



Society of Motion Picture and Television  
Engineers  
Detroit Section Meeting Notice  
May 2009

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SECTION  
OFFICERS

DATE: **Tuesday, May 12, 2009**

**Section Chairman**

Chuck Reti  
Reti Video Services  
(313) 980-6794

TIME: **7:30 PM**

LOCATION: **Embassy Suites Detroit / Southfield**  
28100 Franklin Road  
Southfield, Mich.  
(248) 350-2000

**Secretary/Treasurer**

Bob Zeichner  
Roscor Michigan,  
Inc.

**Past Chairman**

Mark Anzicek  
ZenTechnologies,  
Inc.

SPEAKERS: **Scott Matics**  
Product Marketing Manager, Integrated Production  
Solutions, Grass Valley Group

**Managers**

Vince Capizzo  
Midnight Designs,  
Inc.

SUBJECT: **Modern and Efficient Broadcast Control Room  
Operation**

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James M. Totten  
WKBD-TV & WWJ-  
TV

Dave Westermann  
Ross Video Inc.

Dave Wertheimer  
Art Institute of  
Michigan

Frank Maynard  
CBS Television

This month's presentation is a technical and business discussion on the modern and efficient operation of a broadcast production control room. Topics to be discussed include gaining efficiencies without making production sacrifices, flexible control room automation, and implementing a C.O.P.E. (Create Once, Publish Everywhere) workflow. Grass Valley's Ignite control room automation will be explained along with a discussion of new features, along with the multi-distribution product MediaFUSE, which allows broadcast content to be automatically repurposed for the Web and mobile users.

W. Wallace Murray  
AT&T

Scott Matics manages the product marketing for the MediaFUSE line of automated content re-purposing products at Thomson-Grass Valley's Integrated Production Solutions, in Jacksonville, Florida.

**Test Materials**

**Advisor**

Harold Miller  
Harold Miller  
Associates

**Membership**

Harold Miller  
Harold Miller  
Associates

**Central Region**

**Governor**

W. Wallace Murray  
AT&T

Matics is responsible for product evolution, from market research to conception and management of the product lifecycle to worldwide customers. Matics' past experience includes various marketing management, sales and development positions, spanning the past twenty-three years, including twelve years working directly in the broadcast television control room, robotic camera automation, and Internet technology development fields. He is a 1985 graduate of West Virginia University - Institute of Technology, with a degree in Electrical Engineering / Power Technology.

Thanks to Neil Silber of Grass Valley Group for providing meeting space.

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**Managers' Dinner** starting at 5:30 pm at **Jack's Grille** inside the Embassy Suites.

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[Bookmark our web site](#) to check for any last minute changes in the meeting schedule, or for the latest on upcoming meetings.

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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](http://www.yahogroups.com/subscribe.cgi/smpte_detroit), or send a blank e-mail message to [smpte\\_detroit-subscribe@yahogroups.com](mailto:smpte_detroit-subscribe@yahogroups.com).

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Guests and Non-Members are Welcome