



Panelists (L-R): Brendan Cline, Lucas Odhner, Brian Reitmeyer, Vince Forcier discuss “lessons learned” about SMPTE ST 2110 implementations in a forum moderated by John Mailhot (far right).



SMPTE Executive Director Sally-Ann D'Amato provided an update on the organization's activities and new initiatives.

Bits By The Bay

2025 Event Explores IP Infrastructures, Signal Transport, AI, NextGen TV, and More

BY JAMES E. O'NEAL

After a six-year pause, the Washington, D.C. Section's “Bits By The Bay” regional tech conference resumed to a standing-room-only crowd and a full complement of technical presentations and social activities.

The event on 21-22 May was deemed a “sellout” by outgoing Section Chair Maciej Ochman, as only 100 registrations had been expected, but by the time proceedings got underway, 112 individuals traveling from as far away as Texas, Florida and California had arrived to take advantage of this educational opportunity taking place in this small resort community on Maryland's Chesapeake Bay.



Tom Butts, *TV Technology* magazine editor, provided an overview of this year's NAB Show.

The conference featured some two dozen presentations, panel discussions, and keynote addresses involving top broadcast and data communication industry officials. This year's program focused on a range of contemporary topics, including transitioning broadcast infrastructures to SMPTE ST 2110, the lingering influence of fractional frame/field rates, cybersecurity, artificial intelligence (AI), deep fakes, ATSC 3.0 progress, and more.

The 2025 Bits By The Bay didn't neglect the social side of things either, with breakfasts, luncheons, dinners, along with a welcoming cocktail reception hosted by the completely rebuilt conference venue, the Rod 'N' Reel Resort, which—in its prior branding as the Chesapeake Beach Resort and Spa—had been home to Bits By The Bay since its inception.

Conference Put 'On Hold' Six Years Ago

The regional conferences have been a regular springtime offering of the Washington, D.C., SMPTE Section, but were put on hold after the 2018 event, due to an intensive remodeling and reconstruction initiative at the venue hosting the event. And before a restart could take place at another location, the worldwide Covid pandemic further sidetracked the event, with the event being placed in limbo. Earlier this year, the Section decided that with the Chesapeake Beach conference facility back in full operation, it was time to restart Bits By The Bay, and with less than two months of preparation, the conference again became a reality. Even with the short lead time, the event attracted a number of industry leaders to provide



Karl Kuhn, Washington, D.C., Section member and founder and principal of Sherwood Insights LLC, opened the 2025 tech conference proceedings by provided a history of the event and a tribute to the late Peter Wharton, who was responsible for locating it in Chesapeake Beach, MD, and did much to shape it into a 'must attend' industry event.



Guests relaxed and networked at the opening day cocktail party.



Attendees at the rebooted Bits By The Bay regional tech conference filled the new Rod 'N' Reel event center presentation room.



Conference volunteer Susan Kuhn and Washington, D.C., Section Chair Maciej Ochman greet attendees at the registration desk.

cutting-edge presentations, and played to a sellout crowd, filling the enlarged host venue meeting space.

Proceedings at the two-day event began with Karl Kuhn, founder and principal of Sherwood Insights LLC, providing a short history of the Bits By The Bay technical conference and offering a tribute to the late Peter Whar-

ton, who helped nurture and cultivate the conference into a “must-attend” event that attracts attendees well outside of the Maryland/Virginia/District of Columbia area.

In addition to the conference’s technical track, SMPTE’s new executive director, Sally-Ann D’Amato, trav-



Bits By The Bay attendees enjoy an evening meal at the reconstructed Rod 'N' Reel resort and conference venue.

eled from the organization's White Plains, N.Y. headquarters, greeted attendees, and provided an update on the Society activities. Another special guest was Tom Butts, editor of the industry publication *TV Technology*, who offered an overview of events and new products unveiled at the 2025 NAB Show.

The Bits By The Bay conference has its roots extending back some four decades to an annual conference that was jointly organized by the Washington, D.C., SMPTE Section and the Washington Executive Broadcast Engineers (WEBE) group.

The Washington, D.C., Section would like to acknowledge the support of the following Bits By The Bay sponsors who helped to make the 2025 conference possible: CHESA, Telestream, SDVI, DVG, LiveU, Evertz Microsystems Ltd., Spectra Logic, BeckTV, Broadcast Depot, Telos Alliance, TAG Video, Joseph Electronics, Rohde & Schwarz, Diversified, WireCad, TMT Insights, Deloitte Consulting, Calrec, Televisa Univision, and Sherwood Insights.



SMPTE Executive Director Sally-Ann D'Amato and Washington, D.C., Section Chair Maciej Ochman discuss the conference program during the opening day reception.

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