

**MICHEL GAUTHIER • 25 YEARS**

Born and raised in Montreal, Michel has been with Applied Electronics since 1986. Applying his knowledge gained from working at Bobinson as a sound engineer, coupled with sales experience at Dale Carnegie, Michel has helped a great deal to develop our regional Montreal sales and operations. As a Broadcast & Post Production Sales Representative, Michel enjoys working on projects from the ground up, such as Mission Charismatique, Office National du Film Spirit 4K, and Service de police de la Ville de Montréal (SPVM). He has also sold over 100 Ikegami cameras over the course of his career at Applied Electronics. Michel has a daughter, Laura. Thank you, Michel, for 25 years of loyalty and outstanding service!

**WOLFGANG PECHMANN • 20 YEARS**

In 1991, Wolfgang was contracted by Applied Electronics for one of our largest AV projects of that year – IBM's headquarters in Markham, Ontario. Shortly after, Wolfgang joined the AV team permanently and is now our Senior Project and Installations Manager, supervising the regional Ontario technical installations team and overseeing Audio Visual projects. Wolfgang and wife of 37 years, Angelika, have two sons, Erik and Denis, and two grandkids, Owen and Brandon. Thank you, Wolfgang, for 20 years of dedicated service!

**ROSIE PATEY • 15 YEARS**

As Paul Stechly, our President, has said most eloquently on many occasions, "Rosie is the one who really runs the company. She efficiently keeps the wheels of Applied Electronics turning." Rosie has been the Executive Assistant here at Applied Electronics since 1996 and has worked hard to ensure that things are organized, on schedule, and in working order for the management team and staff. Rosie and her husband, Tony, have two sons, Matthew and Jordan. Thank you, Rosie, for all your hard work and devotion!

**TED HERMAN • 15 YEARS**

Ted's love for electronics began during his band's tour of North America and Europe venues and arenas. Because Ted was not able to find someone to fix his instruments between shows, he had to learn to fix and maintain them by himself. Later, he began working for a staging company and shortly thereafter, he joined Applied Electronics as an AV Installer. Today, Ted is our Senior AV Installations Technician and insists that his title is *Senior* because of his age and not because of his experience. Ted has a daughter, Sabrina, and three grandkids, Alexi, Brandon and Aries. Congratulations and thank you for 15 years of dedication, Ted!

**JAMIE EASSON • 10 YEARS**

Jamie joined Applied Electronics' engineering team in 2001 as our dedicated Broadcast Systems Engineer. Jamie graduated from SAIT (Southern Alberta Institute of Technology) with an Engineering focus in 1987. Before coming to Applied Electronics, Jamie worked for Red Deer Alberta (RDTV), City TV/ Much Music and Dome Productions. At Dome Productions, he oversaw all engineering with the "Voyager Mobile" for 6 years. This is where he gained

experience in special projects such as NBA/NHL/MLB coverage, Commonwealth Games, G7 Summit Coverage, and the Atlanta Olympics. Jamie now holds the title of Manager of Systems Engineering at Applied Electronics, and has helped develop the Broadcast Division to the success that it is now. Jamie and his wife, Jodie, have two daughters, Jackie and Jessica. Thank you for all your hard work and dedication, Jamie!

**KEVIN STEWART • 10 YEARS**

Kevin joined Applied Electronics' Calgary team in 2001 as an AV Sales Representative and since then has added System Design to his growing list of qualifications. Kevin is a specialized sales representative with a system design and technical sales focus, he has worked on many large projects for our western region. Some of those include: The Banff Centre – The Kinnear Centre

for Creativity and Innovation, and Alberta Children's Hospital Palliative Care "The Rotary/ Flames House." Kevin and his wife, Nancy, have two children, Danielle and Tyler. Thank you, Kevin, for the hard work over the last 10 years!

**NICK ERIKSEN**

AV Technical Lead, Calgary

Julian Fraser, Western Regional Manager, is pleased to announce the promotion of Nick Eriksen to the new position of AV Technical Lead in our Calgary office. Nick has demonstrated great initiative and passion in his work with Applied Electronics, and has proven himself a productive and innovative member of the Audio Visual technical team in Calgary. This new position will report directly to Robert Judd, AV Technical Supervisor at our Calgary branch office. With Rob's direction, Nick will be responsible for assisting with the day-to-day operations of the Calgary technical group, along with his regular duties. Nick will also be responsible on an interim basis for the duties of the AV Technical Supervisor, in Rob's absence.

**NADIA FREIHAT**

Broadcast Administration Supervisor

Peter Gillespie, Manager of the Broadcast Systems Group, is pleased to announce the promotion of Nadia Freihat to the position of Broadcast Administration Supervisor. Nadia joined us in September 2003 and has done an outstanding job through her various administrative positions with the company as an enthusiastic and cheerful Receptionist, Accounts Payable Clerk, AV and Broadcast Customer Service Rep, Broadcast Service Coordinator, and most recently, Broadcast Project Administrator, where she successfully coordinated many projects and has become an essential part of the Broadcast Divisions' project administration. In this new role, Nadia will now oversee all Broadcast project administration for the company. We look forward to her contributions in this new role. Congratulations, Nadia!

**BENJAMIN MACKLAN**

AV Installation Technician, Vancouver

Joining our western AV technical team as an AV Installation Technician, Benjamin brings technical knowledge in computer science and computer systems engineering as well as working experience in programming and hardware/software integration and support. His in-depth understanding of custom A/V system builds stem from hands-on exposure to design, programming, integration, commissioning, and customer support. Benjamin maintains high standards of A/V installation and wiring practice and is competent in both Crestron and AMX programming languages. With a background in software development and electronics integration, Benjamin is innately organized and a proactive troubleshooter.

**LUCAS MAGNIN**

French Exchange Student

This past summer, Applied Electronics had an opportunity to accept a Co-op student from France. From the University IUT d'Anancy, Lucas Magnin interned in our Marketing department for two months, completing an international internship requirement in his field of study – Business. A self-motivated individual, Lucas was a huge help in assisting with all marketing programs and initiatives during his time in Canada. Applied Electronics would like to thank Lucas for his hard work during his work term with us and we wish him the best of luck with his future endeavours.

**STÉFANIE SANSCARTIER**

Stéfanie and Luigi Poce were married on October 8, 2011 in an Italian church ceremony followed by a 150-guest reception to celebrate their union. Their fairy tale romance began at age 11 when they met in Grade 6 and has lasted longer than anyone could have imagined. Stéfanie is our Office Administrator and the pleasant voice that greets you when you call our Montreal office. Congratulations, Stéfanie and Luigi, on your marriage!

**NEW LITTLE ADDITIONS TO THE AEL FAMILY****ANDRE BEADLE**

Mahliya Ebony Beadle was an early, pleasant surprise for parents Jasmine and Andre Beadle. Mahliya, originally due on November 10, arrived five weeks early on October 7th, 2011, weighing 4 lbs 6 oz and measuring 48.3 cm. Since being born, Mahliya has now more than doubled in weight and continues to do well. Andre is our Marketing Assistant and an essential member of our Marketing team who coordinates various marketing activities and campaigns. Contratulations on your bundle of joy, Andre!

**FRANCINE LEWIS**

Ecstatic parents, Francine and J.R. Lewis, welcomed their first child, Benjamin Joseph Lewis, on October 24th, 2011 at 11:11pm. Weighing a healthy 8 lbs 4 oz, Ben was more than happy to be in mommy's arms. This cheerful family is doing well and we congratulate them on the arrival of their son! Francine is one of our delightful Broadcast Customer Services Representatives and processes customer PO's, broadcast orders, invoices, and receiving.

**SUE STECHLY CONQUERS ONTARIO'S BRUCE TRAIL**

Not many people can say that they've conquered the entire Bruce Trail, but Sue Stechly can! Joined by her husband, Paul Dennis, and friend, Professor Barb Murck, Sue completed the 895 km end-to-end hike down the Bruce Trail on October 23, 2011. The epic journey of the "Lost Trio Hiking Association" began September 12, 2009, at the Brock monument in Queenston and concluded at the North Terminus in Tobermory. Congratulations on this momentous achievement! Susan is the Vice President of Operations at Applied Electronics and oversees all of the company's business operations.

**OFFICER OF THE ORDER OF CANADA**

We are proud to report that Catherine Robbin, wife of Eugene McEleney, has been appointed an Officer of the Order of Canada for her lifetime accomplishments as a premier mezzo-soprano of international repute and as a professor of classical vocal performance. Catherine is a professor at York University and Eugene is a senior Broadcast Technical Sales Representative at Applied Electronics' head office.



# Viewfinder

## Applied Electronics Limited

Your Complete Technology Partner



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*Happy  
New Year*

Another wonderful and successful year has passed with Applied Electronics. We would like to thank our hard working and devoted employees for a prosperous and productive year in 2011. We would also like to send a special Thank You to our customers and suppliers for the dedication and support that we have received from you throughout the year.

Arguably, the biggest change in Applied Electronics' history is the acquisition of our new Head Office on Kamato. We now have 55,000 square feet of warehouse and office space available to support our customers and suppliers.

From our new home to yours, we wish you all the best in 2012!!

**John, Paul and Susan Stechly**

*"We will open the book. Its pages are blank. We are going to put words on them ourselves. The book is called "Opportunity" and its first chapter is New Year's Day."*

— Edith L. Pierce

## JIM PATTISON PAVILION

### OUTPATIENT MEDICAL FACILITY FRASER HEALTH AUTHORITY



The new Jim Pattison Outpatient Care and Surgery Centre strives to create better health within the community by providing an integrated and seamless network of outpatient health care services for residents of the Fraser Valley. The new centre is part of Fraser Health's plan to better meet health care needs in the Fraser Valley and decrease congestion at Surrey Memorial Hospital. The new centre will improve the quality of care for Fraser Valley residents by providing a full range of scheduled outpatient services, including day surgery, diagnostic services and specialized health clinics.

Applied Electronics was contracted to design, supply and integrate 11 meeting rooms with Christie projectors and Da-Lite front projection screens. In addition to these, three video conferencing rooms using Polycom HDX codecs and mics, two Panasonic plasma displays, and Da-Lite front projection screens powered by Crestron control systems. Sound was provided by the Polycom SoundStructure and HDX mics. Five mobile video conferencing carts were also built to allow for video conferencing flexibility within the facility. The Crestron control system was designed in conjunction with the Fraser Health Authority and will be rolled out as a new standard.

To learn more about this project, contact Stephen Monteith in our Vancouver office.

**AEL Team:** Stephen Monteith, Jesse Edwards and Ben Macklan.

## PANASONIC DIAMOND AWARD

For the second year in a row, Applied Electronics has received the prestigious Panasonic Diamond Award, thanks to the dedicated and hard work of the AV sales team at Applied Electronics, who sold over \$1.5 M of Panasonic products in 2011. Applied Electronics would like to thank Panasonic Canada and Nadia Scaramuzzo of Panasonic for recognizing us as their #1 Reseller in Canada.

**Panasonic**



### From left to right:

Chris Randles (AV Sales, Applied Electronics), Nadia Scaramuzzo (Area Account Manager, Panasonic), Mike Dalton (Manager of AV Systems Division, Applied Electronics), and Bill Archibald (AV Sales, Applied Electronics).



## NEW HEAD OFFICE FULLY OPERATIONAL

After a year of patiently anticipating the "big" move, Applied Electronics has finally moved into our new facilities at **1260 Kamato Road** in Mississauga, Ontario. Our 55,000 square foot head office now accommodates a fabrication/staging area, warehouse, training areas for customers and suppliers, shop area for technical staff, and two floors of office space for our sales and administrative staff. We welcome you to visit our new head office in 2012, and look forward to continuing to serve our customers and suppliers.



## VISION AV PURCHASES SIX IKEGAMI HD CAMERA SYSTEMS

Vision Audiovisuel Inc., a rental & staging company based in Québec City, Québec, was in search for HD camera systems to meet demands from the corporate and special events markets in Québec, as well as their broadcast customers. Subcontracted by Dome Productions to provide coverage of the Red Bull Crashed Ice World Championship held in mid-March 2011 for the French language RDS channel, Vision AV approached Applied Electronics to source and supply them with five complete Ikegami HDK-79EX III full digital HDTV portable camera systems, Canon lenses, and Sachtler tripods. Extremely pleased with the products and exceptional service from Applied Electronics, they purchased a sixth chain shortly thereafter.

"The picture quality of the Ikegami cameras has impressed our customers," says Daniel Simard of Vision AV, "and the learning curve for our crews was pretty simple." Since then, Vision AV has contracted out these new systems with their flight pack system or a small mobile production trailer for various events including Desjardins Credit Union Annual Assembly, multiple local award shows, Le Mondial des Chorales de Laval, Québec City Summer Festival, Québec City Military Music Festival (Tattoo 2011), UCI Pro-Tour Cycling Competitions in Québec City & Montréal (broadcast coverage for Canal Évasion), and many more.

For more information on this project, contact Michel Gauthier in our Montréal office.

**AEL Team:** Michel Gauthier and Serge Desrosiers.



## MUSIQUEPLUS UPGRADES PRODUCTION STUDIO TO HD

Based in Montréal, Québec, MusiquePlus Inc., owned by Astal Media, is a Canadian French language specialty television channel devoted to music and music-related programming from various genres, catering to the young adult demographic. Recently, MusiquePlus contracted Applied Electronics to assist with their HD production system upgrade by supplying and integrating a Ross Video Vision Octane series of 1 - 8 MLE production switchers, which come with a dual switcher frame. The Vision Octane switcher solution offers automated interface to MusiquePlus' server, Telemetrics robotics, CG, and their audio mixer interface. In addition, Miranda Kaleido-X multi-viewers were integrated into both of their production studios and the distribution is done through Miranda interface as well.

As part of the HD upgrade, an Apple Xsan 64-bit cluster file system solution was incorporated with an Isilon IQ X-Series NAS solution using five nodes of X200 series scale-out storage platform for a total of 60 TB of storage. Today, MusiquePlus has 12 FCP stations linked to their Isilon NAS system that offers great stability and future savings.

In September 2011, MusiquePlus celebrated its 25-year anniversary. Applied Electronics congratulates this engaging and innovative entity in the Canadian music and television industry on reaching this major milestone. We look forward to many more years of bold and entertaining programming that MusiquePlus is known for.

For more information on this project, please contact Yvon Cardinal in our Montréal office.

**AEL Team:** Yvon Cardinal, Serge Desrosiers and Alain Tremblay.



# SCHOOL OF MEDICINE AT QUEEN'S UNIVERSITY



**Queen's**  
UNIVERSITY

A new building for Queen's School of Medicine offers the opportunity to fully integrate modern teaching methods, technology and interdisciplinary practices into their curriculum and will help facilitate team based learning. Built to certified LEEDS specifications, the new 5-storey, 125,000 square feet building is the home base for students, classrooms and labs. It offers a state-of-the-art teaching clinic, leading-edge classrooms, surgical and technical skills labs.

Applied Electronics was contracted to supply and integrate presentation technology into several small and large teaching spaces, simulation & dissection labs, small meeting rooms, observation labs, and a digital signage system for this new School of Medicine facility. A total of 74 spaces were outfitted with presentation technologies, and they are as follows:

- Two identical 138-seat Lecture Halls with dual 6,000 ANSI lumen projectors, Crestron DM 16X16 video routing & control system, request to speak system, DSP system for 69 microphones (1 for every 2 students), and videoconferencing system.
- One 40-seat Lecture Hall with dual 6,000 ANSI lumen projectors, Crestron DM 16x16 video routing & control system, request to speak system, and DSP system for 40 microphones (1 for every 2 students).
- Twenty-eight Group Meeting Rooms equipped with 60" LCD monitors, control system, and HDMI & VGA inputs on the meeting table.
- Two dedicated videoconference rooms designed for 20 participants each. Each room is equipped with two 60" LCD monitors, Crestron DM routing & control, audio DSP, and videoconferencing units with two pan & tilt cameras.
- Twenty Clinical Skills rooms, each equipped with two cameras and local intercom.
- Ten Clinical Skills Observation Stations for the monitoring of the 20 Clinical Skills Rooms. Each station is equipped with video monitors and intercom to communicate with the Clinical Skills Rooms. All signal routing is achieved with Crestron DM and control systems.
- Four Small Seminar rooms, each equipped with a 60" LCD monitor and local HDMI & VGA inputs. Control and signal routing is achieved with Crestron DM and control systems.
- Four Simulation Labs and a Simulation Lab Control Room. The Control Room has 16 video stations for observation of the Simulation Labs. All control and routing is done with Crestron DM & control system. All four Simulations Labs are equipped with audio DSP systems.
- Two Debrief Rooms, each equipped with a 60" LCD monitor, audio system, HDMI & VGA inputs, and Crestron control system.
- Two 40-seat Debrief Classrooms, each equipped with two 4,000 ANSI lumen projectors, DSP audio system and Crestron DM routing & control systems.
- Two Surgical Skills Labs, each equipped with a 6000 ANSI lumen projector, audio system with DSP, and Crestron DM routing & system control.
- Two Dissection Labs, both equipped with a 6000 ANSI lumen projector, audio system with DSP, four pan/tilt cameras, and Crestron DM routing & system control.
- Anatomy Learning Centre equipped with two 4000 ANSI lumen projectors, six local monitors, audio system with DSP, and Crestron DM routing & control system.
- Microbiology & Biochemistry Lab equipped with five 40" LCD monitors, (36) 23" LCD monitors, audio system with DSP, and Crestron DM routing & control system
- Two Physiology/Pharmacology Labs, each equipped with two projectors, audio system with DSP, and Crestron DM routing & control systems.
- Master Control Room which can control all functions as well as record audio, video and presentation feeds from the three lecture halls. The system consists of Crestron DM routing & control.
- Digital Signage system with six 42" LCD displays. The system is able to accommodate future campus expansion.

To learn more about this project, contact Bill Archibald in our Toronto office.

**AEL Team:** Bill Archibald, Wolfgang Pechmann and Richard Drygas.

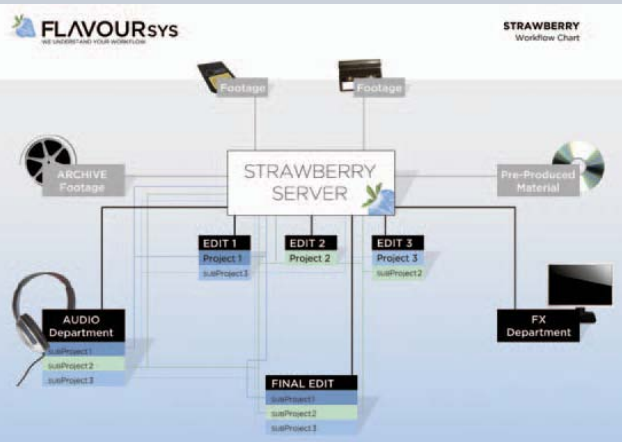
## PETER GILLESPIE RECEIVES 2011 WABE AMBASSADOR AWARD



During the 61st annual WABE convention in Edmonton, Alberta, in early November, Peter Gillespie, Manager of the Broadcast Systems Group at Applied Electronics, was pleasantly surprised with the presentation of WABE's 2011 Ambassador Award. Peter has served on the WABE executive committee for the full 6 year term as well he was on the local committee in 2004 in Vancouver as Host Chair and has contributed countless hours to WABE. Besides his 28-year career in the broadcast industry and the numerous WABE duties he has been involved in, Peter is Past Vice-Chair for the CKNW Orphans Fund, Past Member of the BCIT's Broadcast Communications Television Advisory Board, and Past Member of the Malasina College Graphics Council Advisory Board. Congratulations, Peter!

**Peter Gillespie (left) with Brad Hooper, President of WABE**





## STRAWBERRY AND RORKE ENABLING INTELLIGENT PROJECT SHARING & COLLABORATIVE EDITING

Easily share projects and media between Avid, FCP or Adobe from DV to 4K across Mac and Windows clients.

Designed by Flavoursys, Strawberry was developed by editors and directors at an operational television station to optimize your workflow whether you're working in a broadcast environment, a film or video post production facility or an educational facility.

Strawberry enables collaborative editing with a new approach to cross-application media sharing that will accelerate, integrate and improve your workflow.

Strawberry supports a wide range of post production environments from larger broadcast or film/video facilities to the needs of freelancers and educational users. The developers understand the habits of editors and what they demand from their day-to-day routines.



**Abekas®**



## ABEKAS MIRA SERVER UNIVERSAL FORMAT, DIGITAL VIDEO PRODUCTION SERVER

The **Abekas Mira server** is tailored for a variety of live television and replay production tasks, with optional features for specific operational environments.

Mira servers can be fitted with either **4 or 8 digital video channels**, each able to record or play. There's also a choice of **JPEG-2000 or DVCPRO™** native recording hardware; and shared SAN media storage.

### Features:

**Animated Switcher Transitions:** The Mira server can play out switcher-triggered animated transitions containing video, key and audio—along with a couple of animated backgrounds during a live television production.

**On-Set Plasma Screen Feeds:** If your production set is decorated with multiple plasma or LCD screens, displaying animated “eye candy” graphics is a breeze. The “Flipper” option makes life so much simpler; each video output can be rotated by 90° or 270°, cropped and sized to properly orient this content to fit in vertically mounted on-set screens.

**Synchronized Multi-Screen Playback:** Record and playback a multi-stream “ISO” clip, which is a single clip file that contains up to eight video streams. Since only one ISO clip is needed, clip load and play control is from one RS422 port; providing 100% guaranteed synchronized playback of all video streams.

**SD, HD & 3D VTR Replacement:** Each video channel can be used both for record and playback, always matching the video channel function to the need at hand.

**Stereoscopic 3D:** Is found as a standard feature in every Mira PRODUCTION server. With just a click of a mouse, you'll be operating Mira in 3D.

**Media File Import & Export:** The Mira PRODUCTION server easily plugs into a file-based workflow, importing and exporting some varieties of self-contained media files at speeds much faster than real-time.

**List Play:** Arrange clips into a playlist to play clips in the order defined. Playlists are easily created with simple and intuitive drag-and-drop operation; and even while a playlist is being aired, users can re-arrange, delete or add new clips to the stack yet to be aired in the active playlist.

**Two to Six Cameras:** Can be continuously recorded without interruption, with one or two replay video channels. Both cut and dissolve transitions between two channels are supported.

**Highlights Melt:** With high-speed media file export gets highlights clip content from any number of play lists into self-contained media files with MOV & MXF file wrappers.

## NEW PARTNERSHIPS

### SPECTRALOGIC

Spectra defines, designs and delivers storage solutions that integrate with leading Media Asset Management (MAM), Digital Asset Management (DAM) and traditional data protection applications. Spectra's file based archive solutions are backed by more than three decades of experience, and emphasize “Ease of Use”, constant access to content and industry-leading data density that can easily scale from a few TB's to Exabyte's of capacity. We challenge the data protection market's expectations with intelligent and integrated storage and archive technologies with unmatched service and support to customers worldwide.



To learn more, visit [www.SpectraLogic.com](http://www.SpectraLogic.com).



### AMBERFIN UNIFIED QUALITY CONTROL



AmberFin is a leading developer of file-based media ingest and transcoding solutions for content owners, broadcasters, sports organizations and post-production houses.

Amberfin offers the world's first Unified Quality Control solution for content ingest and transcoding operations. Called iCR Unified QC (UQC), this unique approach to quality control combines multiple tools for baseband checks during tape ingest, file-based QC after ingest, and overall operator-controlled QC, including annotation and mark-up. The addition of UQC to AmberFin's iCR means that users have the potential to create a high quality file-based HD/SD master, provide unique file conversion to multiple formats and implement appropriate levels of automated and manual quality control, all within a single unified software environment. New levels of trust and confidence in the file/media quality are introduced, freeing up staff to focus on other revenue-generating tasks.

Additionally, Amberfin offers a free, non-vendor specific, educational program that is delivered to your email in-box, targeted at professionals working in the broadcast and electronic media industries. Called Bruce's Shorts, the program consists of series of weekly video shorts and monthly in-depth webinars covering a broad range of industry topics including: “how to avoid the common mistakes when migrating from tape-based to file-based workflows” to “the secrets of metadata” and “which is the best HD format for your facility”. To learn more, visit [www.amberfin.com/shorts](http://www.amberfin.com/shorts).



## PAUL STECHLY



### HONOURED WITH SMPTE FELLOW MEMBERSHIP AWARD

We are very pleased to announce that our President, Paul Stechly, has not only been elevated to the status of Fellow of the Society of Motion Picture and Television Engineers (SMPTE), but has also been elected to the position of Sections Vice-President for a two-year term. The SMPTE Fellow Membership Award recognizes individuals who, by proficiency and contributions, have attained an outstanding rank among engineers or executives in the motion-picture, television, or related industries.

Paul has been very active in the Toronto Section of SMPTE. His involvement in SMPTE began on the section level with two-year terms each as Manager, Secretary Treasurer, Section Chair, and Past Chair. Paul is currently in his second 2-year elected term as Canadian Region Governor and has served on several award and revisions committees with SMPTE. Paul enjoys his work with SMPTE and in particular meeting and getting to know the top engineers and executives in the industry. Congratulations, Paul, on receiving this admirable award!

