009. Jody says he knew Jaimy was the one on their fourth date when the couple went skydiving. Congratulations Jody and Jaimy!



### Mario Cusson

**Mario** joins AEL Montreal as the new Quebec and Eastern Canada Manager. He comes to AEL with over 25 years of experience in the Broadcast industry. He has experience managing engineering, IT, broadcasting, editing and studios. Mario and his wife, Chantal, have two children, a 19 year old son, Vincent, and a 17 year old daughter, Laurence. Welcome aboard Mario!



### Brian Power

A native of Toronto, Ontario, **Brian** joins AEL as our A/V Technician. He is a graduate of Centennial College and comes to AEL with eight years of experience. Before joining Applied, Brian served five years as a technician at the CN Tower and prior to that as a Project Manager at another AV company. In his spare time, Brian enjoys playing hockey, beach volleyball and snowboarding. Welcome to the team Brian!



### Lily Costa

**Lily**, our Marketing Manager, and husband, **Mike**, welcomed their first child, **Markos Jun Heen Costa**, who arrived happy and healthy on October 7th, weighing 6 lbs 3 oz. and measuring 50.5 cm long. Markos is the first grandchild for both sides of his family and is certainly an adorable addition. Congratulations on the arrival of your son, Lily!



### Stéfanie Sanscartier

The pleasant, friendly voice that answers when you call our Montreal office is that of **Stéfanie Sanscartier**. Before coming to Applied, she worked as an administrative assistant at Bell Canada for the Web Solutions department. She studies Communications – Creative Arts at Champlain Regional College. Stéfanie is currently engaged and is looking forward to her wedding in October of this year. Welcome to the AEL Montreal family Stéfanie!



### Syed Jafri

**Syed** joins AEL Toronto as our Broadcast Systems Engineer. He graduated from the Computer Engineering program at McMaster University and worked as a Fiber Product Specialist at Evertz and Harris Corporations before starting at Applied. He has also worked at AZCAR Technologies as their Design Engineer. Syed is an expert checkers player, he was once a former Ohio State Champion, he also works on iPhone Applications and games as a hobby. We look forward to AEL's first app Syed!



### Nick Eriksen

Applied is pleased to announce the arrival of **Abigail Justine Eriksen**, weighing 8 pounds 6 ounces. A beautiful baby girl and second child for **Nick Eriksen** and **Sacha Rowe**. **Aiden** is also very excited to welcome his new sister. Congratulations Nick!



### Martin Lemieux

**Martin**, his wife **Marjorie**, and first daughter, **Oceanne** welcomed the newest addition to their family on January 6th, 2011. Baby **Roseline** weighed 7 pounds and 6 ounces and came in at 49.6 cm long. Congratulations on your new bundle of joy!