

Viewfinder

Applied Electronics Limited

Your Complete Technology Partner



SEPTEMBER 2010
VOLUME 16 • ISSUE 1

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Corus Quay Unveiled

Corus Quay is the new waterfront headquarters for Corus Entertainment, one of Canada's leading integrated media and entertainment companies. The Corus Quay building, a 450,000 sq. ft office and broadcast centre located at the water's edge in East Bayfront, achieves the Leadership in Energy and Environmental Design (LEED) Gold designation with

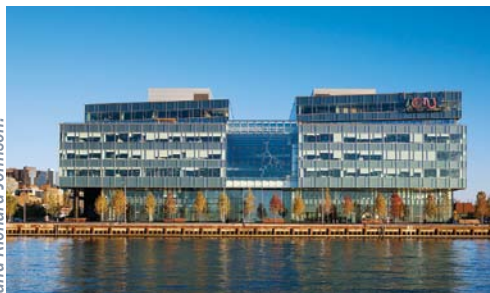


Photo Courtesy of Corus Entertainment and Richard Johnson.

its green roof areas and a massive interior five-storey green living wall. Located just south of Queens Quay at the foot of Lower Jarvis Street, Corus Quay will become a hub of activity with round-the-clock broadcasting and public performances.

Applied Electronics was contracted to design, supply and integrate elaborate Audio Video systems in the following areas: 13 large meeting rooms, Corus University and Technical Training room (multi-purpose training facilities), executive boardroom, 2 theatre-style screening rooms, large LED display wall, 48-screen and 20-screen LCD display walls, facility wide audio distribution system, and multiple small meeting spaces. The Corus Quay facility was successfully unveiled to key stakeholders, government officials and the public on September 26, 2010.

AEL Project Team: Mike Dalton, Glenn Cole, Wolfgang Pechmann, Richard Drygas, Grant Stockley, Ted Herman, Shane Jamieson, and Glen Moolchan.

Rogers Cable HD2 Mobile Truck

Applied Electronics worked with Rogers Cable's engineering team to design and integrate one of two HD mobiles, utilizing design resources from both our Mississauga head office and Montreal regional office to bring Rogers' preliminary concept to actual working drawings. The rack-ready mobile was delivered and built in our Mississauga warehouse, which can easily house a 53-foot trailer with expando.

Throughout the project, Applied Electronics worked closely with Rogers Cable and during the building process, all equipment was delivered and safely stored in our secure facility in Mississauga. Design modifications and product changes were accommodated in order to make the mobile operationally more efficient and to maximize cost saving potential. Regular progress status updates were communicated to all Rogers Cable team members and installations were carried out in a manner that minimizes interruptions and ensures seamless integration, without adding cost. The system included 18 Marshall 10.4" monitors, an Orad Playmaker HD slow motion system with controller, three Evertz display processor modules for VIP-X system (multi-viewer), Evertz



modular products, a Ross Vision switcher SMS server, a digital audio mixing console, six HD cameras, and more.

AEL Project Team: Jamie Easson, Peter Gillespie, Paul Roeser, Dave McGinn, and Serge Desrosiers.

Tektronix®

Tektronix Video Insight Seminar – Toronto

Held at the Delta Chelsea Hotel in downtown Toronto on Thursday, August 12th, Tektronix and Applied Electronics hosted a complimentary Video Insight seminar to provide current tips and tricks on tackling today's video test challenges. The seminar was a huge success and enjoyed a superb turnout in attendance.

Guests learned how expert colourist, Steve Hullfish, uses Waveform Monitors to achieve artistic rendering of content, the new tools that help adjust the colour fidelity of the image while maintaining the video signal, the latest update on ATSC A/85 – control audio levels between program and commercial transitions, and how to use Ancillary Data in an SDI signal to verify the presence of Active Format Descriptor (AFD) and Closed Captioning data. Abstracts on all seminar sessions were provided as well as the opportunity to see new video test technology for valuable insight.

Tektronix Video Insight Seminar – Montréal

Tektronix® Complimentary Seminar Unveils New Techniques for Post Production and Broadcast

Register today and secure your seat for our Video Insight Seminar.

This free seminar will provide you with current tips and tricks on tackling today's video test challenges. In one information-packed day you will:

- Get the latest on Measuring Audio Loudness and instantaneous true peaks per ITU-R BS. 1770/1771 and ATSC RP A/85.
- Learn how to use Ancillary Data in a SDI signal to verify the presence of Active Format Descriptor (AFD) and Closed Captioning data.
- Discover new tools to help ensure Gamut Compliance and how to ensure picture quality.
- Learn how to QC your file-based video that has been ingested from different sources and encoded at different bit rates and formats for various delivery systems.
- Discover new tools for Monitoring Real-Time GoE and Analysis of Video Transmitted Through Any Network.

Complimentary lunch and coffee will be provided.
Cost: Free

To register please contact:
Danielle Pilon
514-333-3324
dpilon@appliedelectronics.com

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videoinsight|seminar

Wed, October 6th, 2010
9:00 am - 4:30 pm

CBC/SRC Montréal
1400 boul. René-Lévesque Est
Montréal, QC

If you wish to have a copy of APP notes, How-to guides, Data sheet & links to webinars, please bring a USB stick with 120 MB of memory.

REGISTER NOW

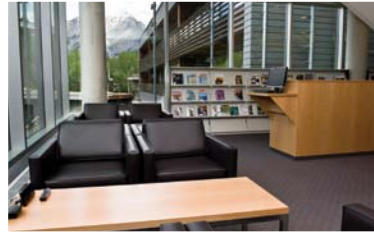
The Banff Centre – The Kinnear Centre for Creativity & Innovation

On July 24, 2010, The Banff Centre in Alberta officially opened the Kinnear Centre for Creativity & Innovation, a six-year, \$100-million capital project that provides a magnificent facility for art, ideas, and leadership. Built to LEED Silver standards, the Kinnear Centre hosts artistic workshops, residencies, and performances, and provides high-tech meeting spaces for The Banff Centre's Leadership Development programs, and conferences.

Applied Electronics was contracted as the audio visual systems designer, supplier and integrator for the three storey centre. On the main floor, the MacIab Bistro showcases two 60" TV's mounted above the bar, twelve Tannoy SR601 speakers, two Tannoy subs installed in the ceiling, and two Tannoy outdoor speakers. The audio system is able to handle two television feeds, a digital music feed and an integrated iPod dock. The Paul D. Fleck Library & Archives is equipped with a two-floor paging system with 8 speakers divided between the two floors. System runs off of a TOA M9000 Series mixer. The classrooms each have one 60" Monitor with VGA, HDMI, Composite & Component inputs in the floor and a Crestron DigitalMedia™ system which gives the ability to send the audio/video input to any other room on the floor. Audio inputs connect to a Lectrosonics ASPEN 1624 mixer which allows constant audio processing for every channel, automatic feedback suppression, auto-mixing, EQ, compression & limiting. Control of the room and all of its features is accomplished through a Crestron touch panel. The three multi-purpose

rooms have moveable walls to expand the capacity of the rooms, sensors on the walls allow the A/V system to seamlessly change with each configuration. The audio and video inputs here are similar to that of the classroom setup. Room aesthetics are improved by the addition of an electric projector lift and motorized projection screens which conceals the equipment when not in use. Outside each room are digital monitors which display the events being held in the room along with promotional information and videos of concurrent or upcoming events at the Banff Centre.

AEL Project Team: Kevin Stewart, Benjamin Macklan, Nick Eriksen, Dan Ryan, Derek Knops, Jordan Paul and Mike McGovern.



Photos Courtesy of The Banff Centre.

AEL Calgary Golf Tournament

TITLE SPONSORS:

On Wednesday, June 23rd, 2010, we held our AEL 4th Annual Alberta Golf Tournament at the D'Arcy Ranch Golf Club in Okotoks, Alberta. The D'Arcy Ranch staff were professional and well organized, and everything ran smoothly on the day. Mother Nature cooperated also – in spite of rain and some thunderstorms in the area, we managed to remain dry. A Special Thank You to **Crestron** and **Isilon** for their generosity as Title Sponsors of this year's Alberta event. Next year's event is already booked for the 2nd week in August – save the date!



FIRST PLACE TEAM:
Melissa Davies (Calgary Vipers), Kevin Stewart (AEL), Kyle Derzaph (Polycom), Kim Andrais (Town of Okotoks)



MOST HONEST TEAM:
Alan English (AEL), Brian Mayer (Global TV), Colby Trotter (Isilon), and Brett Campbell (Isilon-prize presenter)



MEN'S LONGEST DRIVE:
Jordan Walsh (SMART Technologies)



LADIES LONGEST DRIVE:
Melissa Davies (Calgary Vipers)



CLOSEST TO THE PIN:
Kim Andrais (Town of Okotoks)



LONGEST PUTT:
Bob Bowman (Pixel Video Production)



BALL IN WATER:
Jaime Starchuk (Zoom Communications)

AEL Toronto Golf Tournament

The 24th AEL Annual Toronto Golf Tournament was held at our usual venue, Nobleton Lakes Golf Club, in Nobleton, Ontario on Monday, August 9th, 2010. This year, Mother Nature held out for us until the last couple of holes before bringing in a thunderstorm which caused the golf club to sound the alarms, signalling golfers to get off the course. Despite the weather condition, we had a superb turnout of clients this year and a record level of support from industry partners. Our gratitude to all of our generous sponsors extends beyond a simple Thank You. We look forward to seeing you all again next year!



FIRST PLACE TEAM: Neil Bilow (Corus), David Storey (CTS), Mike Devine (Front Porch Digital)



SECOND PLACE TEAM: Paul Thomas (Global), Brian Camponotti (Front Porch Digital), Samantha Gardener (Dome Productions), Denis Cyr (Ross Video)



MOST HONEST FOURSOME: Denis Lacasse (Starchoice TV), Don Vonk (Starchoice TV), Sylvia Fantin (Tektronix), Eric Riehl (AEL)



MEN'S CLOSEST TO THE PIN: Ryan Jay (Sharp), Bill Varley (winner)



LADIES CLOSEST TO THE PIN: Samantha Gardener (Dome Productions), Anthony Chiliaropoulos (Bosch)



MEN'S & WOMEN'S LONGEST DRIVE: Andy Libby (CBC)



BEST SHOT OF THE DAY: Dave Storey (CTS)



WORST SHOT OF THE DAY: Sean Cowan (Humber)



David Blowes (Rogers Cable Durham)



Virginia Gibberd (Sportsnet)



AEL Vancouver Golf Tournament

The 6th Annual Mighty Applied Golf Tournament was held on Monday, August 16th, 2010 at the University Golf Club in Vancouver, BC. The weather was phenomenal, providing our golfers a great day for golf. Special Thanks goes to our Title Sponsors, **Christie** and **Isilon**, whose generosity helped make this event a huge success this year.



FIRST PLACE TEAM: A. Wright, J. Zarecki, J. Parker (P. Gillespie)
Nevada Bob's GC - \$100 x 4
Supplied by AEL



MOST HONEST FOURSOME: Kevin Wallinger, Jeri Lynch (M. Dalton)
Nevada Bob's GC - \$50 x 4
Supplied by AEL



STRAIGHTEST DRIVE: Ron Stinson
Panasonic Digital Camera
Supplied by Panasonic and AEL



LONGEST DRIVE: AI Wright
TM Driver and Umbrella
Supplied by golf course and AEL



GOLF VANCOUVER 2010:
Paul Stechly



PUTTING CONTEST: Kevin Wallinger
Putt and Return
Supplied by AEL



Jordan Paul

A/V Installation Technician,
Calgary

Graduating from the Audio Engineering program at the Ontario Institute of Audio Recording Technology, Jordan joins AEL Calgary as an A/V Installation Technician with experience in A/V installation and classroom technical support for the newly opened University of Calgary's School of Veterinary Medicine and the University's Health Sciences Campus. With a background in audio technology, Jordan is a troubleshooter, diligent with work processes and enjoys building systems. Welcome, Jordan!



Derek Knops

Field Technician, Calgary

Derek graduated from the Broadcast Technology program at SAIT Polytechnic. He worked 9 years at Bell ExpressVu, then with Shaw Communications before joining AEL Calgary as a Field Technician to provide field technical service to both Broadcast and A/V clients. Derek and his wife of 5 years, Tanya, have a 4-year old son named Thomas John (TJ). Welcome, Derek!

SickKids Learning Institute – Simulation Centre

The SickKids Learning Institute is the focal point for education activities at SickKids. As an academic health sciences centre, located across the street from The Hospital for Sick Children in downtown Toronto, trainees participating in the Simulation Program, for example, are faced with scenarios of a baby who is in critical condition and time is of the essence. The programs are intended to enhance and support all education currently ongoing at SickKids.

Having designed, supplied and installed audio visual systems for the Hospital for Sick Children before, Applied Electronics once again was awarded the audio visual system build for design, supply and installation of the audio visual systems for The Learning Institute's Simulation Centre which included a High Fidelity Simulation Lab, Control Room, Debriefing Room, Procedure Room, and Teaching Room.

The High Fidelity Simulation Lab is equipped with a Sharp 32" LCD Monitor with Peerless wall mount, 4 Clock Audio ceiling hanging microphones, 3 Vaddio ceiling-mountable PTZ cameras, an Extron video processor and ultra-wideband matrix switcher, and a Crestron control system with Isys 8.4" wifi wireless touchpanel. The audio system is composed of 4 Tannoy flushmount 2-way ceiling speakers, Lectrosonics mixer, Telex earphones, AKG wireless microphones, and a Polycom SoundStructure audio conferencing system.

The Control Room is equipped with Sharp 26" HD monitors, Clock Audio desk mount paging microphone, Sharp 19" widescreen LCD displays, Extron 4-input video & RGB scaler, Crestron Isys 10.4" touchpanel.

The Debriefing Room has a Polycom HD codec, a Polycom Eagle Eye main camera with a Sharp 65" LCD monitor, Chief flat panel pull-n-tilt wall mount, Extron Ultra Wideband matrix switcher, 2 Tannoy flushmount 2-way ceiling speakers, 2 Clock Audio boundary mics, Polycom Soundstructure audio conferencing system, and a Crestron Isys 8.4" wifi wireless touchpanel.

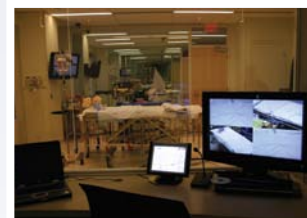
The Procedure Room has 2 Sharp 65" LCD monitors with Chief pull-in-tilt wall mounts, a Polycom HD Codec, with Eagle Eye main camera, Extron Ultra-wideband matrix switcher, Extron mini distribution amplifier, 5 Vaddio ceiling-mountable PTZ cameras, Extron 4-window video processor, Polycom SoundStructure, 2 AKG Presenter Sets, Clock Audio Ceiling Hanging microphone, JBL ceiling speakers, Crestron control system with Isys 8.4" wifi wireless touchpanel.

The Teaching Room has 2 Sharp 65" LCD monitors with Chief flat panel pull-n-tilt wall mounts, 4 SMART 64" interactive whiteboards with built-in Unifi projectors, SMART Symposium interactive pen display, Polycom HD codec, 2 Polycom Eagle Eye cameras, Extron switcher, Extron scan converter, Polycom SoundStructure audio conferencing system, 8 Revolab Solo Executive system, 6 Tannoy CVS4 flushmount 2-way ceiling speakers, JBL Control 25T 2-way vented speakers, 2 AKG Presenter Set microphone, Clock Audio gooseneck mic & mount, 2 TOA mult-channel audio amplifiers, Crestron control system, Crestron Isys 8.4 wifi wireless touchpanel, 2 Sharp 19" widescreen HD LCD displays, Extron video & RGB scaler, Extron scan converter, Clock Audio desk mount paging microphone, and Crestron Isys 10.4" touchpanel.

AEL Project Team: Chris Randles, René Foisy-Marquis and Campbell Brown.



The Learning Institutes' Simulation Centre



The Control Room



The High Fidelity Simulation Lab



The Debriefing Room



The Procedure Room



The Teaching Room



Michal Mierzejewski

A/V Installation Technician,
Toronto

Originally from Sanok, Poland, Michal attended Harris Institute for the Arts in Toronto. He enjoys building racks and joins AEL Mississauga as an A/V Installation Technician with a background in A/V installations, home automation, telecommunications, and audio engineering. Michal and his wife, Magdalena, have a 3-year old daughter, Michalina. Welcome, Michal!



Landon Clarkson

Service Technician, Toronto

Landon graduated from Humber College and the University of Guelph, and comes to AEL Mississauga as a Service Technician with experience in avionics, controls and Instrumentation for 21st Century Airships and as a Service technician for Rogers Cable. He enjoys troubleshooting complex systems and is a welcomed addition to the AEL Service team. Landon was married on July 3rd this year and we wish him and his new wife, Heidi, and their daughter, Cayla, all the very best. Congratulations!

Justin DeBussac Passes Away at Age 27

Justin DeBussac worked in our Edmonton office for the past few years as part of our AV installations team. He had been bravely battling cancer for most of this time. Last spring Justin returned to his family home in Biggar, Saskatchewan to convalesce. After a valiant effort to contain this disease, Justin passed away peacefully surrounded by his family. A funeral was held on Thursday, July 15th at St. Gabriel's Roman Catholic Church, in Biggar, Saskatchewan. Justin was a great employee and contributed a great deal to our team and to our clients. Our thoughts and best wishes are with Justin's family, friends and loved ones.



Richard Drygas – 25 Years

Richard is a senior-level Systems Designer and Integrator who has been on AEL's technical team since 1985. Richard has made many significant contributions to the success of AEL over the years and has helped build AEL's reputation by providing exceptional technical service to our clients. He is a Crestron Certified Silver Programmer (one of few in Canada). He also volunteers his time and efforts to help charities such as Reach for the Rainbow and belongs to a number of industry associations including AES (Audio Engineering Society). This year, Richard celebrates his 25-year anniversary with AEL. He is a valuable long-time employee – thank you! Richard and his wife, Martina, have 2 children, Erika and Sebastien.



Phil Savage – 20 Years

Phil joined AEL in 1990 to assist with new CAD operations, bringing a background of work with Architects, Interior Designers and Facilities Management. He now manages our CAD Operations and has developed our in-house Custom Structures methodologies. Phil also looks after duties as IT Network Administrator for all offices. The IT Operations of AEL have expanded to a complex infrastructure linking all Branch offices to our Data Centre in our Mississauga Head office. Thank you for the 20 years of loyal service. Phil and his wife Nora have 2 children Andrew and Michelle, both attending university.



Bill Archibald – 15 Years

Bill joined AEL in 1995 as an A/V Sales Representative and since has become very knowledgeable in both A/V and Broadcast systems. Although Bill is well versed in these areas and services any client or prospect inquiry, he is the go-to person catering primarily to the Government and Educational markets. For the 15 years of outstanding contributions to AEL and the A/V Division, we thank you, Bill! Bill and wife, Rose, volunteer with many charities, including Reach for the Rainbow and Big Brothers Big Sisters of Cambridge.



Stephen Monteith – 5 Years

Stephen joined AEL Vancouver in 2005 as an A/V Sales Representative with experience in the Audio/Visual and Broadcast industries. He has worked on large projects for clients such as the City of Vancouver Emergency Operations Centre (COVEOC) for the Vancouver 2010 Winter Olympic Games, the Vancouver Aquarium, Interior Health Authority, Vancouver Coastal Health, etc. Thank you, Stephen, for the dedicated service and keep up the good work! Stephen and wife, Rachael, have 2 children, Macale and Christina Marle.



Lily Costa Marketing Manager

John Stechly, Vice President, is pleased to announce the promotion of Lily Costa to the position of Marketing Manager. Lily joined AEL in 2002 as Marketing Coordinator, responsible for all marketing and advertising activities for the company, nationwide. Over the past 8 years, she has developed AEL's corporate brand, established new sales tools and successfully promoted AEL and our services, helping to grow our market share in Canada. In her new role, she will continue to develop our marketing efforts while overseeing the marketing team. We look forward to continued success with Lily in her new position.



Nadia Freihaat Broadcast Project Administrator

Peter Gillespie, Manager of the Broadcast Systems Division, is pleased to announce the promotion of Nadia Freihaat to the position of Broadcast Project Administrator. Nadia has been with AEL since 2003 and has done an outstanding job in the numerous roles she's held at AEL, including Receptionist, Accounts Payable Clerk, A/V & Broadcast Customer Service Rep, and Broadcast Service Coordinator. Her extensive experience in dealing with our internal folks, as well as solid reputation with our external clients, puts her in good stead for this challenging position!



Michelle McKay Senior HR/Payroll Administrator

Michelle joined AEL in 2003 as Accounts Payable Clerk and in 2005, she took on the role of Senior Accountant/Payroll Administrator. She recently returned from maternity leave to a new position as Senior Human Resources/Payroll Administrator and is responsible for all payroll and HR duties. Whether you have HR, benefits or payroll related questions, or need to know how much vacation you have remaining, Michelle is the person to chat with. She'd be more than happy to help answer the questions you may have. Michelle and husband, Jeff, have 2 children, Ashlyn and Carter. Welcome back, Michelle!



Kim Sciberras Broadcast Service Coordinator

After being on part-time status with AEL for the past 3 years to stay home and raise her family, Kim has now returned to full time status with our Service department as Broadcast Service Coordinator, catering to our clients' service needs. She is a long time employee and has been with the company since 1994. Kim and husband, Alex, have 2 children, Miranda and Adam. Glad to have you back, Kim!



Eric Riehl Broadcast Sales Rep, Toronto

Eric joins us as a Technology Sales Representative, Broadcast & Post-Production and comes to us with a Management Economics degree from the University of Guelph and Audio Production certification from Harris Institute. With his background in sales & customer support focusing on editing systems, Avid product lines (Accredited Avid ACSR), storage solutions & networks, servers, audio production, engineering and management, he will provide products & solutions to our new and existing broadcast & post-production clients, work with our AEL team on projects, and provide demos & training when required. Welcome aboard, Eric!



Andre Beadle Marketing Assistant

Graduating from Seneca College in Business Administration – Marketing, Andre joins AEL's Marketing department at head office as Marketing Assistant. He previously worked in the I.T. field at IBM and Sitel before joining AEL last summer as a Co-op student and then staying on a part-time basis before accepting the full time position of Marketing Assistant. He has already made some great contributions to the marketing department and we look forward to his creativity and efforts on future marketing initiatives. Glad to have you on the team, Andre!



Amanda George Marketing & Communications Administrator

Amanda joins the AEL marketing team as Marketing & Communications Administrator and has working experience with a design firm and in the public relations field. We look forward to applying her strong communication skills to our marketing efforts. Amanda will be working with Andre Beadle to keep things running while Lily is on maternity leave. Welcome to the team, Amanda!



Yan D'Amico A/V Installation Technician, Montreal

Yan joins our Montreal A/V installations team with over 7 years of experience in the field of video production and more than 11 years of service to Applied Electronics as a Freelancer. Now as an A/V Installation Technician, Yan travels to customer sites and performs system installation as well as system programming. He enjoys complex projects such as control room and auditorium applications where intricate wiring, integration and programming are required. Yan enjoys tennis, badminton, film photography, and video/computer graphics. Glad to have you on board, Yan!

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.