



Society of Motion Picture and Television Engineers

Detroit Section Meeting Notice

November 2005

SECTION OFFICERS

Section Chairman

Chuck Reti
Chuck Reti Video
Services
(313) 273-3648

Secretary/Treasurer

Frank Maynard
WKBD-TV & WWJ-
TV
(248) 355-7129

Past Chairman

Mark Anzicsek
ZenTechnologies,
Inc.

Managers

Helge Blucher
Detroit Public
Television

Jim Mocerri
SBC

Harold Miller
Harold Miller
Associates

Robert A. Zeichner
Roscor Michigan

James M. Totten
WKBD-TV & WWJ-
TV

DATE: Tuesday, November 8, 2005

TIME: 7:30 PM

LOCATION: Roscor Michigan, Inc.
27280 Haggerty Rd., Suite C-2
Farmington Hills, Michigan
(South of 12 Mile)
(248) 489-0090

[Map](#)

SPEAKER: Mr. William Edwards
Panasonic Broadcast and Television Systems

SUBJECT: P2 Memory-based Acquisition in HD

Panasonic's introduction of P2 was interesting from many perspectives, but two of the more noteworthy were the decision not to introduce a companion editing system, but rather to announce an effort to partner with existing systems, and to promote the fact that the P2 cards were HD ready and that HD products would follow shortly. These two threads align because, while the original partners supporting P2 were only four (Avid, Quantel, Pinnacle and Grass Valley), their ranks have grown to 15, and, as Panasonic has announced an HD / SD P2 camcorder "family," many of them have announced synchronized release of NLE support for P2 HD.

This presentation will discuss the unique attributes of P2 acquisition, the inherent advantages of memory-based storage, why it integrates into editing systems easily, how HD "fits" into P2, and why the MXF O.P. Atom structure makes all this possible. In a word, it's all about workflow.

Gerard (Jerry)
Matthews
GTN, Inc.

**Test Materials
Advisor**

Harold Miller
Harold Miller
Associates

Membership

Harold Miller
Harold Miller
Associates

**Central Region
Governor**

W. Wallace Murray
SBC
Communications

Bill Edwards is Director of Broadcast Sales Development at Panasonic Broadcast and Television Systems Company. During his more than 10 years with Panasonic, Mr. Edwards has held the positions of Sales Development Manager Central US Region and District Sales Manager for the Mid-Atlantic States. Bill's background is in electronic technologies and business. Current responsibilities involve working directly with the, East Coast based Broadcast and Cable Networks, Station Group Ownerships, Emerging markets and Panasonic's resell / distribution channels to facilitate Panasonic Broadcast's High Definition and P2 based products.

Managers' Dinner will be at 5:30 PM at Greek Isles, 39777 Grand River Ave. (West of Haggerty) Novi, MI 48375. (248) 442-9255

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.

PLEASE PRINT AND POST ON YOUR COMPANY BULLETIN BOARD

Guests and Non-Members are Welcome