

# 2009 SMPTE FELLOWS



*“A Fellow of the Society is one who has by proficiency and contributions, attained an outstanding rank among engineers or executives in the motion picture, television, or related industries.”*

**The Fellows Luncheon will be held at the SMPTE 2009 Annual Tech Conference and Expo in Hollywood, CA, on Thursday, October 29, 2009. The following members will join the ranks as Fellow.**



**Harvey Arnold** is corporate director of engineering for Sinclair Broadcast Group. He has been responsible for engineering activities supporting approximately 60 television stations, including their transition to digital service, since 1998. Before that, he spent 17 years with North Carolina Public Television (UNC-TV), managing and expanding the engineering and transmission activities of one of the largest statewide public television networks in the country.

As a member of the Federal Communications Commission Advisory Committee for Advanced Television Service (ACATS), Arnold helped develop the Advanced Television Systems Committee (ATSC) standard for over-the-air digital television in the U.S., playing a key role in the ACATS high-power DTV field testing in Charlotte, NC.

Arnold is active in many broadcast-related technical organizations such as the ATSC, SMPTE, the Society of Broadcast Engineers (SBE), and the Association of Federal Communications Consulting Engineers. He is a member of the SMPTE Board of Editors and the SMPTE Conference Planning Committee.



**Trevor Bird** is currently the general manager, group technical services for the Seven Media Group, a role which oversees the engineering and informational technology infrastructure for the Seven Television Network and Pacific Magazines, based in Sydney, Australia. From 2001 to 2003, Bird worked as engineering manager of major projects, Seven Network Australia.

Bird worked as director of broadcast engineering for the Sydney Olympic Broadcasting organization. He also worked as engineering manager for the Seven Network Coverage of the Athens Olympic Games, the 2002 Salt Lake City Olympic Winter Games, and the 2002 Manchester Commonwealth Games. He was also director of broadcast engineering for the Host Broadcaster coverage of the Sydney 2000 Summer Olympic Games and project engineer for the Seven Network Coverage of the Atlanta Olympic Games in 1996.

**Gregory M. Coppa** is director, advanced technology and engineering for CBS Television. During his 27-year tenure at CBS, Coppa has held various positions within the engineering department. In his most recent position, he directs the CBS Engineering Laboratory where he has led CBS's effort in the HDTV transition.



Coppa's contributions to CBS News, sports, television stations, and network distribution have led to significant technical advancements for each of these groups. In particular, his work in digital satellite newsgathering paved the way for CBS News to be a leader in the use of this technology. His current efforts include work in HD satellite newsgathering and with transmission methods and technologies for sports acquisition.

Coppa also participates in industry standards work, most recently as an active contributor to the ATSC Recommended Practice on Audio Loudness and previously as chair of an ATSC specialist group on satellite distribution.



**Sterling E. Davis**, a broadcasting veteran for more than 40 years, is vice president, technical operations for Cox Media Group.

Davis joined Cox Broadcasting's KTVU in Oakland in 1992, as director of operations, managing all aspects of engineering, production including electronic newsgathering editing, and traffic. He was promoted in 1998 to vice president of engineering for Cox Broadcasting in Atlanta and assumed responsibility for 15 television and 86 radio stations.

Davis was honored with the Broadcasting and Cable, "Technology Leadership Award" in 2006, Radio Ink's, "One of the Most Admired Engineers in Radio" in 2008, and the National Association of Broadcasters (NAB) "Engineering Achievement Award" in 2009.

For three years, he chaired the Advanced Television Systems Committee (ATSC) Planning Committee, is a member of the board of directors, and participates in several technical committees. A member of SMPTE since 1974, Davis is also a member of the Institute of Electrical and Electronics Engineers (IEEE), Audio Engineering Society (AES), Society of Broadcast Engineers (SBE) and Radio-Television News Directors Association (RTNDA).



**Richard M. Friedel** oversees Fox Networks Engineering and Operations, the News Corporation unit responsible for engineering, operations, and staging services supporting Fox's national television businesses. He manages the Fox Network Center in Los Angeles, which provides facilities and technical services for Fox

Broadcasting Co., Fox Sports, Fox Cable Networks Group, and the Twentieth Television syndication division.

Before joining Fox Networks Engineering and Operations, Friedel was a member of the team that launched Fox News Channel, a role in which he coordinated the original design, construction, and operations of Fox News' headquarters in New York, as well as domestic and international bureaus.

Friedel serves on the Board of Directors of the Video Services Forum, the Administrative Committee of the IEEE Broadcast Technology Society and is the Fox representative on the North American Broadcasters Association Technical Committee. He is also active in the ATSC.



**Charles Garsha** is a supervising engineer for Warner Bros. Post Production Services, where he is currently working on the development of file-based workflows for post-production. Garsha is responsible for managing and trans-coding imagery as required for use in sound editing and mixing. During his 30-year career, Garsha participated on the Joint EBU-SMPTE Task Force in '97, which led to his involvement in Advanced Authoring Format (AAF) development. He has also participated on various SMPTE standards committees with emphasis on those for metadata and

file formats. More recently, he co-chaired the Digital Cinema DC28 study group on transport and packaging.



**Michael F. Korpi** is professor of film and digital media at Baylor University, a senior research fellow at the IC2 Institute at the University of Texas at Austin, and a member of the Academy of Digital Television Pioneers. He is active in both media research and media production, and has served in several administrative roles during his 27 years at Baylor University.

Korpi's research focuses on the gap between a new communication technology's public unveiling and that technology's practical and effective application. He has produced test materials for the HDTV standardization process (including the first side-by-side tests of Super 16mm vs. 35mm film transferred to HDTV), as well as for Digital Living Network Alliance device certification. In 1996, he developed a server-based nonlinear editing system utilizing one of the first gigabit networks and supporting ten client workstations.

A long-time member of SMPTE, Korpi is also a member of the Academy of Television Arts and Sciences (New York), Association for Computing Machinery, the Consumer Electronics Society of the IEEE, the International Game Developers Association, the Broadcast Educators Association, and the University Film and Video Association.

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**Alan Lamshead** is vice president of engineering at Evertz Microsystems Ltd. in Burlington, Ontario, Canada, where his responsibilities include the general oversight of R&D and product development, focusing on time code and post-production products. During his 30 years at Evertz, Lamshead has been an active

member of SMPTE Technology committees and is the author of several SMPTE recommended practices. Lamshead is a member of the Toronto Section and has presented papers at local chapter and national SMPTE conferences. He is a widely recognized expert in the field of HDTV time code and sync issues, HDTV production, HDTV metadata, and film to video transfers.

Lamshead graduated from McMaster University, Hamilton Ontario with a B. Eng in electrical engineering in 1972 and became licensed as a Professional Engineer (P. Eng.) in Ontario in 1988.



**Christopher J. Lennon** is a second-generation broadcaster who has worked in the industry for more than 25 years. He leads Harris Corporation's standards efforts, as part of the CTO Group. He is chair of SMPTE's 32NF Technology Committee on Networks and Facilities, chair of the 32NF BXF Working Group, and a

participant in many other areas of SMPTE. Lennon is also active in a wide array of standards development organizations across the broadcast, cable, digital signage, and IPTV fields. He is a widely published author of more than 40 articles and white papers, including a portion of the NAB Engineering Handbook. He was a recipient of SMPTE's 2008 Society Citation Award.



**Walt Ordway** works as a consultant, and is currently employed part-time to run the technical meetings for the Interoperable Master Format specification.

For 14 years he worked at the Hughes Aircraft Co., where he was in charge of extremely classified "stealth" programs. From 1993 to 1995, Ordway was in

charge of a study to determine if Hughes could provide satellite delivery for a potential movie industry business opportunity called electronic cinema. Ordway named his program "digital cinema," and shortly thereafter the name was adopted by the industry. He retired from Hughes in 1997.

In January 2000, SMPTE selected Ordway to lead the DC28.4 technical committee, to define the security requirements for digital cinema, which later led to development of D-Cinema standards.

Ordway is a recipient of the Ken Mason Award. He is an associate member of the American Society of Cinematographers and a member of ACM Siggaph, the Digital Cinema Society, the Giant Screen Cinema Association, the Hollywood Post Alliance, and SMPTE.

**Glenn Reitmeier** (photo not available) is vice president of Technology at NBC. Since joining NBC, he was involved in the creation and launch of NBC's new HD cable channel, Bravo-HD+ and the new DTV multicast channel, NBC Weather Plus. Reitmeier is widely recognized as a pioneering visionary, creator and architect of digital television. Early in his career, he was a key contributor to establishing the ITU 601 component digital video standard. During the competitive phase of HDTV standardization, Reitmeier led the Sarnoff-Thomson-Philips-NBC development of Advanced Digital HDTV, which pioneered packetized transport, MPEG compression and multiple video formats. He was a key member of the Digital HDTV Grand Alliance, taking a leadership role in technical decisions, communications with government and industry and computer interoperability efforts. He is the recipient of the SMPTE Progress Medal and the Leitch Gold Medal. Reitmeier holds 50 patents in digital video technology.



**Paul J. Treleven** obtained a first class honors degree in electrical engineering from Imperial College, London, in 1972. He started his career in broadcast engineering at British Broadcasting Corporation (BBC) Designs Department, working on projects on vertical interval control data, an OB video switcher, and

video synchronization equipment. He designed the interpolation system for the BBC's "ACE" four-field standards converter. In 1979, Treleven co-founded Avitel, a company that designed and manufactured video, audio, and time code distribution and processing equipment. He continued working with Avitel as technical director until 2001.

Treleven is a member of the International Association of Broadcasting Manufacturers' Technical Task Group. He is also a member of the U.K.'s National Standards Body for International Electro-technical Commission TC 100. Treleven has been a long-standing member of SMPTE. He was Chair of the Technology Committee on Television Audio from 2006 to 2008.



**Philip N. Tudor** is a lead engineer at BBC R&D, Kingswood Warren, Surrey, U.K. He studied electrical and information sciences at Cambridge University, graduating in 1990. Tudor's technical background includes video compression algorithm development, MPEG-2 standardization, and the development of the

Advanced Authoring Format (AAF) and Material eXchange Format (MXF) standard file formats for use in tapeless production. His current work areas include file format standardization, metadata interoperability, and the application of new standards in advanced television production systems. He chairs the SMPTE 30MR Technology Committee on Metadata and Registers and is a board member of the Advanced Media Workflow Association. Tudor is a chartered engineer and a member of the Institution of Engineering and Technology and SMPTE.