

BroadcastEngineering®

THE JOURNAL OF DIGITAL TELEVISION

World Edition



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August Issue
Ad Closing: July 17
Materials Due: July 24
Research Opportunity: AdPlus Study

August Editorial Highlights

FEATURE
IBC Preview
This exciting IBC convention will present many opportunities for clients to showcase their solutions to readers. Our coverage will include:
• Special IBC MAP with key exhibitor stands highlighted
• New Products Highlights

DOWNLOAD
Wireless cameras
The author examines recent advances in wireless cameras. These are an essential part of sports coverage and also required for intimate shots at special events.

TECHNOLOGY IN ACTION
Fiber optics distribution technology
A look at the use of high-capacity fiber systems for transport, routing and signal processing. Fiber can be used to link a remote venue to a broadcaster, or to build networks connecting different parts of a broadcast system.

TRANSITION TO DIGITAL
Implementing MPEG-4
MPEG-4 encoding offers a variety of benefits. The author discusses how they can be implemented in green-field systems.

PRODUCTION CLIPS
HD storage: drives, disks and cards
A round-up of the current technology alternatives to videotape for HD field acquisition. The author looks at solid-state cards and camera-back hard-drives.

TECHNOLOGY IN TRANSITION
Multi-image displays
New technology permits multi-image displays to show HD as well as user-selected resolution images. They are the tool of choice for today's high-pressure control rooms.

Advertising Benefits & Opportunities

Broadcast Engineering's IBC Exhibitor Map
Help your customers find your booth by advertising next to your location in our handy show floor map. Many attendees use our map and refer to it throughout the event...make sure your booth stands out from the crowd!
Ad Close: July 15
Materials Due: July 22

Promote Your New Product or Latest Technology Solution in Broadcast Engineering's IBC Product Source—Coming in September
Broadcast Engineering's IBC Product Source highlights the hottest new technology solutions shown at this year's IBC. It's polybagged with the September issue and will be posted on the *Broadcast Engineering* website for an entire year. Each new product will contain a hot link back to the manufacturer so subscribers can easily connect to the vendors they need. *Broadcast Engineering's* IBC Product Source is a valued resource for subscribers to find information on new technology and vendors all year long. Contact your market manager to reserve your space today!
Ad Close: August 7
Materials Due: August 14

Broadcast Engineering's IBC Update E-newsletter
This weekly E-newsletter running for 13 weeks before, during and after IBC is designed to generate traffic to your stand and convey your follow-up message. Covering product, technology, news and business announcements from the show, IBC Update allows you to promote your product and announcements worldwide.
Blasts every Thursday from July 16 - October 8.

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