

Society of Motion Picture and Television Engineers

Detroit Section Meeting Notice

February 2007



SECTION OFFICERS

DATE: **Tuesday, February 13, 2007**

Section Chairman

Chuck Reti
Detroit Public
Television
(313) 980-6794

TIME: **7:30 PM**

LOCATION: **Roscor Michigan, Inc.**
27280 Haggerty Rd., Suite C-2
Farmington Hills, Michigan 48331
(248) 489-0090

Secretary/Treasurer

Frank Maynard
CBS
(248) 355-7129

[\[Map\]](#)

Past Chairman

Mark Anzicek
ZenTechnologies,
Inc.

SPEAKER: **Steve Mahrer**
Panasonic Chief Technologist

Managers

Robert A. Zeichner
Roscor Michigan

SUBJECT: **P-2 and AVC-I, an Advanced 10 bit, H.264
Intra-Frame HD CODEC for High-End
Production and ENG applications**

James M. Totten
WKBD-TV & WWJ-
TV

Gerard (Jerry)
Matthews
GTN, Inc.

Jim Mocerri
SBC

Harold Miller
Harold Miller
Associates

Louis Johnson
WXYZ-TV

Modern production, post production and broadcast facilities are embracing IT technology at an ever increasing pace. The savings delivered by networked file based workflows have forever changed the capture, storage, and manipulation and delivery of imagery. Image compression technology has also advanced over the past ten years, this new CODEC technology when combined with IT workflows should result in even greater efficiency and savings. The presenter will discuss the development of the Panasonic AVC-I CODEC, a new high definition intra-frame H.264 compression CODEC implementation that promises unparalleled HD quality with bit rates normally associated with SD. Hardware will be demonstrated to show examples of the HD signal quality.

Test Materials**Advisor**

Harold Miller
Harold Miller
Associates

As Director of Engineering for the Business Development Group of Panasonic Broadcast & Television Systems Company, Mr. Mahrer's current responsibilities include managing imaging and display, video compression and recording, and file systems and networking for the broadcast and production marketplace. Prior to joining Panasonic in 1991, Mr. Mahrer was employed at NBC's Technical Development group and the RCA Broadcast System Group in Gibbsboro NJ. He came to the US from RCA (Jersey) Ltd in 1984.

Membership

Harold Miller
Harold Miller
Associates

Central Region**Governor**

W. Wallace Murray
SBC
Communications

Managers' Dinner will be at 5:30 PM at **Greek Isles**, 39777 Grand River Ave., Novi (just west of Haggerty Rd. in Pheasant Run Plaza). (248) 442-9255. [\[Map\]](#). All are welcome to join us.

Bookmark our web site to check for any last minute changes in the meeting schedule, or for the latest on upcoming meetings:

http://www.smpte.org/sections_chapters/detroit/

To obtain the latest news of the Detroit Section via e-mail, including meeting notices, last minute changes or other items of interest, please visit the Detroit Section web page, visit http://www.yahogroups.com/subscribe.cgi/smpte_detroit, or send a blank e-mail message to smpte_detroit_subscribe@yahoo.com.

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Guests and Non-Members are Welcome