Conferences: April 13-18, 1996

Exhibits: April 15-18, 1996

Las Vegas, Nevada USA

World Radio History

Exhibitor Export Information Enclosed

PROGRAM & BUYERS GUIDE

R- WAE WultiMedia Wor

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1.900 station installed in ten years, 7.000 transmitters and relay stations and 4.500 radio links designed, installed and managed throughout Italy

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IN THE PAST YEAR ALONE, QUANTEL USERS PUT THE DOMINO EFFECT INTO OVER 200 FEATURE FILMS. POST-PRODUCED OVER 17,000 TV COMMERCIALS. PICKED UP 13 EFFIES. 17 CLIOS. 15 MONITOR AWARDS. 3 GOLD LIONS. THANKS TO THOSE USERS, QUANTEL BROKE EVERY PREVIOUS REVENUE RECORD. AND WITH 22 NEW QUANTEL PATENTS REGISTERED, IT'S ALL MERE TARGET PRACTICE FOR 1996.



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Welcome To Your Future

Welcome to NAB '96, the largest and most impressive gathering of concurrent broadcast, production, communications and multimedia conferences, expositions and special events ever assembled together in one location.

This year, we've expanded our conferences and more than 640,000 sq. ft. of exhibits to encompass a second major convention facility — the Sands Expo Center. We have done this to better serve our expected 85,000 plus attendees. Located close to the Las Vegas Strip, the Sands will serve as home to the entire NAB MultiMedia World conference and its exposition, the new Data Networking & Telecommunications Conference, along with hundreds of NAB '96 broadcast exhibitors. The Sands also is the new site for this year's conventior registration activities, and I urge you to earmark some of your valuable time to explore the Sands exhibits.

Our other conferences, as well as the Radio/Audio Hall and other NAB '96 exhibits remain at the Las Vegas Convention Center (LVCC) and the Las Vegas Hilton — with both the LVCC and Sands Expo Center easily accessible via our shuttle bus service.

Also new this year, the Internet will be carrying "real-time" NAB '96 feature reports on the week's activities — via an easy link from the NAB Website at: http://www.nab.org.

By week's end, I'm confident you'll take home with you a wealth of new and useful ideas about your business and your industry, as we approach the dawn of the 21st Century.

Welcome to the show!

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Eddie Fritts NAB President/CEO

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Pull Out Sections

Floorplans of the Sands Expo Center as well as an area map of Las Vegas are located in the pull-out section between pages 16 & 17. Floorplans of the Las Vegas Convention Center and Las Vegas Hilton are located on the pullout sections between pages pages 96 & 97.



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Art Director	Dos Schuette
Production Assistant	DeLisa Barrons
Ad Designer	Marian Weiss

FTER FRAME AFTER FRAME AFTER RAME AFTER FRAME AFTER FRAME FTER FRAME AFTER FRAME AFTER FRAME AFTER FRAME AFTER FRAME AFTER FRAME FREE AFTER FRAME AFTER FRAME AFTER FRAME

Whether you're creating complex video, animation or special effects, ATTO's data delivery systems blast broadcast quality video frame after frame after frame...

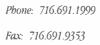
We've taken the lead in SCSI technology with award-winning solutions specifically engineered for digital video and multimedia

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Providing SCSI solutions for the creative computing world





If every frame matters to you, see how we can help - NAB '96 Sands M5027

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6/General Information

The NAB '96 and NAB MultiMedia World conferences and exhibits will be held in three convention facilities. Sessions, exhibits and events will be held in the Las Vegas Convention Center (LVCC), the Sands Expo Center (Sands) and the Las Vegas Hilton (LVH). Please read this program carefully for the location of each of the exhibit areas/sessions you wish to visit.

Please Note

Shuttle Buses — For NAB '96 and NAB MultiMedia World Shuttle Bus route numbers, pick-up and drop-off points, see the Shuttle Bus Schedule on page 16.

No Smoking Areas — Smoking is not permitted in the meeting rooms or the exhibit halls. Please observe the NO SMOKING signs posted throughout the convention centers.

No one under 16 years old is permitted on the exhibit floor.

Recording of Convention Prohibited!

Audio and video recording of the convention without NAB permission is prohibited. Exhibitors can apply for permits to videotape at the NAB Show Office on the second level of the control tower in the LVCC or in the NAB Show Office located at the front of the exhibit hall at the Sands Expo Center. Journalists should apply in the LVCC Newsroom, N117 or the Sands Newsroom, 302. Other convention attendees may apply at the NAB Information Centers in the LVCC and Sands lobbies.

Audio tapes of sessions are available at the NAB '96 Cassette Sales booth in the NAB Pavilion, LVCC Grand Lobby and in the Sands Expo Center Lower Lobby.

Your convention attendance authorizes NAB, its contractors, licensees and assignees to make recordings and reproduce, distribute for sale or otherwise, make derivative works, transmit, display and publicly perform recordings, transcriptions and derivative works in any medium containing your image and/or statements made at the convention.

Attendee Registration

All NAB '96 Attendee Registration will be held at the Sands Expo Center in Hall A on the Upper Level. Registration will be open during the following hours for your convenience:

Saturday - Wednesday.......7:30 am - 6:00 pm Thursday......7:30 am - 2:00 pm

If you pre-registered and received your badge credentials in the mail, you are ready to begin enjoying the show. If you did not receive your credentials in the mail, need to upgrade or change your registration, purchase additional tickets, pick up badge holders, or register on-site, please go to Attendee Registration.

Replacement Badges

Replacement badges may be purchased for \$100 at Attendee Registration in the Sands Expo or at the Ticket Sales/Badge Replacement counter in the Grand Lobby of the LVCC.

Convention Badge Lanyards

Get your free lanyard at the registration area of the Sands Expo Center or from a convention hostess in front of the LVCC.

Lanyards sponsored by



Luncheon Tickets

You may purchase luncheon tickets to the four NAB '96 luncheons for \$55 per ticket at the Ticket Sales counters located at Attendee Registration in the Sands or in the Grand Lobby of the LVCC (see above for hours). The lunches will take place:

Television Luncheon	Monday,
	12:30 - 2:30 pm
Radio Luncheon	Tuesday,
	Noon - 1:30 pm
Engineering Luncheon	Wednesday,
	12:30 - 2:00 pm
Satellite Luncheon	Thursday,
	12:15 - 2:00 pm

Conference Bag Pick-Up

Conference Bags are available to full conference registrants only. Exchange your Conference Bag Coupon at the Program/CD-ROM/ Conference Bag Kiosks located in the lobbies of the LVCC and the Sands.

Sponsored by



NAB '97 Self-Registration Kiosks

We know NAB '96 and NAB MultiMedia World will be successful for you and you'll return to the office with lots of new ideas, products and insights. Make your plans now to attend NAB '97 and NAB MultiMedia World, April 7-10 in Las Vegas! Pre-register for FREE admission to the NAB '97 and NAB MultiMedia World exhibits at the NAB '97 Self-Registration Kiosks located at Attendee Registration in Hall A on the upper level of the Sands.

Information Centers

The Information Centers are conveniently located in the lobbies of the LVCC and the Sands. Stop by or call (702) 774-2160 (LVCC) or (702) 691-7022 (Sands) during the following hours:

Saturday - Sunday	9:00 am - 4:00 pm
Monday - Wednesday	
Thursday	8:00 am - 2:00 pm

Sponsored by Intergraph Computer Systems

Product/Attendee/Session Locator and Messaging System

An electronic locator and messaging system is available to help locate exhibitors and products, conference sessions, or a colleague attending the show. You can even leave a message for your associates and check your own messages. Visit one of the 13 available Locator and Messaging Kiosks in the lobbies of the LVCC, the Sands or the LVH Pavilion. Or, you can leave a message by calling (702) 774-0050.

Sponsored by



Business Center

The USA Hosts Business Centers are located in the lobby and the Grand Concourse of the LVCC. The centers offers copy, secretarial, postal, shipping and facsimile services as well as cellular phone rentals and office and packing supplies. Stop by the LVCC Business Center or call (702) 735-1963. Fax: (702) 735-2145. A full service Business Center is also available at the Sands in the lower lobby. Call (702) 733-5285.

International Business Centers

International attendees are encouraged to visit the International Business Centers (IBC) in the Grand Lobby of the LVCC and Upper Lobby in the Sands. Translation services, private conference rooms, and lounge areas are available at both locations. For additional information call (702) 774-2166.

The exhibitor company listings in the *Program* & *Buyers Guide* provide export contact information to assist you in making export transactions and may also be used as a post-convention reference.

IBC hours are:

Saturday	7:30 am - 5:00 pm
Sunday - Wednesday	
Thursday	7:30 am - 4:00 pm

LVCC IBC sponsored by



Our fiber-channel RAID disk arrays are taking the video industry by storm.

And that's not including earthquakes, brush fires and an occasional flash flood.

All because more and more of today's professional broadcasts are running direct-from-disk via the MX/500 ° RAID disk array from MegaDrive,

In fact, MegaDrive has more multiterabyte installations in broadcast-class environments under its belt than any other company.

The MX/500's unique master/slave RAID architecture and new serial technology brings true online quality video into any broadcast, post-production or special effects environment.

We're talking 200MB/second throughput. Full fault tolerance using hot-swappable components. A cost-effective upgrade path that includes double-capacity drives and new interfaces. And a tech-

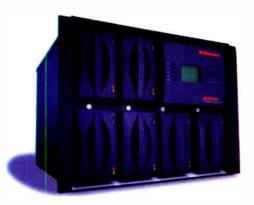


nical support team with years of experience in digital video storage. It all adds up to more simultaneous

streams, lower (if any) compression rates and minimal downtime. Not to mention higher television ratings.

Call MegaDrive today to find out why we're leading the way in data storage for broadcast, post-production and special effects environments. Or, visit our web site at http://www.megadrive.com.

200MB/second throughput • Up to 10 terabytes online



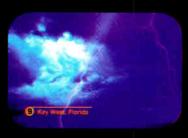
Presenting the **MX/500** RAID disk array from MegaDrive.

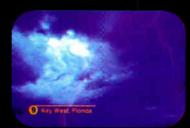
Online data storage for post-production and broadcast environments.

- Serial fiber channel or Fast and Wide SCSI-2
- 50 to 200MB/second throughput
- Hardware-based RAID levels 0, 3 and 5
 Fully fault-tolerant solutions using hot-
- swappable drives and components
- Online data reconstruction
- Cableless, active backplane design
- Universal compatibility with SGI, Mac OS, Windows NT, Sun, DEC, RS/6000













For an authorized dealer near you, call **1-800-664-MEGA** MegaDrive Systems, Inc., 489 South Robertson Boulevard, Beverly Hills, CA 90211, (310) 247-0006-tel, (310) 247-8118-jax, sales@megadrive.com. MX/500 is a registered trademark of MegaDrive Systems, Inc. @MegaDrive Systems, Inc. Specifications subject

to change. All other brand and product names are registered trademarks of their respective companies



World Radio History

8/General Information

NAB '96 Conferences

Full convention registrants may attend sessions in any of the NAB Conferences. Session descriptions listed chronologically, begin on page 28. The icons (listed below) indicate session type. Sessions take place in the Las Vegas Convention Center (LVCC), Sands Expo and Convention Center (Sands) and Las Vegas Hilton (LVH), unless otherwise noted.

	Radio Management & RAB • LVCC •
Ď	Television Management & TVB • LVCC & LVH •
Å	Broadcast Engineering • LVCC •
	Broadcasters Law & Regulation • LVCC •
	NAB/ITS Advanced Teleproduction • LVCC •
3	NAB MultiMedia World • Sands •
\$	
\$	Sands BCFM Financial Workshops
\$	Sands Sands BCFM Financial Workshops • LVCC Data Networking & Telecom.

Exhibits

NAB '96 and NAB MultiMedia World feature more than 1,000 companies displaying the latest products and services for the broadcast, production, post-production, multimedia, satellite and telecommunications industries.

New for 1996! More than 400 exhibitors are located in the Sands this year including 250 NAB '96 exhibits and 150 NAB MultiMedia World exhibits. Additionally, 25 *internet@NAB.96* exhibits, an all-new area, feature products and services specifically for the Internet and World Wide Web. These exhibits open one hour earlier than the LVCC exhibits for your convenience. Be sure to plan time to visit these exciting exhibits at the Sands!

You also won't want to miss the *What's New! What's Cool!* Education and Demonstration Theater in the *internet@NAB.96* exhibit area. See first-hand the latest tools and techniques for using the Internet and World Wide Web.

> What's New What's Cool! Theater sponsored by



Please use the floor plan enclosed in this program between pages 96 and 97 to locate specific companies.

Exhibit hours are:

NAB '96, NAB MultiMedia World, and internet@NAB.96 Exhibits Sands Expo Center

Monday - Wednesday8:00 am - 6:00 pm Thursday8:00 am - 2:00 pm

Outdoor Exhibits Parking Lot A, Las Vegas Convention Center	
, , ,	

NAB BROADCASTERS' EXECUTIVE LOUNGE

Room N243 in the LVCC

The place for... a meeting room...a refreshing beverage...a place to escape **Open to all...**Mon. to Wed.: 10am to 6pm & Thurs.: 10am to 2pm

Plus... The Lounge will be staffed by **France Telecom** representatives who will be able to discuss global video and audio transmission solutions.



NAB '96 and NAB Radio/Audio Exhibits

Las Vegas Convention Center Monday - Wednesday9:00 am - 6:00 pm Thursday9:00 am - 2:00 pm

TVB Broadcast Sales Exhibits		
Las Vegas Hilton		
Monday		
Tuesday	8:00 am - 6:00 pm	

Special Technology Exhibits Grand Concourse, Las Vegas Convention Center

Convention Center			
Sunday	8:30 am - 6:00 pm		
Monday - Wednesday	9:00 am - 6:00 pm		
Thursday	9:00 am - 2:00 pm		
NOTE: No one under I6 ye on the exhibit floor.	ars old is permitted		

News Media Registration

Journalists covering NAB '96 and NAB MultiMedia World should pick up their badges or register at the News Media Registration desks located adjacent to the LVCC Newsroom in room N117 or at the Sands in room 302. News Media Registration will be open the following hours:

NAB Newsrooms

Complete newsroom facilities are open for accredited news personnel only. Newsrooms are located in Room N117 at the LVCC and Room 302 at the Sands.

Saturday - Wednesday......7:30 am - 6:00 pm Thursday.....7:30 am - 2:00 pm

> Newsrooms sponsored by Digital HDTV Grand Alliance

NAB Stores

The NAB Store, with two convenient locations, is your one-stop shopping center for NAB publications, videos, T-shirts, souvenirs, gifts, microphone flags and promotional items. There are two store locations to serve you — LVCC Grand Lobby and Sands Upper Lobby.

Store Hours :

Saturday - Wednesday..........8:00 am - 6:00 pm Thursday8:00 am - 4:00 pm Major credit cards accepted.

NAB Broadcast Engineering and NAB MultiMedia World Conference Publications

Sixty of the papers presented during the Broadcast Engineering Conference are available in printed form in the 1996 NAB Broadcast Engineering Conference Proceedings.

The 1996 NAB MultiMedia Journal includes formal papers presented at NAB MultiMedia

eRegisa I-stakes D e.

DCI loads the dice in your favor.

You want a sure thing in Las Vegas this year? Try this: Deregulation is going to set the radio industry on its ear. Chains are about to explode like popcorn. And when they do, your stations are going to have to communicate with head office—and each

other—like never before. Digital courier is the *only* way.

We don't just provide free digital delivery of CD-quality spots from major advertisers. DCI also offers you the *confidential* 2-way, point-to-point and multi-point communication that you'll need to make dereg work for you. You can centralize your Production, Programming and Traffic, take control of your information flow and *save money* at the same time.

Stop by the DCI booth (#1926) at NAB in Las Vegas and pick yourself a winner.

For further information call DCI TM Toll-Free at 1-800-488-2021.



10/General Information

World '96, tutorial, and background documents of an historical, standards or reference nature.

Copies of these publications may be purchased at the NAB Store. MasterCard, VISA and American Express are welcome.

Broadcasters Executive Lounge

Join broadcasters from around the world in the NAB '96 Broadcasters Executive Lounge in Room N243 at the LVCC. The lounge is open daily to convention registrants and offers complimentary services — including beverages — to make your stay more comfortable and productive. Hours are:

Monday - Wednesday10:00 am - 6:00 pm Thursday10:00 am - 2:00 pm



Expocards

No need to bother with business cards you've got an Expocard. Your Expocard has a magnetic strip containing your registration information. Present your Expocard to participating exhibitors and they will be able to follow up with additional information after NAB '96. Check your registration data by checking your Expocard at the Information Center, LVCC. Sponsored by



NAB TV Via Hotels, Satellite

NAB TV, the official television show of NAB '96 produced by Visitel Network of Las Vegas, will provide daily coverage to be featured in many hotel rooms, the LVCC and Sands, and worldwide via satellite. Each new show will be fed at 12:30 pm (PDT) [*For additional 1:00 am feed info, check the NAB Home Page under NAB* '96.] Here are the daily KU and C-Band coordinates for your staffers back home, courtesy of Keystone Communications, AT&T, Hughes Communications and Bonneville Satellite:

- April 15, 16 & 18Telstar 401 (K) 11, 12040 MHz — Galaxy VI/17, 4040 MHz
- April 17Telstar 401 (K) 11, 12040 MHz — Telstar 401(C) 18, 4060 MHz

NAB Daily News

NAB Daily News is the official publication of NAB '96 and NAB MultiMedia World providing convention news, schedules and exhibit maps for each day of the convention. Paid advertising space for the four-color tabloid may still be available for the Tuesday, Wednesday and Thursday editions, which are widely distributed at area hotels, the LVCC and the Sands. For advertising inquiries, contact Christopher Rucas — IMAS Booth #900, LVCC Radio/ Audio exhibit hall.

Trade Publications

Complimentary industry publications are located in the Grand Lobby of the LVCC, the Upper Lobby of the Sands and the TVB Exhibit Hall in the LVH. For publication bin information contact Mark Rebholz, Room N215, LVCC, (702) 774-2126.

NAB Station Membership

Domestic - NAB membership has benefits! NAB is your voice at the FCC and on Capitol Hill, and membership gives you input. NAB is your resource with instantly available services and information from legal to technical to reference, and membership gives you access. You can save money with significant discounts on insurance, convention registration, car rental, long-distance telephone and overnight delivery services, and membership makes you eligible. Expand your skills with outstanding publications. Sharpen your image and save money on mic flags, pins and a catalog full of other promotional items: membership qualifies you for deep discounts. If you operate a radio or television station in the U.S. or its territories. you should be in NAB. Look us up at the Radio and Television Membership booth at the top of the Grand Lobby escalator in the LVCC or Sands lower level. Come by, learn what's new and give us your ideas and suggestions!

International - NAB promotes guality broadcasting services, information, technologysharing and professional exchange. Technological advancements and the move toward privatization of broadcasting have opened borders worldwide to international broadcasters to become members of the NAB communication family. International broadcaster benefits include: NAB World, a monthly newsletter which provides up-to-date reporting on station and broadcast-related issues; NAB HelpFax, a member-only, 'round the clock ondemand fax service with an array of documents on broadcast issues; substantial savings on convention registration and station service items, such as mic flags, promotional items and publications; individual assistance in topics ranging from science and technology, research

and planning, library service, radio and television, public service campaigns, government relations and more. Your membership in the NAB is a personal commitment to excellence; a commitment that you can make by joining today! Please visit the International Broadcaster Membership booth in the registration area at the Sands.

Special Technology Exhibits

NAB is sponsoring a Special Technology Exhibition at NAB '96 with displays and demonstrations of exciting new and emerging technologies focusing digital broadcasting around the world. The exhibit will be located in the Grand Lobby, LVCC. Participants include:

Westinghouse Electric Corporation will feature a live High Definition Television broadcast direct from KLAS Channel 50, located in the heart of downtown Las Vegas. This will be the first time that high definition signals of 8 VSB format are broadcasted using a totally solid state Silicon Carbide transmitter. This state-of-the-art technology operates with a low cost, highly reliable transmitter cooled with forced ambient air. . . no cooling water required. Additionally, the footprint of a 60 kW transmitter is a fraction of the size of the current tube type transmitter.

Nippon Television Network International Corporation (NTV) will demonstrate its newly developed 525 line progressive scanning (proscan) digital system, the first of its kind in the world. This system is based on the SMPTE 293M and 294M standards, and is applicable to SDTV (Standard Definition TV). Their proscan system uses a real-time encoder and a set-top box conforming to the MPEG-2 standard (MP@HL), including a multiplexer and a modulator. The system uses a transmission rate of approximately 10 Mbps. NTV plans to demonstrate signals delivered via a live remote satellite transmission.

The Digital Video Broadcasting Project will mount a booth at NAB '96 aimed at promoting the interoperability of DVB compliant equipment. Based around an entire DVB Satellite encoding chain, the booth will feature products from a variety of American, European and Japanese DVB equipment manufacturers.

FMdigital Digital FM stereo can be transmitted directly on FM carriers. At this new technology exhibit, a defense electronics company and an FM broadcasting company team up to display a new Digital Audio Radio technology. Sanders, a Lockheed Martin Company, and WCRB, Classical Radio Boston, have tested an extra high speed data modem on FM stations. This modem can transmit about 200 kilobits per second, enough to deliver full quality audio to a new generation of consumer receivers.



Switch on to a massive market

Switch on to BT and switch on to a vast, flexible and affordable portfolio of broadcast services. Through partnerships with major service providers worldwide we offer ad hoc transmissions, outside broadcasts and satellite news gathering, plus analogue and digital permanent networks.

BT provides unrivalled access to all major satellite systems, including Intelsat, Eutelsat, PanAmSat, Hispasat and Orion. BT delivers whether you want to beam a major concert to fans across the globe, capture news from a remote area, or ensure quality coverage of international sporting events.

Our C-Band Digital SNG Flyaway service is an economical and revolutionary means of providing coverage anywhere in the world. And our remotely-managed uplinks provide enhanced reliability at lower cost.

Find out how easy it is to link up with BT. Visit us at location N252 on the Upper Concourse overlooking the Grand Lobby at NAB, or call us on +44 (0) 171 406 7000. *http://www.vbs.bt.co.uk*.

Switch on to BT and we'll switch you on to the world.



Broadcast Services

NAB Pavilion

The following official NAB services are located in the Grand Lobby of the LVCC. Hours are:

Sunday - Wednesday......9:00 am - 6:00 pm Thursday.....9:00 am - 2:00 pm

• NAB Associate Membership

Associate membership is available to any company or individual (excluding owners/ operators of full-power Radio & TV stations) wishing to take advantage of the benefits awarded NAB members. Associate members enjoy discounts on exhibit space, attendee convention registration, NAB publications, and hospitality suite surcharges.

NAB has teamed up with Norman-Spencer Agency, Inc. to offer associate members a Property and Casualty Insurance Program with highly competitive rates. Members can enjoy discounts with such firms as Airborne Express overnight service; Avis, Hertz, and Alamo car rental; SkyTel Paging systems; and Cable & Wireless long distance phone services. Associate members receive NAB Associate News, our monthly newsletter which focuses on new technology and other points of interest to the suppliers of goods and services to the broadcast/telecommunications/multimedia industries.

Members have access to NAB HelpFax, a 24-hour service filled with information on upcoming events, legislative and technological updates; our Library and Information Center; and our specialized staff, knowledgeable on a wide range of industry issues. Stop by our booth to find out more about associate membership with the NAB!

• NAB '96 Cassette Sales

Most convention sessions are recorded on audio cassette tapes and are available for purchase at the NAB '96 Cassette Sales desk in the NAB Pavilion in the LVCC or in the Lower Lobby of the Sands. Select sessions will be available in Japanese.

• NAB Employment Clearinghouse

The Employment Clearinghouse strives to help broadcasters meet their EEO obligations by promoting cultural diversity in the

Are You And Your Insurance Plan On The Same Frequency?

Finding an insurance program that is tuned into your business is critical. That's why Royal Insurance and Norman-Spencer. Inc. have developed a program that offers specialized coverages to the broadcasting industry.

The NAB Property & Casualty Insurance Plan offers you:

- Property Coverage
- Inland Marine Including Towers, Transmitters and Mobile Broadcasting Equipment
- Tuning and Retuning Coverage
 Comprehensive General
- Liability
- Commercial Crime
- Business Interruption

*Dividends cannot be guaranteed and can only be paid-upon declaration by the company's board of directors in its sole discretion,



- Special Events Liability
- Workers' Compensation
- Automobile
- Umbrella/Catastrophic Liability

Our plan enables you to work with your own insurance agent or we can

assign one to assist you. You may even receive part of your premium dollars back if group losses are low.*

For more information, call or have your local agent contact the NAB Insurance Staff at 1-800-368-5644 or Norman-Spencer, Inc., at 1-800-543-3248. National Association of



workplace. We would be pleased to answer any questions that you have regarding this issue. Stop by the Employment Clearinghouse booth during NAB '96.

Come and meet the ECH staff. We welcome the opportunity to serve you and to strengthen our business partnership. Let's team up at NAB '96 on behalf of multiculturalism in broadcasting.

NAB Insurance & Financial Services

Stop by the Insurance & Financial Services booth and find out how you can save and benefit from these NAB sponsored programs:

- Libel/First Amendment Insurance
- Property/Casualty Insurance
- Group Term Life Insurance
- Long Term Disability Insurance
- Investment (Money Market & CD)
- MasterCard
- Airborne Express Shipping
- Cable and Wireless Long Distance
- SkyTel Paging
- Car Rental (Alamo, Avis, Hertz)

• NAB National Campaigns

For the twelfth year, NAB's public service booth is ready with free print, audio and video materials to enhance your local community service campaigns.

Featured this year are national alcohol and drug abuse prevention campaigns, PSAs and strategies for dozens of select campaigns designed for local use. Check it all out at NAB's National Campaigns booth.

• Television and Radio Political Action Committee (TARPAC) & Television and Radio Political Education Committee (TARPEC)

TARPAC enables individual broadcasters in all 50 states to make financial contributions at the national level — legally, effectively and conveniently — to candidates most likely to affect the business of broadcasting.

Corporations can contribute to NAB's Television and Radio Political Education Committee, TARPAC's sister fund. TARPEC pays for activities to educate both broadcasters and members of Congress on our issues.

These funds are used to foster understanding and allow for the exchange of views between broadcasters and legislators. An NAB representative will be available at the TARPAC booth.

We make it possible for your program to reach the world.



Deutsche Telekom is one of the world's largest providers of telecommunications and related services – a technology leader and expert in the creation of customized solutions to fit unique requirements.

Deutsche Telekom's array of broadcast services includes the dissemination and trans-

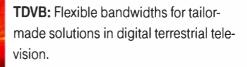
mission of programs of all kinds, via satellite, terrestrial transmitters and cable networks. As an operator of our own satellite system and a partner in international organizations, Deutsche Telekom guarantees the use of optimum transmission channels at all times, and its ability to meet individual demands of customers through state-of-the-art technologies.

Thus, Deutsche Telekom presents six key services to assist broadcasters in obtaining the best international connections for innovative program distribution and contribution. **Digital C-Band Services:** The most flexible links to reach the world.

ATM in Broadcast: Advanced technology for the transmission of voice, data, text and video over one network.

DAB: The terrestrial information highway for mobile radio reception in CD quality as well as for additional information services.

VIDISAT: The economically optimized solution for program distribution via satellite.



Broadcast On-Line TV: Providing additional information services for analog terrestrial radio stations.

Deutsche Telekom will be happy to provide you with more information on the new opportunities that these advanced telecommunications services are making available.

Visit us at the NAB'96 show in Las Vegas from April 15 to 18 at outdoor stand No. A-101.



14/General Information

NAB Legal/Regulatory Affairs Consultation

DON'T GAMBLE ON YOUR LEGAL KNOW-LEDGE! Stop by the NAB Legal/Regulatory Affairs Department office at the LVCC for free, no-holds-barred discussions of your questions. Ask questions on avoiding FCC fines, new radio and television ownership/LMA rules, children's television, improving station facilities, complying with lottery and contest rules, FCC regulatory fees, carriage/compensation on cable, EEO, copyright problems ... and on anything else! The Legal/Regulatory Affairs Department office, Room N219 in the LVCC, will be open for your questions Monday afternoon through Wednesday afternoon, on the schedule listed below:

Also, drop your business card in the official NAB Legal/Regulatory Affairs Department FISHBOWL and register to win a free copy of the 1996 Broadcasters Law & Regulation Conference Papers volume. Drawing will be held Wednesday at 4:00 pm. All broadcasters are eligible. You need not be present at the drawing to win.

NAB Advertising and Event Marketing

NAB offers many opportunities to reach the broadcasting industry through a wide variety of sources — *NAB News, RadioWeek, TV Today* and *TechCheck* faxes, mailing labels, convention related vehicles and sponsorships of events at NAB conferences. Contact Randi Reiten or Mark Rebholz in Room N215 of the LVCC or call (702) 774-2126.

NAB '96 CD-ROM

This official NAB '96 CD-ROM contains hundreds of brochures, videos, multimedia presentations, and demo software samples from exhibitors. Pick up your complimentary copy and visit the demonstration booths in the lobbies of the LVCC and Sands Expo Center.

Food Service

A variety of food outlets will be open in the convention centers during NAB '96:

LVCC Restaurants

Banners — Grand Lobby

Saturday	9:00 am - 3:00 pm
Sunday	8:00 am - 4:00 pm
Monday - Wednesday	7:00 am - 4:00 pm
Thursday	7:00 am - 2:00 pm

Grillworks - North Hall

Monday - Wednesday	8:00 am - 4:00 pm
Thursday	.7:00 am - 2:00 pm

Leghorns - North Hall

Monday - Wednesday10:00 am - 6:00 pm

Concessions

South Hall Concourse Tunnel & Blockhouse	
located on the LVCC exhibit floor	

In addition to the above outlets, mobile vending units serving food and beverages are located throughout the convention center during regular show hours. Outdoor concessions are located in Lot A near the outdoor exhibits.

Sands Expo Center Restaurants Exhibit Hall Restaurants

There are two restaurants located on the exhibit floor in the Sands.

Monday - Thursday 11:30 am - 3:30 pm

Concessions — Hall B

Saturday	10:00 am	- 4:00 pm
Sunday	10:00 am	- 6:00 pm
Monday -		
Thursday (Listia D.O)	7.00	0.00

Thursday (Halls B-C)..........7:00 am - 6:00 pm Additionally, a coffee and food cart will be located in the registration area in Hall A of the Sands

Attendee Services

For your convenience the following services are available in the Grand Concourse at the LVCC and Sands lower lobby. Hours are:

Saturday - Wednesday	7:30 am - 6:00 pm
Thursday	7:30 am - 3:00 pm

NAB '96 Cassette Sales

Located in the Sands lower lobby. Major credit cards accepted.

Show Reservations by Las Vegas Convention and Visitors Authority (LVCC Only)......702/892-7592

NAB/Rogal America Housing Assistance

For NAB '96 hotel reservations, changes or any housing questions or concerns, please stop by an NAB/Rogal America housing booth where agents are available to assist you. NAB/Rogal America housing booths can be found in the LVCC Grand Concourse (next to NAB '96 publications bins) and in the Sands Expo Center (lower lobby). Rogal America can also be found in the hotel registration areas of the Las Vegas Hilton, Mirage and Caesars Palace. For further information, please call 702/ 774-2167 during show hours. For a listing of NAB '96 official hotels, please refer to page 16.

First Aid

The LVCC and Sands maintain fully equipped first aid stations staffed by registered nurses. The LVCC station is located in the Grand Lobby near the security office. Phone: ext. 7400. At the Sands, a first aid station is located near the 400 block meeting rooms —street level; phone 733-5556, ext. 6102. At the Las Vegas Hilton, first aid is available by dialing 5 on any house phone, or by calling the hotel operator.

Baggage Check

For your convenience, baggage check services are available at the USA Hosts Business Center located in the Grand Concourse of the Las Vegas Convention Center and in the business center, lower lobby of the Sands Expo Center. Hours are:

Monday - Wednesday7:30 am - 6:00 pm Thursday7:30 am - 2:00 pm

Industry-Related Lobby Booths

These booths are located in the lobbies of the LVCC and Sands. See the floorplan between pages 16 & 17 and pages 96 & 97 for locations.

LVCC —

ARRL Broadcast Industry Analysts Eizo Shimbun Emergency Alerting System International Broadcasting Convention International Teleproduction Society Montreux Television Symposium National Association of College Broadcasters NRB Music License Committee Radio Advertising Bureau Radio Music License Committee Television Music License Committee

Sands —

BDA Broadcast Asia Broadcast & Cable '96 South America Show Broadcast & Cine China '96 Broadcasters' Foundation Inc. Exhibitions India IMA Membership - upper lobby ITC '97 NICOGRAPH SUPERCOMM ShowBiz EXPO See us at NAB, Booth #9170, or visit our Web site at www.studio.sgi.com

"Our mission is to inspire dramatic change in what users expect from computers, allowing people to create, capture and communicate their ideas as never before."



Edward R. McCracken, C.E.O. and Chairman of the Board



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16/Shuttle Service

NAB '96 Shuttle Bus Service

NAB offers complimentary shuttle bus service to and from all official hotels and the Las Vegas Convention Center and the Sands Expo Center according to the following schedule. Refer to signs in hotel lobbies for service schedule updates.

Note: All hotel shuttle buses will stop at the Sands first, and then continue on to the LVCC, with the exception of Route 6 which will stop at the LVCC first and then continue on to the Sands.

Continuous Shuttle Bus Loop - Every 10 Minutes between the LVCC and Sands

Saturday - Wednesday	/	7:30 am - 6:30 pm

Hotel Shuttle Service - Between official NAB Hotels and the LVCC and Sands

	Day Sunday	Route # 1-8	Inbound 7:30 am, 8:30 am, 9:30 am	Mid-day No Service	Outbound 3:30 pm, 4:30 pm, 5:30 pm
	Monday - Tuesday	1, 2, 4-7	Every 20 Minutes 7:00 - 10:30 am	No Service	Every 30 Minutes 4:00 - 6:30 pm
	Monday - Tuesday	3 & 8	Every 20 Minutes 7:00 - 10:30 am	Every 30 Minutes 10:30 am - 4:00 pm	Every 30 Minutes 4:00 - 6:30 pm
	Wednesday	1, 2, 4-7	Every 20 Minutes 7:30 - 10:30 am	No Service	Every 30 Minutes 4:00 - 6:30 pm
	Wednesday	3&8	Every 20 Minutes 7:30 - 10:30 am	Every 30 Minutes 10:30 am - 4:00 pm	Every 30 Minutes 4:00 - 6:30 pm
	Thursday	1, 2, 4-7	Every 20 Minutes 7:30 - 10:30 am	No Service	Every 30 Minutes 12:30 - 2:30 pm
	Thursday	3&8	Every 20 Minutes 7:30 - 10:30 am	Every 30 Minutes 10:30 am - 12:30 pm	Every 30 Minutes 12:30 - 2:30 pm
Limited Service (LS) Route					
	Dav	Pouto #	Inhound	Mid dou	Outhoused

Day	Route #	Inbound	Mid-day	Outbound
Monday - Tuesday	LS	7:00 am, 8:30 am, 9:30 am, 10:30 am	No Service	4:30 pm, 5:30 pm, 6:30 pm
Wednesday	LS	7:30 am, 8:30 am, 9:30 am, 10:30 am	No Service	4:30 pm, 5:30 pm, 6:30 pm
Thursday	LS	7:30 am, 8:30 am, 9:30 am, 10:30 am	No Service	12:30 pm, 1:30 pm, 2:30 pm

NAB Shuttle Bus Route Locator

Hotel	Route #	Boarding Point	Phone Area Code 702)
Aladdin	4	North Casino Entrance	736-0111
Alexis Park	1	Front Entrance	796-3300
Bally's	4	Flamingo Road Entrance	739-4111
Best Western Mardi Gras	1	Front Ent. on Paradise	731-2020
Caesars	8	Olympic Tower Entrance	731-7110
Chaparral	WD	_	369-5750
Circus Circus	5	Skyrise Tower	734-0410
Flamingo Hilton	7	North Tour Bus Lobby Ent	. 733-3111
Gold Coast	4/LS	Valet Parking Entrance	367-7111
Harrah's	7	Tour Bus Area	369-5000
Holiday Inn Casino Boardwal		Front Entrance	735-2400
Holiday Inn Emerald Springs		Front Entrance	732-9100
Imperial Palace	7	Board at Flamingo Hilton	731-3311
La Quinta	1	Front Entrance	796-9000
Las Vegas Hilton	WD	_	732-5111
Luxor	2	Tour Bus Loading Area	262-4000
MGM Grand	3	Grand Garden Entrance	891-1111
Mirage	8	Tour Bus Entrance	791-7111
Palace Station	6/LS	Tour Bus Loading Area	367-2411
Rio	4/LS	Front Entrance	252-7777
Riviera	6	Convention Ctr. Entrance	734-5110
Sahara	6	Tour Bus Entrance	737-2111
San Remo	2	Casino Entrance	739-9000
Sands	7	Front Entrance	733-5000
St. Tropez	1	Front Entrance Curbside	369-5400
Stardust	5	South Entrance	732-6111
Treasure Island	8	Tour Bus Entrance	894-7111
Tropicana	2	Bus Loading Area	739-2222

WD — Walking Distance, No Service Provided

LS - Limited Service

Getting Around in Las Vegas

Airport Limousine Service

Service is available between McCarran International Airport and all hotels. Fares are as follows:

Strip......\$3.50 one way; \$7.00 round trip Downtown\$4.75 one way; \$9.50 round trip

Direct Airport Bus Service

NAB operates a bus service from the Grand Lobby entrance of the LVCC and the front entrance of the Sands to McCarran International Airport on Wednesday, April 17 from noon -6:30 pm and again on Thursday, April 18 from 11:00 am -3:00 pm. Buses depart every 30 minutes; tickets may be purchased at the departure point. Fare is \$3.75 per person, one way, to the airport.

Taxis

Taxi stands are located at the front entrance of both the Sands and the LVCC. Approximate fares for service from McCarran International Airport are as follows:

Strip Hotels	\$ 8 - \$15
Downtown Hotels	
Las Vegas	
Convention Center	\$9 - \$12
Sands Expo Center	

For additional information on taxi service, call Ace Cab Company at 736-8383; Yellow Cab at 873-2000; or Wittlesea Cab at 384-6111.

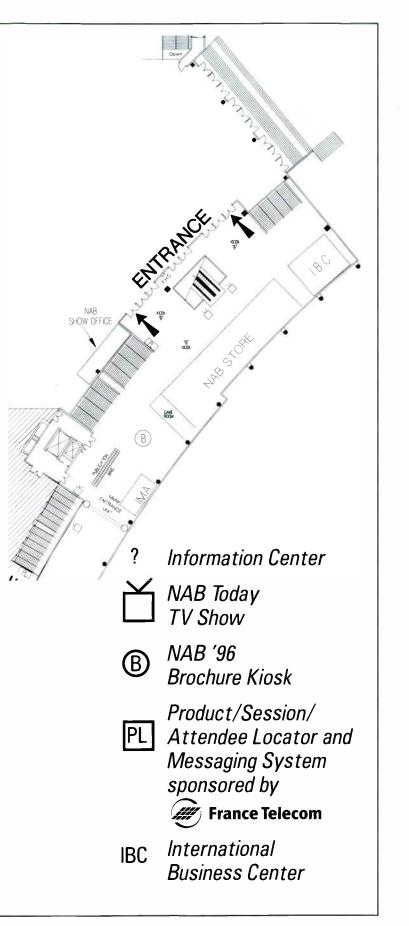
Parking Information

Paid parking is available in Lots A, B, and C of the LVCC and the side lot of the Sands.

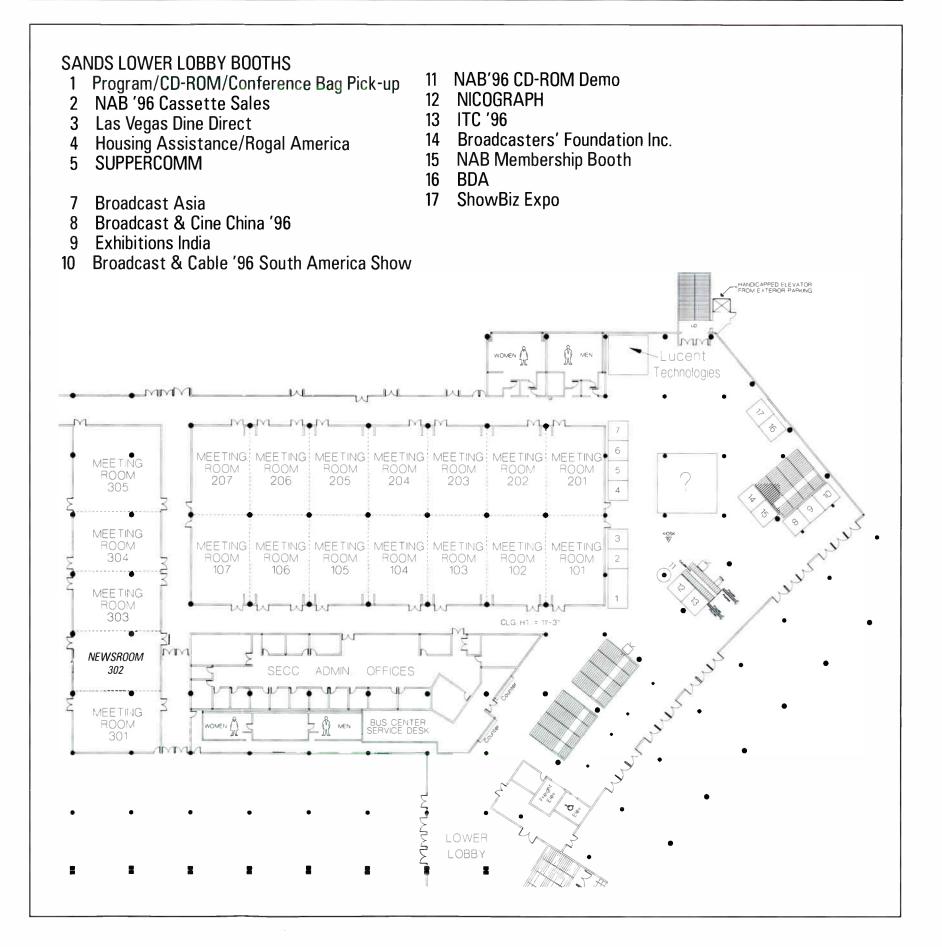
Sands Expo & Convention Center — General Overview of Upper Level



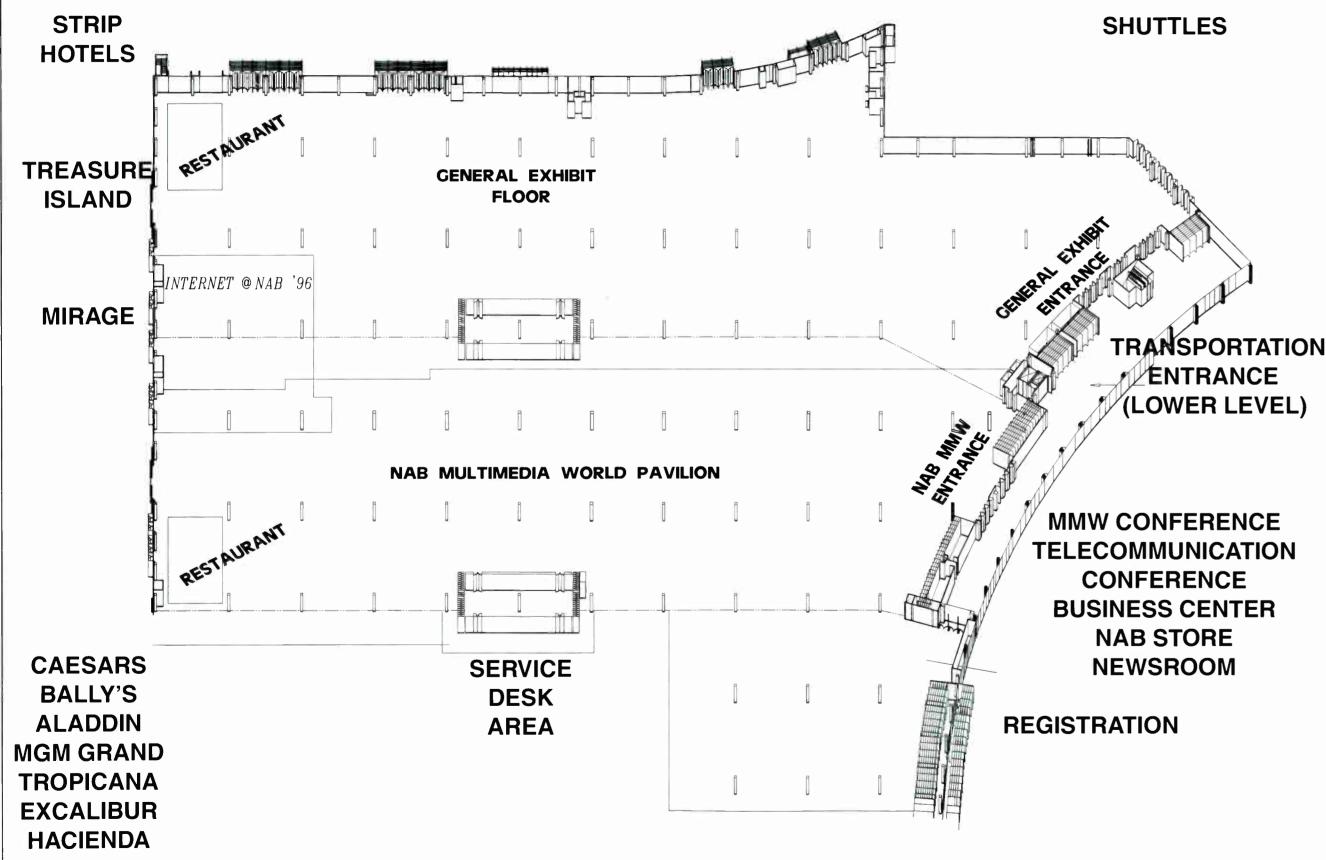
Sands Upper Lobby Enlarged



Sands Expo Center — Lower Level Lobby & Meeting Rooms



Sands Expo & Convention Center — General Overview



Come and cool down with France Telecom!



NAB **Broadcasters' Executive Lounge** Room N243 (LVCC)

Open Daily to All NAB Visitors

Complimentary

- Quiet and Comfortable Lounge
- 2 Available Meeting Rooms
- Refreshments & Snacks

Daily Prize Drawings

• Exclusive French Designer Gifts

France Telecom Business Lounge

- Permanent Networks
- Occasional Transmissions
- Business Television
- Digital and Analogue Solutions

Explore the latest in global video and audio transmission solutions tailormade to your needs. Representatives from France Telecom, our US partner Keystone and our subsidiary Maxat are waiting to meet you.

Sponsored by



Convenient Shuttle Service

Express buses will run between the Las Vegas Convention Center and the Sands Expo Center every 10 minutes. Complete hotel shuttle service will also be available from the Sands Expo Center, Check your program for a complete

Free Exhibits Registration for NAB '97

Pre-register for the NAB '97 and NAB MultiMedia World exhibits at the NAB '97 Registration Kiosks located at Attendee Registration in Hall A of the Sands Expo Center.

See you at the Sands!

& NAB MultiMedia World 7

COME TO THE SANDS EXPO CENTER AND FIND OUT!

SANDS EXPO CENTER

What's New at

HERE ARE MORE THAN 400 GREAT **REASONS TO VISIT THE SANDS!**

400+ of the hottest exhibitors including:

250 NAB '96 exhibitors showcasing the latest products for broadcasting, audio and video production, telecommunications, satellite communications and much more!

150 NAB MultiMedia World exhibitors demonstrating the tools, technologies and services you need to be successful in the interactive age!

NEW! internet@NAB.96

See the products and services of exhibitors that can help you make a splash on the Internet as you uncover new business opportunities and applications

NEW! What's New! What's Coel! Internet Education and Demonstration Theater — Sponsered by Silicon Graphics & Sprint

In this real-time on-line classroom, you can benefit from free seminars given by industry experts who will show you how to take advantage of the opportunities the Internet offers. These FREE sessions will run every hour during the open exhibit hours at the Sands.

Plus, if you're a full convention registrant, you have access to any of the sessions at the NAB MultiMedia World Conference and the new Data Networking & Telecommunications Conference—both held at the Sands.

IIN If you want to see, learn and experience it all —

more technology, more new products and more excitement-visit the exhibits at the Sands Expo Center! Plus, the Sands Expo Center exhibit halls open one hour earlier than the Las Vegas Convention Center!

> Exhibits at the Sands apen at 8:00 am --ane haur earlier!

NAB Staff Offices/17

NAB staff members can be reached at the offices listed below. All offices are located in the Las Vegas Convention Center unless otherwise indicated for the Las Vegas Hilton (LVH) or the Sands Expo Center (Sands). Office hours are Sunday - Wednesday, 8:00 am - 6:00 pm and Thursday, 8:00 am - 2:00 pm. Area code is 702.

President & CEO Edward O. Fritts Rory Benson, Executive Vice P & Assistant to the President	774-2132
Chairman of the Board Philip A. Jones	N213 774-2132
Operations/International Jack Knebel, Executive Vice President Terri Rabel, Senior Vice Preside	774-2151
Conventions & Exhibitions Haidee CaloreC	control Tower

Haidee Calore	Control Tower
Senior Vice President	774-2136

Convention MarketingCo Karen Deda, Manager	ontrol Tower/IBC 774-2136
, 3-	

NAB PROPERTY & CASUALTY **INSURANCE PROGRAM** FOR ASSOCIATE MEMBERS

Now you and your agent have the opportunity to customize an insurance plan based on your company's special needs.

For more information, call NAB's Insurance & **Financial Services** Department at (800) 368-5644 or (202) 429-5492



NORMAN-SPENCER, INC.

Convention Operations	
•	774-2130
Exhibit Sales and ServiceCon	trol Tower 774-2136
Sands Show Office (Hall C	Entrance) 691-7034
Susan Cress, Director	
Cindy Shin, Exhibit Sales Manage	
Stephanie Sweeney, Exhibit Sales Jennifer Koehl, Exhibit Services	•
Justine Grossman, Exhibit Services	20
Registration Services	
Justine Laccetti, Manager	691-7024
Advertising & Services Group Randi Reiten, Senior Vice Preside	ont N215
Mark Rebholz, Director	
Advertising & Event Marketing	N215
	774-2126
NAB StoreLVCC	or Sands
Lisa O'Bara, Merchandise Mgr.	
Insurance & Financial SvcsNA	B Pavilion
Daryl Everett, Director	774-0007
European Affairs	N215
Lucy Smith, Director	774-2126
Finance & AdministrationDiamo	nd Office
Kenneth D. Almgren, Executive	
Vice President & Chief Financial C	Officer
Mary Dickson, Senior Vice Preside & Controller	ent
Government Relations	N210
James C. May, Executive	774-2142
Vice President	
Legal & Regulatory Affairs	N219
Henry L. (Jeff) Baumann,	774-2142
Executive Vice President & General Counsel	
A General Courses	NOTO

Human Resources Development......N219 Dwight Ellis, Vice President 774-2142

Meetings & Special EventsN217 Kathy Muller, Senior 774-2144 Vice President Housing.....N217 Jonathan Feinberg, Manager 774-2144

Membership

AssociateNAB Pavilion, Grand Lobby Chris Vane Station — Domestic Top of Grand Lobby Escalator

Radio - George Barber, Vice President

TV — Diana Babb Coleman, Director

Station - International..... Hall A, Sands Emily Dorey, Manager 691-8428

NAB MultiMedia World305, Sands John Marino, Director, 691-7026 Technical Conferences

Philip Dodds, President, Interactive Multimedia Association (IMA)

Public Affairs

Public Affairs
& CommunicationsN117, LVCC
Walt W. Wurfel, 774-2148
Senior Vice President and 302, Sands
Lynn McReynolds, Vice 691-7030 President, Media Relations
Patti McNeill, Manager, Media Relations
John Merli, Senior Director, Member Communications
Dos Schuette, Senior Director, Creative Services
RadioN221
John C. David, 774-2154 Senior Vice President
Susan Platt, Vice President, Operations
Research & Information GroupN120 Richard V. Ducey, 774-2158 Senior Vice President
Mark Fratrik, Vice President/Economist, Research & Planning
Tom Christian, Director, MMIS
Library & Info. CenterInformation Center Grand Lobby
Susan Hill, Vice President 774-2160
Science & TechnologyN120 Lynn Claudy, 774-2158 Senior Vice President
TelevisionConference Room 3, LVH
Charles (Chuck) Sherman, 732-5603 Senior Vice President
(Wed. & Thurs. only) N219, LVCC 774-2142
TARPACNAB Pavilion, Grand Lobby Rae Ann Bevington, Manager 774-0006
U U U U U U U U U U

Other Convention Offices

BEA Louisa Nielsen, Executive Director	N215 774-2126
ITS Monica Mathis-Rowe, Deputy Director	N115
RAB	N221
Gary Fries, President & CEO	774-2156
TVBBoard Ave Butensky, President	Room, LVH 732-5600

18/Special Events

Sunday, April 14

9:00 am - 5:00 pm N245/N247, LVCC

NAB/BEA Broadcast Career Fair See page 30 for details. Sponsored by Rep Temps & Electronic Media

4:00 - 5:30 pm N238-N242, LVCC

Radio's Opening Reception See page 32 for details. Sponsored by ABC Radio Networks

Monday, April 15

8:00 - 8:45 am N232, LVCC

Newcomers Orientation See page 34 for details. Sponsored by Deutsche Telekom

8:30 am - 6:30 pm Pavilions 4-8, LVH

TVB Broadcast Sales Exhibit Hall See page 43 for details.

9:00 - 10:30 am Barron Room, LVH

NAB '96 All Industry Opening & Keynote

Address by Rupert Murdoch See page 34 for details. Sponsored by Media/Professional Insurance and Royal Insurance

12:30 - 2:30 pm Barron Room, LVH

NAB TV/TVB Luncheon, Keynote by Bob Wright and M*A*S*H Hall of Fame Presentation

See page 37 for details. Ticket required* Sponsored by PETRY MEDIA

MBNA

Corporate MasterCard Individual MasterCard Money Markets Certificates of Deposit



Apply Today! 1-800-847-7378 extention 400 Be sure to mention priority code KZPQ 4:30 - 6:30 pm Pavilions 4-8, LVH

NAB Television/TVB Welcoming Reception See page 41 for details. Sponsored by Deutsche Telekom

5:30 - 7:30 pm Ballroom C, LVH

International Reception See page 41 for details. Sponsored by International Datacasting, RCS, VYVX

6:00 - 8:00 pm Exhibit Hall Foyer, Sands

NAB MultiMedia World Reception See page 41 for details. Sponsored by Microsoft

Tuesday, April 16

7:30 - 8:45 am N245/N247, LVCC

Policymakers Breakfast See page 42 for details. Sponsored by Dickstein, Shapiro & Morin

8:00 - 8:30 am Pavilions 4-8, LVH

TVB Broadcast Sales Exhibit Hall & Clubhouse Walk-Around Breakfast See page 44 for details. Clubhouse sponsored by NIMA

8:00 am - 6:00 pm Pavilions 4-8, LVH

TVB Broadcast Sales Exhibit Hall & Clubhouse See page 43 for details. Clubhouse sponsored by NIMA

9:00 - 10:30 am 105, Sands

NAB MultiMedia World Keynote Address See page 47 for details.

9:00 am - 12:00 pm N111, LVCC

Executive Seminar: Digital Data Broadcasting Business See page 46 for details.

10:30 am - 12:00 pm 105, Sands

NAB MultiMedia World Plenary: Executive Perspectives See page 48 for details.

12:00 - 1:30 pm Barron Room, LVH

The Radio Luncheon, Charles Osgood Keynote and Don Imus Hall of Fame Presentation See page 49 for details.Ticket required* Sponsored by ASCAP 12:00 - 1:30 pm Pavilions 4-8, LVH

TVB Broadcast Sales Exhibit Hall & Clubhouse Walk-Around Lunch See page 45 for details. Clubhouse sponsored by NIMA

4:30 - 5:30 pm Pavilions 4-8, LVH

TVB Broadcast Sales Exhibit Hall & Clubhouse Ice Cream Social See page 45 for details. Clubhouse sponsored by NIMA

3:30 - 5:00 pm N245/N247, LVCC

FCC Chairman's Forum and Coffee Break See page 51 for details. Sponsored by Pike & Fischer

3:30 - 4:45 pm N231/N233, LVCC

Uplink '96 Opening Session See page 52 for details.

4:45 - 5:30 pm N243, LVCC

Uplink '96 Opening Reception See page 52 for details. Sponsored by France Telecom

6:00 - 8:00 pm Ballroom C, LVH

Post Production Reception See page 52 for details. Sponsored by The Eizo Shimbun

Wednesday, April 17

12:30 - 2:00 pm Barron Room, LVH

Engineering Luncheon and Presentation of the Engineering Achievement Awards See page 59 for details. Ticket required*

6:00 - 8:00 pm Ballroom C, LVH

Amateur Radio Operators Reception See page 63 for details. Sponsored by Varian and Richardson Electronics

Thursday, April 18

12:30 - 2:00 pm Ballrooms D & E, LVH

Satellite Luncheon & Keynote See page 66 for details. Ticket required* Sponsored by AT&T SKYNET® Satellite Services

*If available, luncheon tickets can be purchased in the Grand Lobby, LVCC, or in the registration area at the Sands.

THE REVOLUTIONARY NEW TREETOP SYSTEM®.



IT TAKES HIGH-ANGLE SHOOTING TO A NEW LEVEL.

Introducing the Treetop System.® More than the world's fastest lift and shoot rig, it's the only system that combines an elevating tower with robotics.Incorporating the latest electro-mechanical and robotic design technology, it provides remotecontrolled camera elevations up to 21 feet.

There are no complicated parts to assemble. The operator simply attaches the Pan/Tilt head and Controller to the tower, plugs in the power supply, and is ready to shoot. Total set-up time is about 10 minutes. The Tower offers full-range 21-

THE WORLD'S FIRST PORTABLE TELESCOPING CAMERA TOWER WITH ROBOTICS.

foot extension/retraction from 30 seconds to 2 minutes. Able to support up to a 75 lb. camera and robotics package, it has a footprint of just 6 feet. There's an on-board computer that uses a reliable, high-speed RS485 communications bus that interfaces with the controller unit with cable lengths of up to 4000 feet. It controls tower positioning and monitors battery condition. Powered by a 24 VDC battery pack or optional 120 VAC power supply, the unit is weatherized and water-resistant.

The "smart" Robotics provides continuous 360-degree pan from 3 seconds to 2 minutes as well as 180-degree tilt range from straight up to straight down position. It has an impressive relative position accuracy of less than 5/16" at a distance of 120 feet. Broadcast quality slip rings carry 24 VDC power, video signals, and RS485 communications to the controller. And user pass-through connections include one triax connection, two BNC coax connections, and eight general purpose signals. The onboard computer takes care of Pan/Tilt positioning and Zoom/Focus/Iris control as well as motor overcurrent, battery condition monitoring, and camera related controls

such as Power On/Off.

The Controller also incorporates an onboard computer that controls all functions of the robotics and the tower unit using the reliable, high-speed RS485 communications bus with cable lengths up to 4000 feet. Optional telephone and wireless links for greater distances and flexibility will be available. The Unit includes rocker control of zoom lens, track wheels control focus and iris plus joystick control of pan and tilt. A large, backlit graphical LCD display with 320 x 240 dot resolution allows real time display of tower height, pan/tilt position, and battery condition. Menus accessed by the function keys are easy to read and understand. What's more, 20 user presets that record pan/tilt position, tower height. focus, zoom, and iris settings are included and up to 60 seconds of memory playback is available so every move of the operator can be stored and played back.

Treetop Systems Quick-Lift Golfmobile

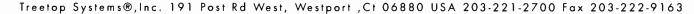
adds a new dimension to video and broadcast production of golf tournaments by providing flexibility never before possible for shooting high angle perspectives of golf plays.

So try the new Treetop System at NAB'96. And experience outstanding production at a much higher level.

Dealer inquiries welcome.

Visit Us At Booth #S3340 NAB '96 For A Hands On Demonstration. The Sands Expo & Convention Center

ELEVATING CAMERA SUPPORT TOWER



20/Related Activities



Associate Membership has its advantages...

Membership in the NAB

is not just for radio and television stations!

If you provide a product or service to the broadcast industry or are interested in untapped business opportunities, Associate Membership is for you.

Membership will allow you these exciting opportunities:

- Discounts to conventions
- > Discounts for exhibit space
- > Member benefit packages
- > NAB publications discounts
- > Monthly newsletter

Visit the NAB Associate Membership Booth in the NAB Pavilion located in the Main Lobby of the LVCC.



For more information call: 202/429-3925 800/521-8624

Friday, April 12

9:00 am - 5:00 pm
Broadcast Education Association
(BEA) RegistrationLVCC
9:00 am - 6:00 pm
BEA ConventionLVCC

Saturday, April 13

9:00 am - 5:00 pm BEA Convention RegistrationLVCC
8:00 am - 6:30 pm BEA ConventionLVCC
1:00 - 5:00 pm National Radio Systems
Committee MeetingN109/110, LVCC

Sunday, April 14

8:00 - 10:00 am BEA Convention RegistrationLVCC
8:00 am - 5:00 pm BEA ConventionLVCC
7:45 am - 6:30 pm NAB/ABA Communications Law ForumThe Mirage Hotel
12:30 - 1:15 pm BEA LuncheonN246/N250, LVCC
 1:00 - 5:00 pm Symposium on Minority OwnershipN231, LVCC This Broadcast Capital Fund Inc. (BROADCAP) symposium focuses on three areas of importance: The Impact of the Telecommunications Act of 1996 on Minority Ownership LMAs and Duopolies — What Are Our Options? Financing a Telecommunications Venture.
6:00 - 11:00 pm

SBE Certification Committee...Club Salon, LVH

Monday, April 15

10:30 am - Noon MSTV Membership MeetingPavilion 10, LVH 6:00 - 7:30 pm Low Power Television Update & Reception, sponsored by the Community Broadcasters Assn. & ITS Corp.Pavilion 11-I, LVH

Tuesday, April 16

7:30 - 9:00 am MSTV Engineering BreakfastPavilion 10, LVH
9:00 am - Noon SBE Certification ExamConf. Rooms 11 & 12, LVH
5:15 - 6:00 pm SBE Membership MeetingN109, LVCC
6:00 - 6:45 pm SBE Chapter Chairmen MeetingN109, LVH

Wednesday, April 17

7:30 - 8:45 am Broadcasters Foundation Inc.

Awards BreakfastPavilion 10, LVH

Co-sponsored by the National Association of Media Brokers (NAMB). Admission is free and all are welcome. Space is limited to the first 350 attendees. For information call 203/862-8577.

7:30 - 9:00 am

NRB Media Breakfast......Pavilion Room 9, LVH National Religious Broadcasters Association presents the well known film critic and author, Michael Medved. Eleven years as co-host of the weekly TV show, "Sneak Previews," and having completed his 9th book, Michael Medved is a refreshing critic of popular culture and the forces that sway our mass media.

His recent book, "Hollywood vs. America," generated intense publicity and controversy months before its scheduled release. When excerpts of the book appeared in "USA Weekend" they reported an all-time record response to their telephone poll — with 400,000 callers trying to register their opinions and displaying overwhelming support for Medved's criticism of the popular culture.

Breakfast sponsored by

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Salem Communications Corporation

12:30 - 1:45 pm

Student Electronic Media ForumN231/233, LVCC Coordinated by the National Association of College Broadcasters (NACB)

A discussion of programming, engineering and legal issues with the experts, and with student, staff and faculty peers. Underwriting rules, station start-ups and upgrades, FCC guidelines, copyright issues and using the Internet are only a few of the discussion threads.

Moderator: Mark McCloud Executive Director, NACB

Panelists:

Cary Tepper Booth, Freret & Imlay

Laura Mizrahi Communications Technology

JoAnn Forgit Publications & Sales, NACB

John Stevenson Telecommunity Development Group Montreal

6:00 - 10:00 pm Professionals Choice AwardsN246, LVCC Presented by POST Magazine



KBOW-AM, Butte, MT KCMO-AM, Kansas City, MO KCUE-AM, Red Wing, MN KEGE-FM, Minneapolis, MN KEYF-AM/FM, Dishman/Cheney, WA KIRO-AM, Seattle, WA KKBT-FM, Los Angeles, CA KLBJ-AM, Austin, TX KLTH-FM, Kansas City, MO KMBZ-AM, Kansas City, MO KNOM-AM/FM, Nome, AK KOEL-AM, Oelwein, IA KOGA-AM, Ogallala, NE KRZK-FM, Branson, MO KSDR-FM, Watertown, SD KSL-AM, Salt Lake City, UT KSUE-AM, Susanville, CA KTAR-AM, Phoenix, AZ KVFD-AM, Fort Dodge, IA KVON-AM, Napa, CA KWHO-FM, Weed, CA KYNG-FM, Dallas, TX

WAXX-FM, Eau Claire, WI WBBM-FM, Chicago, IL WBEE-FM, Rochester, NY WBHT-FM, Mountaintop, PA WBIZ-FM, Eau Claire, WI WBZX-FM, Columbus, OH WGRE-FM, Greencastle, IN WGY-AM, Schnectady, NY WIBC-AM, Indianapolis, IN WIMG-AM, Trenton, NJ WMMX-FM, Dayton, OH WOKO-FM, Burlington, VT WQCB-FM, Brewer, ME WRAL-FM, Raleigh, NC WRHI-AM, Rock Hill, SC WSYR-AM, Syracuse, NY WTCB-FM, Orangeburg, SC WTUE-FM, Dayton, OH WTVB-AM, Coldwater, MI WUSL-FM, Philadelphia, PA WWKI-FM, Kokomo, IN WZZK-AM/FM, Birmingham, AL

1996 NAB Crystal Radio Award Finalists

The ten winners will be announced Tuesday at noon during the Radio Luncheon. Also, Don Imus will be inducted into NAB's Broadcasting Hall of Fame and Charles Osgood will be the featured luncheon keynoter. Extra tickets are available from NAB registration at the Sands Convention Center and the Ticket Sales Center in the Grand Lobby of the LVCC.

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Eddie Fritts President/CEO National Association of Broadcasters (NAB)



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- A **FREE** copy of the most recent *Digital Magic* special report that focuses on Animation for Television.
- A **FREE** six-month trial subscription to *Computer Artist*, a bi-monthly magazine targeted at computer-based artists involved in imaging, illustration and design.
- A **FREE** copy of the April/May issue of *Computer Artist*, that includes a feature story on Desktop Video.

Images courtesy of: Blue Sky Productions, Inc., Ossining, NY and Sony Pictures Imageworks, Culver City, CA

Radio History

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MPLITER GRAPHICS WORLD

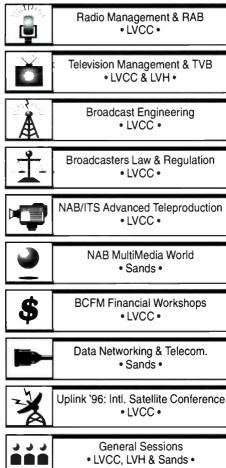
28/Saturday

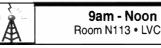
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NAB '96 Conferences

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Room N113 • LVCC

IEEE

Video Compression Methods and Systems

Presented by the IEEE Broadcast Technology Society

This tutorial is designed for video engineers who require an understanding of video compression and MPEG technology. Beginning with the basics of video compression and progressing through various compression tools, the tutorial will address motion compensation, predictive coding, transform coding and subband coding. A thorough discussion of MPEG-2 will address packet multiplexing and the MPEG-2 program and transport streams. The tutorial will conclude with an exploration of specialized transport formats such as, DSS, the Grand Alliance and DVB formats, and a host of possible new video services based upon packetized transmission.

Presenters: **Dr. Gerald Berman** President/IEEE Broadcast Technology Society Voice of America Washington, DC

Michael A. Isnardi David Sarnoff Research Center Princeton, NJ

William Meeker Rubin, Bednarek and Associates Washington, DC



10 am - Noon Room N111 • LVCC

BETA Testing: Should We Adopt Formal Guidelines?

Many engineers have requested a formal approach to beta testing hardware and software. The seminar will discuss limiting the number of test sites, connecting sites directly and addressing a multitude of other pet peeves regarding the release of buggy software.

Panelists TBD

Please see insert in registration bags for additional information on the NAB/ ITS program and presenters.



1 - 2:30 pm Room 105 • Sands

The IMA Multimedia Boot **Camp: Part I** — The Basics

This session provides an introduction to the ever-changing environment of interactive multimedia. Participants will come away with a framework that helps define and understand the relationships among technology providers and distributors, and the creators and owners of multimedia content. The seminar will include a rapid orientation to various multimedia technologies and market sectors, including CD-ROM, on-line services, the Internet and broadband services.

Presenter:

Ken Christie IMA Indianapolis, IN



To Web or Not to Web? **Planning a Corporate Internet** Strategy

Determining whether or not your organization should develop an Internet presence can be a daunting exercise. This session provides the questions to ask when considering development of a Web site, as well as details on how to get started and obtain the assistance that will be necessary.

> Eugene Lee Banyon Burlington, MA

Panelists:

Moderator:

Josh Bernoff Forrester Research Cambridge, MA

> Bill Haase SmartPages Columbus, OH

Larry Loeb Web Week, iWorld North Haven, CT

World Radio History

.

Saturday/29



1 - 5 pm Room N113 • LVCC

Tying Together Pieces in the Digital Plant

Moderator:

Charles Hintz San Francisco Section, SMPTE San Francisco, CA

1:00 - 3:00 pm

Part I: Audio in the Bitstream(s)

With the wide acceptance of Time-Division-Multiplexed data in the Bitstream(s), the issue of muxxing and demuxxing and controlling the path of individual audio channels is an interesting one, to say the least. As more stations are exploiting their SAP channel and more facilities exploit four-channel audio, engineers will need to pay more attention to the manipulation of each and every audio channel. This presentation offers a closer look at the issue of audio bits in the data haystack, as it is currently developing.

Presenters:

Birney Dayton and Charles Meyer NVision Nevada City, CA

3:00 - 5:00 pm

Part II: Where FibreChannel Fits

The backbone(s) of a digital plant will be different from facility-to-facility. Some facilities will use EtherNet Thick and Thin, IEEE-1392, SONET, SDI, and FibreChannel in multiple-backbone configurations. Some larger facilities may use multiples of each. On the other hand, smaller facilities and groups within facilities may use FibreChannel within an area such as news editing. This presentation suggests an open-minded look at the future of digital facilities.

Presenters:

Ray Baldock and Robert Edge Tektronix Inc. Beaverton, OR



2 - 5 pm Room N111 • LVCC

CCIR 601: How It Should Apply To Computer (General Purpose) Platforms?

Join the discussion on how to handle the differences between YUV video and RGB video. What are the differences? Do they need to be different? Can we help facilitate common ground between the two? Explore the answers here!

Panelists TDB



The IMA Multimedia Boot Camp: Part II — Technology & Distribution Issues

The rapid growth of interactive media markets is affected by a number of complicated and often misunderstood technological issues. With the maturing of certain market sectors, distribution issues have also become of paramount importance. This session will examine technology and distribution issues affecting the CD-ROM, on-line, Internet and broadband services sectors.

Moderators:

Philip V.W. Dodds IMA Annapolis, MD

> Ken Christie IMA Annapolis, MD



3:30 - 5 pm Room 101 • Sands

The Role of Graphics in Interactive Media, Part I: Management Strategies for the Real World

Graphics are indisputedly among the most important elements of any engaging multimedia title or application. They can also cost managers time and money spent mediating between artists' wish lists and budget constraints, and between disparate aesthetic visions among team members and/or clients. This session offers practical tips on effectively using graphics amid the trade-offs sometimes necessary to meet real-world deadlines and budget constraints.

Moderator:

Allison Dollar Film & Video Magazine Potomac, MD

Panelists:

elists:

Don Daglow Stormfront Studios San Rafael, CA

> Gary Bradt IVI Publishing Minneapolis, MN

Stuart Halperin Hollywood Online Santa Monica, CA

--For Sale--Meta-Speed Steady Gate for RANK Telecine includes:

Meta-RTS Digital Servo 35 mm Plus System for Rank Mark III complete with Hi-Res & RTS 35 mm Gate

just out of box with warrantee and reshipped from manufacturers

Contact: Mell Matlow (416) 367-4653

30/Sunday



9 - 9:30 am Room N109 • LVCC

Broadcast Engineering Conference Opening Ceremony

Session Chairperson:

Lynn Claudy NAB Washington, DC



Keynote Speaker:

William Hassinger -"Be Reasonable: Do It My Way" Former Assistant Bureau Chief for Engineering FCC Mass Media Bureau Washington, DC



9 am - 5 pm Room N245/247 • LVCC

NAB/BEA **Broadcast Career Fair**

Radio and TV broadcast stations and companies seeking employees for entry level to management vacancies will be present to accept resumes and discuss career opportunities.

Sponsored by



Attention: International Attendees

Visit an International Business Center if you need a location for a meeting or a comfortable chair to relax.

Sands Expo Center and Las Vegas Convention Center sponsored by Deutsche

Telekom



Advanced Television: Part I

Session Chairperson:

9:55 am

Robert Seidel CBS New York, NY

9:30 am Field Testing The Grand Alliance HDTV System Jules Cohen, P.E.

Washington, DC

Summary of Grand Alliance VSB **Transmission System Field Test** Garv Sarianoli

Zenith Electronics Corporation Glenview. IL

10:20 am Subjective Evaluation of the Digital HDTV Grand Alliance System

Robert Leafloor Communications Research Centre Ottawa, Ontario, Canada

10:45 am Spectrum Planning and RF Implementation for ATS

Thomas M. Gurley and Dennis W. Wallace Advanced Television Test Center Alexandria, VA

11.10 am

The Harris VSB Exciter For Digital ATV

Robert C. Davis Harris Corporation Melbourne, FL

11:35 am **Coverage Contour Optimization of HDTV** and NTSC Antennas

> **Oded Bendov Dielectric Communications** Cherry Hill, NJ

12:00 pm A 2/3" 2 Million Pixel CCD Camera for **Hi-Vision**

Hiroshi Kouchi

NHK Tokyo, Japan



9:30 am - Noon Room N109 • LVCC

DAB: U.S. and Worldwide Planning: Part |

Session Chairperson:

Milford Smith Greater Media, Inc. East Brunswick, NJ

9:30 am **IBOC Laboratory Tests Report** Thomas B. Keller

Consultant Springfield, VA

10:00 am **IBOC DAB: Its Potential for Broadcasters** David Laver NAB Washington, DC

10:30 am **DAB Regulatory Issues**

Robert Greenberg FCC Washington, DC

11:00 am **On Carrier Digital FM Technology** David Maxson

WCRB Radio Boston, MA

David Murotake Sanders Nashua, NH

11:30 am Satellite DAB Technology Robert D. Briskman CD Radio Inc. Washington, DC



10 am - Noon Room N111/112 • LVCC

Setting The Standard For Data Transmission

Gain insights and share your thoughts on user requirements in this open forum with long distance data transmission providers.

Panelists TBD



1 - 2:30 pm Room 101 • Sands

Interactive Media Design Strategies

Creating interactive media demands a unique mind-set that is significantly different than that for the traditional linear mode of communication. This session focuses on strategies to employ in the development of interactive media, whether for published titles or on-line interactive content.

Moderator:	William J. Comcowich
	UltiTech
	Stratford, CT

Panelists:

Jim Kinsella Pathfinder New York, NY

Rob Fulop PF. Magic San Francisco, CA



1 - 2:30 pm Room 103 • Sands

The Role of Graphics in Interactive Media, Part II: Design Strategies for the Real World

Graphics professionals engaged in creating images for multimedia are faced with dilemmas daily. How to develop effective graphics and animation that meet client needs but deliver them within budget and on deadline? How to respond to conflicting demands from managers and clients? How to balance clashes in creative input from team members? This session provides practical solutions

Moderator:

Allison Dollar Film & Video Magazine Potomac, MD

Panelists:

Mike Sivak Worlds Inc. San Francisco, CA

Robb Bush Big Hand Productions Dallas, TX

> Joel Markus The DI Group Boston, MA

1 - 5 pm Room N109 • LVCC

DAB: U.S. and Worldwide Planning: Part II

Session Chairperson:

Milford Smith Greater Media, Inc. East Brunswick, NJ

1:00 pm Digital Audio Transmission Analyzer Masaaki Sasada

Tokyo Broadcasting Tokyo, Japan

1:30 pm

A Report on DAB Field Testing in the United States

Bert Goldman Patterson Broadcasting Savannah, GA

2:00 pm A Novel Phase-Compensated PSK Modulation Technique for Mobile DAB Jin-Soo Lee

Tae gu Mun-Hwa Broadcasting Corporation Tae gu, Korea

2:30 pm Digital Audio Broadcasting Using COFDM Modulation

Barry G. Tew Harris Corporation Cambridge, England

3:00 pm Bringing DAB to the Consumer David Witherow BBC London, United Kingdom

3:30 pm Eureka 147 — Towards a De Facto World DAB Standard

Franc Kozamernik European Broadcasting Union Geneva, Switzerland

4:00 pm An Open Forum on Worldwide DAB Developments

Moderator:

Lucia Cobo RadioWorld Newspaper Falls Church, VA

DAB Proponents

Panelists:

Room

1 - 5 pm Room N113 • LVCC

Advanced Television: Part II

Session Chairperson:

Robert Seidel CBS, New York, NY

1:00 pm A Technical Review of the Performance of Side Mounted UHF Antennas for ATV Service

Kerry W. Cozad Andrew Corporation, Orland Park, IL

1:25 pm Three MPEG Myths Christopher D. Bennett Hewlett Packard Company, Santa Clara, CA

1:50 pm Frequently Asked Questions for Station ATV Planning

Bruce Jacobs Prairie Public Broadcasting, Fargo, ND

2:15 pm A Unique Solution to the Design of an ATV Transmitter

Nat S. Ostroff Comark, Colmar, PA

2:40 pm Coverage Extension with Digital VSB Transmission

Richard Citta Zenith Electronics Corporation, Glenview, IL

3:05 pm Can ATV Coverage Be Improved with Circular, Elliptical, or Vertical Polarized Antennas

Robert J. Plonka Harris Corporation, Quincy, IL

3:30 pm Channel Combining in an NTSC/ATV Environment

Dennis Heymans Micro Communications, Inc., Manchester, NH

3:55 pm UHF Advanced Television Transmitter Carlton Davis Westinghouse Wireless Solutions Co., Baltimore, MD

4:20 pm Design and Implementation of a Three CCD, State of the Art, 750-line HDTV Progressive Scan Broadcast Camera Stuart M. Spitzer and Anton Moelands Polaroid Corporation, Cambridge, MA

4:45

525 Progressive Scan Signal Interference Akihiro Hori NTV, Tokyo, Japan

32/Sunday



2 - 3:15 pm Room N 234/236 • LVCC

BCFM Financial Workshop #1

This first workshop will focus on the simplicity of financial thinking and why common sense is as important as understanding the numbers. Broadcast accounting principles will be reviewed so that we can start with a basic understanding.

Presenter:

Willard Hovt

Nationwide Communications, Inc. Columbus, OH



3:15 - 3:45 pm Room N 234/236 • LVCC

BCFM Reception

Talk with the panelists and other broadcasters about the challenging financial issues facing your broadcast operations.



Small/Medium Market ldea Swap

One of NAB's most popular events, come learn about and share innovative approaches to saving money and making money for your station. Plan to take home lots of ideas on all aspects of your operation.

Moderator:

Brady Draessler WGEM TV/AM/FM Quincy, IL

Panelists:

Leon Long WLOX-TV Biloxi, MS

Michael H. McDougald McDougald Broadcasting Corporation Rome, GA

> Vince Nelson WTAP-TV Parkersburg, WV

Dennis Ryan WCLI/WNKI & WQIX/WPGI Elmira, NY



2 - 5 pm Room N111 • LVCC

Component Video In A Composite World

Component is great to work in but what are some of the concerns when encoding to composite? Does digital help? Ten bit or eight bit? Is there a new delivery system on the way which will replace NTSC?

Panelists TBD



Multimedia Title Authoring Strategies

Interactive title development can be accomplished through use of an authoring system or software, through the use of development tools, or through "hard coding" by an experienced programmer. This session examines the trade-offs of each and how to determine the best method for a variety of applications.

Moderator:

David Lasner Macromedia San Francisco, CA

Panelists:

Steve Lee Allen Interactive

Chicago, IL

Terry Schussler gray matter design San Francisco, CA



3:45 - 5 pm Room N234/236 • LVCC

BCFM Financial Workshop #2

This workshop features radio and television operations, with panelists discussing case studies of problems that occur on an everyday basis. Audience members will have an opportunity to interact with panel members and ask specific questions about their own situations.

Moderator: Willard Hovt Nationwide Communications, Inc. Columbus, OH

Panelists:

Dan Ehrman Gannett Broadcasting Rosslyn, VA

Arthur Tek Paxson Communications West Palm Beach, FL

> Jeanette Tully Alliance Broadcasting Walnut Creek, CA



3:30 - 5 pm Room 103 • Sands

Asset Protection for New Media Content

One of the largest challenges facing developers of interactive content is the protection of intellectual property rights, especially for networked applications. This session examines how best to protect your organization's assets when developing or repurposing interactive content, as well as what to look for when obtaining rights to intellectual property held by others.

Moderator:

Mark Radcliffe Gray, Cary, Ware & Friedenrich Palo Alto, CA

Panelists:

Dr. Michel Bezy IBM Software Solutions Somers, NY

Jim Roberts The Atlantic Advisory Group Washington, DC

Radio's Opening Reception

This reception is your chance to "grip and grin" with other radio broadcasters at NAB '96. It's a perfect place to discuss which sessions you'll be attending, equipment in the exhibit hall or the latest business trends. Snacks and beverages provided.

Sponsored by





The Internet is revolutionizing the electronic media communications industries. At NAB '96, learn from the experts what real-world business strategies, tactics and solutions you need to capitalize on this opportunity and make the Internet work for you!

🜑 Special *internet@NAB.96* Exhibits!

Located at the Sands Expo Center, this special show area is a virtual mecca of leading-edge Internet related companies. Meet face-to-face with companies like:

- America Online
- Best Seller
- CompuServe • Footage NET
- Sprint

PSI Net

Silicon Graphics

- TV NET
- · ICON
- WavePhore
- One Touch Systems · VDONet
- Picture Network
 Point Broadcast
- Xing
 and more!
- Progressive Networks



SiliconGraphics Computer Systems SPONSORED BY

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Free Internet Sessions!

Presented by industry experts and leading suppliers for the Internet and World Wide Web, these FREE sessions are your chance to experience the hottest applications and technologies! Check this program or visit the *What's New! What's Cool!* Theater for a complete schedule of sessions.

What's New! What's Cool! Theater — Sands Expo CenterMonday-Wednesday9:00 am - 6:00 pmThursday9:00 am - 2:00 pm

🌑 NAB '96 & NAB MultiMedia World Exhibits!

Since the Internet is an integral part of the communications industry, many of the 1,000+ exhibitors are featuring products and services that are designed for or utilize the Internet and World Wide Web. Check a product locator kiosk in the lobby of the Las Vegas Convention Center or Sands Expo Center to find the exhibitors offering Internet products and services.

Reap the Benefits!

Plus, if you're a full conference registrant, you have unlimited access to even more Internet sessions in the 11 concurrent conferences - check this program for a complete schedule. Some Internet sessions include:

- Extending Local Services Through The WWW
- · How to Differentiate Your Web Site with Multimedia Objects
- Roundtable Discussion: Will Success Destroy the Internet?
- Broadcasters in Cyberspace Untangling the World Wide Web
- Internet Commerce: Security Issues and the Public Trust
- The Future of On-line Content: Consumer Services and the Internet
- To Web or Not to Web? Planning a Corporate Internet Strategy
- And more!

Upgrade to a Full Conference Registration!

To upgrade to a full conference registration, go directly to Attendee Registration in Hall A of the Sands Expo Center.

34/Monday

Recording Prohibited!

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	Radio Management & RAB • LVCC •
Ď	Television Management & TVB • LVCC & LVH •
Å	Broadcast Engineering • LVCC •
	Broadcasters Law & Regulation • LVCC •
	NAB/ITS Advanced Teleproduction • LVCC •
3	NAB MultiMedia World • Sands •
\$	BCFM Financial Workshops • LVCC •
	Data Networking & Telecom. • Sands •
×	Uplink '96: Intl. Satellite Conference • LVCC •
	General Sessions • LVCC, LVH & Sands •



8 - 8:45 am Room N232 • LVCC

Newcomers Orientation

Is this your first NAB Convention? Then you won't want to miss this orientation session featuring highlights and special features of this year's show.

Sponsored by





TVB Broadcast Sales Exhibit Hall

Stop by the TVB Exhibit Hall, a manager's marketplace of advertising, sales, and consulting products and services. See page 43 for a complete listing of exhibitors.

Bags supplied by BMI



9 - 10:30 am Barron Room • LVH

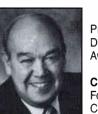
NAB '96 All Industry Opening & Keynote Address



Keynote Speaker:

Rupert Murdoch Chairman & Chief Executive News Corp. Ltd





Edward O. Fritts President & CEO

State of the Industry

Address:

NAB Washington, DC

Presentation of the Distinguished Service Award to:

Charles Kuralt Former CBS News Correspondent New York, NY





demonstrations for monday, april 15

9:30 - 10:00 am *Excalibur:* Multimedia Asset Management

10:15 - 10:45 am *Jonathan Nelson, Organic On-line:* Organic Content Creation

11:00 - 11:30 am *Silicon Graphics:* Web Authoring and Serving

11:45 - 12:15 pm *Sprint Drums:* A Virtual Production Studio

12:30 - 1:00 pm *Ervik Aquino, KRON-TV:* Successful Internet Strategies

1:15 - 1:45 pm *Silicon Graphics:* Web Authoring and Serving

2:00 - 2:30 pm *Excalibur:* Multimedia Asset Management

2:45 - 3:15 pm *Excalibur:* Multimedia Asset Management

3:30 - 4:00 pm *Silicon Graphics:* Web Authoring and Serving

5:00 - 5:30 pm *BBN Planet:* Getting Your Station On-line

> internet@nab.96 is located in the Sands Expo Center.

Monday/35

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10:30 am - Noon Pavilion 10 • LVH

MSTV Membership Meeting

This annual meeting will commemorate MSTV's 40 years as the national association of local television stations dedicated to promoting the technical quality of free and universal community-based broadcast television service to the American public. Keynote address by Westinghouse Chairman and CEO Michael Jordan and FCC Commissioner Susan Ness will highlight a fast-paced program covering advanced television, spectrum, HDTV model station and other timely issues.

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10:30 - 11:30 am Pavilion 1-3 • LVH

TVB Workshop

Attendees will be given an update on the status of the Systems for Measuring and Reporting Television (SMART), an industry-wide effort to modernize TV ratings. SMART, created in February 1994 by ABC, CBS and NBC through the Committee on Nationwide Television Audience Measurement (CONTAM), has designed and is now building a "state of the art" prototype ratings system.

Presenter:

Diane Sass SRA New York, NY

11:15 - 11:30 am Station Representatives Association (SRA) Presentation

Presenter:

Jerry Feniger Managing Director, SRA New York, NY

33

10:30 - 11:45 am Room N242 • LVCC

Free Time, Spectrum Auctions ... You Name It

As the 104th Congress moves forward, so too are broadcasting issues. What will be the fate of proposed spectrum auctions for digital TV? Will free time for political candidates become the law of the land? Which copyright concerns will affect radio and TV broadcasters? Find out the latest happenings from a panel of key congressional staffers who carry out and shape many of the policies their bosses enact into law. It's a "must" session for radio and TV broadcasters who want to stay on top of the issues in Washington that affect our industry.

For moderator and panelists, see the Government Relations program.



Datacasting Technologies for Television

Session Chairperson:

Jerry Butler WETA-TV Arlington, VA

10:30 am Wireless Interactive Video and Data Service Systems and Applications

Stanley I. Cohn Concepts To Operations, Inc. Annapolis, MD

10:50 am D-Channel — A Transition Into Datacasting Brit Conner Digideck Menlo Park, CA

11:10 am Datacasting for Television

Eric Small Modulation Sciences, Inc. Somerset, NJ

11:30 am Convergence & Telecom: Databroadcasting into the 21st Century

> Scott Calder WavePhore Salt Lake City, UT



10:30 am - Noon Room N109 • LVCC

Digital Audio Implementation

Session Chairperson:

Dutch Doelitzsch WDDD Marion, IL

10:30 am Pick and Mix — apt-X and apt-Q

Fred Wylie Audio Processing Technology, Ltd. Belfast, Ireland

11:00 am Automation The Jock's Best Friend James Thomason Harris Broadcast Equipment Richmond, IN

<u>1</u>

10:30 am - Noon Room N234/236 • LVCC

With the Telecommunications Act permitting big ownership changes, and with the FCC laying the groundwork for new rules as well on radio and TV attribution standards and TV duopolies, the opportunities for acquisitions and combinations has never been greater. Find out about the new rules and how to expand and maximize your holdings lawfully, and ways to locate financing for acquisitions.

A panel including the Chief of the FCC Mass Media Bureau, top communications and financing lawyers and a media lender will offer their insights and guidance.

Moderator:

Jack N. Goodman NAB Washington, DC

Panelists:

Roy J. Stewart FCC Washington, DC

Antoinette Cook Bush Skadden Arp Slate Meagher & Flom Washington, DC

> John R. Feore, Jr. Dow, Lohnes & Albertson Washington, DC

Erwin G. Krasnow Verner Liipfert Bernhard McPherson & Hand, Chartered Washington, DC

> Katherine Marien Allied Capital Lending Washington, DC

> > John D. Watson Latham & Watkins Washington, DC

36/Monday

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10:30 am - Noon Room N238/240 • LVCC

FCC Enforcement — A Fine Plan

The FCC is taking advantage of its statutory authority to impose fines for a wide range of violations. NAB's court challenge to the FCC's "base fines" system was successful and the Commission now is developing a new system of rule enforcement. Join attorneys and the FCC's enforcers to learn how the FCC determines punishments and how to avoid committing rule violations.

Moderator: Barry Umansky NAB Washington, DC

Panelists:

Beverly Baker FCC Washington, DC

Charles Kelley FCC Washington, DC

Dennis Corbett Leventhal Senter & Lerman Washington, DC

> **Jerry Haines** Wiley Rein & Fielding Washington, DC

John W. King Haley Bader & Potts P.L.C. Arlington, VA



11 am - 12:15 pm Room N231/233 • LVCC

NAB/BEA Research Grants — Academic Research in the Broadcast Industry

The recipients of the 1995 NAB Research Grants present their findings on:

- The Public Interest in a Marketplace Model: Broadcast & Non-Broadcast Activities of Radio Broadcasters
- How TV News Viewers & Station Managers Responded to an Affiliation Change in the Kansas City Market
- Internet Users & Content Providers: Predictors of Success for Broadcast Stations
- Replicating the Decatur Studies: Limited Effects Models of Media Influence (1955-1995)
- How Do Commercial Position, Pod Position & Program/Commerical Congruity Influence Advertisement Effectiveness?

Moderator:

Mark R. Fratrik NAB Washington, DC

Panelists:

Charles Clift Ohio University Athens, OH

Kristi Evans Kansas State University Manhattan, KS

Laurie Lee University of Nebraska Lincoln, NE

Kim Walker University of Colorado Colorado Springs, CO

James Watt, Jr. University of Connecticut Storrs, CT

NAB BROADCASTERS' EXECUTIVE LOUNGE

Room N243 in the LVCC

The place for... a meeting room...a refreshing beverage...a place to escape **Open to all...**Mon. to Wed.: 10am to 6pm & Thurs.: 10am to 2pm

Plus...The Lounge will be staffed by **France Telecom** representatives who will be able to discuss global video and audio transmission solutions.





11 am - 12:15 pm Room N235/237 • LVCC

Management Techniques For Success

Work smarter, not harder. In today's world of lean operations and multiple ownership, it's a must for anyone who wants to improve their career opportunities and their management techniques. Join radio managers to learn the techniques that have kept them ahead.

Moderator:

Kurt Mische KJMZ Las Vegas, NV

Panelists:

Curt Brown KTTS AM/FM Springfield, MO

Robert L. Fox KVEN/KHAY Ventura, CA

Gary Grossman KRKT AM/FM Albany, OR

Susan Hoffman KSDO/KKBH San Diego, CA

11 am - 12:15 pm Room N239/241 • LVCC

Radio & The Internet: Into The Future

The Internet. Everyone (including your listeners) is hearing and talking about it. Should your station have a presence on the 'Net? Learn what the hype is about, plus how the Internet can create new sources of revenue, how to design your station's website and what the future of this exciting venture holds.

Moderator:

Jan Genzer

OnLine Today/WOR Radio Network Washington, DC

Panelists:

Adam Caskey WZGC Atlanta, GA

Nick Frost CILK Kelowna, B.C., Canada

> Tommy Edwards KCBS FM Los Angeles, CA

12:30 - 1:45 pm Room N235/237 • LVCC

New Technologies In Plain English

Digital technology is reshaping the way everyone does business and it offers radio station operators ways to simplify operations and make the most of staff time. Get a concise, non-technical, no hype explanation of how new technologies can benefit your business.

Moderator:

Milford Smith Greater Media East Brunswick, NJ

Panelists:

John Garziglia, Esq. Pepper & Corazzini Washington, DC

> Skip Pizzi Intertec Publishing Overland Park, KS

> > Paul Tinkle WCMT Martin, TN

21/12

12:30 - 1:45 pm Room N239/241 • LVCC

In Search Of New Dollars

There are always new sources of revenue for your station. Discover how you can tap into new money and bring it to your bottom line. This session promises refreshing new ideas.

Moderator:

Panelists:

Rod Harsell Western Broadcasting Co.

Sign Marketing Group Missoula, MT

> Tom Anderson KOAL/KARB Price, UT

Mark Lipsky Radio Direct Response Broomall, PA



NAB TV/TVB Joint Luncheon Sponsored by

Sponsorea by

PETRY**♦ M**EDIA

Hosted by: Ralph Gabbard NAB Television Board Chairman Gray Communications Broadcast Group Lexington, KY

> Barry Baker TVB Board Chairman River City Broadcasting St. Louis, MO

Keynote Speaker:

Bob Wright "Tomorrow's Television Landscape" Chief Executive Officer NBC, Inc.

Broadcasting Hall of Fame Presentation

M*A*S*H



Few shows in the history of television have commanded the audience and respect that this year's recipient has earned. Raise your glass as the incredibly talented Larry Gelbart, Burt Metcalfe, Gene Reynolds, Mike Farrell, Loretta Swit, Harry Morgan, Jamie Farr, Larry Linville, John Rapport and others step forward to receive their awards.



1 - 5 pm Room N109 • LVCC

Monday/3

Datacasting Technologies for Radio

Session Chairperson:

Dutch Doelitzsch WDDD Marion, IL

1:00 pm FMeX — A System for High-Speed Data Subscriber Transmission in the FM-SCA Band

Dr. Tim Dyson Mikros Systems Corporation Princeton, NJ

1:30 pm A Report from the NRSC High-Speed FM Subcarrier Committee

> Michael Rau EZ Communications, Inc. Fairfax, VA

2:00 pm FM Datacasting

Gordon Kaiser CUE Network Corporation Irvine, CA

2:30 pm A Tutorial on FM Data Broadcasting Eric Small

Modulation Sciences, Inc. Somerset, NJ

3:00 pm FM Datacasting

Mo Gardner Mainstream Data, Inc. Salt Lake City, UT

3:30 pm A System for Data Transmission on the AM Band

> Henry Silcock Mikros Systems Corporation Princeton, NJ

4:00 pm A Status Report on RDS

Scott Wright Delco Electronics Kokomo, IN

4:30 pm Data for the Listener: The Benefits of RDS John Casey Denon Parsippany, NJ

38/Monday

NAB wishes to thank SONY

for providing audiovisual equipment for

> NAB Broadcast Engineering Conference

NAB/ITS Advanced Teleproduction Conference

NAB MultiMedia World

Data Networking and Telecommunications Conference



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1 - 5 pm
Room N113 • LVCC
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Videoservers: Technologies and Implementation

Session Chairperson:

Andy Butler PBS, Inc. Alexandria, VA

1:00 pm Storage as the Backbone of Video Server Performance

Andy D. Hospodor, Ph.D. Quantum Corporation Milpitas, CA

1:30 pm Video Server System Interface and Cutover Donald A. Messina CBS-TV New York, NY

2:00 pm Video Servers: Technologies and Implementation

David C. Guo Micropolis Corporation Chatsworth, CA

2:30 pm Multimedia Asset Management Comes of Age

Roger LeMay Illustra Information Technologies, Inc. Oakland, CA

3:00 pm Selecting the Right RAID Disk Array for Video

Bill Moren Ciprico, Inc. Plymouth, MN

3:30 pm Implementation of Server-Centered & Networked Broadcast Television Video Production Systems

Craig Jones Avid Technology, Inc. Tewksbury, MA

4:00 pm

Implementation of Multichannel Automation Barry Goldsmith Drake Automation Ltd. Welwyn Garden City, Herts, England



2 - 3:15 pm Room N235/237 • LVCC

Under Your Nose: Bringing Out The Best In Your Staff

Finding and developing talent, programmers, salespeople and middle managers is a challenge every station faces. Learn how to effectively train, motivate and develop the staff you have...under your nose.

Presenter: Chris Gable Chris Gable Broadcast Services Mt. Gretna, PA



Making Your Production Department A Profit Center

Clio Award winning radio writer, producer, and voice over artist Dennis Daniel will show you how to turn your radio station's production department into a money-maker.

Presenter:

Dennis Daniel One On One Productions Ronkonkoma, NY



2 - 5 pm Room N111 • LVCC

Magic & Imagination — How'd They Do That? The Commercial

The International Teleproduction Society and the International Monitor Awards proudly present a selection of 1995 Monitor Award winners. This showcase features a panel of experts who describe the innovative tools and techniques of modern postproduction. This outstanding collection of original work illustrates the best in cutting edge postproduction editorial, audio, special effects, and graphics production from around the world. This sessions highlights commercials.

Panelists TBD

Monday/39

2 - 4:30 pm Room N234/236 • LVCC

EEO

In light of the Supreme Court's decision in the Adarand affirmative action case, and now spurred on by requests from NAB, citizens groups, minority groups and members of Congress, the FCC is reviewing its EEO program and its related system of enforcing EEO rules. Get the latest on how to avoid violating the FCC's current requirements. Learn the steps stations should take to meet the FCC's rules and to achieve the best possible station staff. A two-part session addressing FCC issues and providing useful guidance on recruiting your station's staff gives broadcasters the information they need.

2:00 - 3:15 pm **Revised Obligations and Rights Terry Etter**

Moderator:

Panelists:

NAB Washington, DC

Bill Kennard FCC Washington, DC

Renee Licht FCC Washington, DC

Frank Montero Fisher, Wayland, Cooper, Leader & Zaragoza Washington, DC

> **Kathleen Victorv** Fletcher, Heald & Hildreth Rosslyn, VA

Margaret Tobey Akin, Gump. Strauss, Hauer & Field Washington, DC

3:20 - 4:30 pm **Recruiting Minorities/Women**

Moderator:

Dwight Ellis NAB Washington, DC

Panelists:

Jack Gravely FCC Washington, DC

> Wayne Brown WPEG-FM Charlotte, NC

Robert Fisher Nevada Broadcasters Association Las Vegas, NV

> **Amy Stedman** Hubbard Broadcasting, Inc. St. Paul, MN

30 - 4:30 pm N238/240 • LVCC

Avoiding Libel, Privacy and **Related Problems On-Air** and On-Line

Whether it's the morning drive team or the evening news anchors, getting the facts wrong or invading someone's privacy could cost you big dollars and lost staff time. Our expert panel will help you stay out of the stew - and take a look at the new dangers when you put your on-air content on-line.

Moderator:

Panelists:

Steve Bookshester NAB Washington, DC

Jonathan Hart Dow, Lohnes & Albertson Washington, DC

Lee Levine Ross, Dixon & Masback Washington, DC

Chad Milton Media/Professional Insurance Kansas City, MO

> Kelli Sager **Davis Wright Tremaine** Los Angeles, CA

Michael Scott Steinhart & Falconer San Francisco, CA



2:30 - 5 pm Room 105 • Sands

Digital Production Tutorial: Using Today's Tools

The growth in the use of digital video and non-linear editing for production is increasing rapidly. This is due to the plummeting costs of production platforms and software and the increasing sophistication of the technology. Many of today's broadcast productions use these hot new non-linear editing tools. This session examines, with examples, how such tools are used in today's production environments including news, feature productions, and sports.

Moderator:

Lee Friedman Infinite Ideas, Inc. Alpharetta, GA

Panelists:

Pete Mountanos Fast Electronic Sales, Inc. Foster City, CA

> **Jamie Carr** Insync Corporation Bethesda, MD

Bob Lentini Innovative Quality Software Las Vegas, NV

Members Use Airborne Express for two good reasons: (Dollars & Cents.)



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40/Monday

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2:45 - 4:30 pm Pavilion 1-3 • LVH •

The Future of Advertising: Where Will Madison Avenue Spend Its Money?

Advertising is the engine that drives the TV business. The question for broadcasters is: What direction will advertisers take to reach consumers? Led by Jeff Greenfield, Capital Cities/ABC, agency chiefs will share their thoughts and insights on where advertisers will spend their dollars in this age of global marketing, new technology, and niche marketing. Will over-the-air broadcasting remain a dominant ingredient in the future advertising mix? Jeff's humorous interviewing style promises to make this discussion entertaining as well as informative.

Host:

Gene Jankowski Vice Chairman, Advertising Education Foundation & Veronis, Suhler and Associates New York, New York



Moderator:

Jeff Greenfield Capital Cities/ABC, Inc. New York, NY

Panelists:

Laurel Cutier Executive Vice President Foote Cone & Belding New York, NY

Peter Larson Chief Executive Officer Brunswick Corporation Lake Forest, IL

Shelly Lazarus Chief Operating Officer-Worldwide Ogilvy and Mather New York, NY

> William Lynch Chief Executive Officer Leo Burnett Company, Inc. Chicago, IL



3:30 - 5 pm Room 101 • Sands

Interactive Training Systems and Methodologies

This session will showcase exemplary applications of effective interactive media training in the corporate environment, emphasizing the methods used to meet corporate objectives.

Moderator:

Richard Thackray PerformTech Landover, MD

Panelists:

James P. Smith, Ph.D. Universal Systems Inc. Chantilly, VA

William S. Peratino Defense Acquisition University Alexandria, VA

> Dennis J. Foth Air Force ASC/VXO Tyndall, AFB, FL

Wade H. Grimm Air Force ASC/VXO Tyndall AFB, FL

Fraser Scantlebury Industrial Training Corporation Kanata, Ontario

3:30 - 5 pm Room 103 • Sands

DVD and SD-ROM: The Next Wave in Multimedia Publishing

Digital video disc technology (DVD) has been heralded as the next major evolution in multimedia publishing. This session provides an overview of the format based on current information, projections for initial application areas, and a discussion of interactive features required for DVD to become an effective medium for the delivery of compelling interactive content.

Moderator:

Geoff Tully IMA Los Angeles, CA

Panelists:

Hisashi Yamada Toshiba Corporation Minato-ku, Tokyo, Japan

> Jerry Pierce MCA Universal Universal City, CA



3:30 - 4:45 pm Room N235/237 • LVCC

Powerful Promotions

Designed specifically for small and medium market radio stations, explore the best way to develop and implement effective promotions. Learn about specific station promotions and take home new ideas and strategies. Mike McDaniel, WBTO/WQTY, president and general manager and author of several books and articles on radio promotion will lead this discussion.

Moderator:

Mike McDaniel WBTO/WQTY Linton, IN

Panelists:

Ken Coe WLOI/WCOE LaPorte, IN

Julie Koehn WLEN Adrian, MI

Steve Samet WZOE AM/FM Princeton, IL

Roger Utnehmer WBDK Luxemburg, WI

3:30 - 4:45 pm
Room N239/241 • LVCC

From "Been there, done that." To "WOW, let's do it!"

Studies show employees will direct 15% more energy toward team success than solo success. How do we then grow a team culture with a real passion for winning? This session will lay out 17 specific communication and leadership strategies to transform your staff into a true team — to instill team spirit, undercut territorialism, create the opportunity for "quantum leap" results...and much more.

Presenter:

Sharon Crain, Ph.D. Crain & Associates Scottsdale, AZ

Monday/41

INFO SESSION

PACIFIC BELL presents...

Advanced Video Services

Monday, April 15 5:00 - 6:30 pm Room 201 Sands Expo Center

> Stop by Room M3854 for more information.

4:30 - 6:30 pm Pavilions 4-8 • LVH

NAB TV/TVB Welcoming Reception

Mix and mingle with old friends and new contacts at the NAB TV/TVB welcoming reception. Say hello to all the exhibitors and enjoy one-stop shopping for broadcast sales, advertising and consulting products and services. See a complete list of exhibitors on page 43. You'll also have a chance to test your golfing skills on the NAB greens, courtesy of Traffic Builders.

Sponsored by





Ballroom C • LVH

5:30 - 7:30 pm

International Reception

All international attendees and exhibitors are invited to this special International Reception. Take this opportunity to network with your colleagues from around the globe while celebrating the 50th Anniversary of the AIR-IAB.





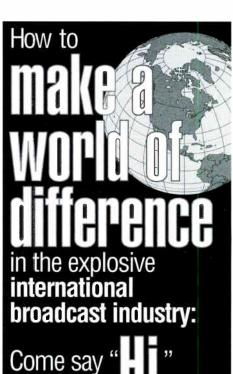




NAB MultiMedia World Reception

After a full day of stimulating conference sessions and exploring the hot new innovations in the exhibit hall, take a break and join your colleagues for this celebration of the evolving worlds of multimedia.





Find out more about Vyvx's broadcast quality, digital, international fiber services to Canada, UK, and our plans for service to Germany. And about partnering with us on new fiber and satellite services to the rest of the world.

All you have to do is stop by our Western Europe food stand at the NAB '96 International Reception Monday, April 15, 5-7pm, at the Las Vegas Hilton. Enjoy drinks and sample free hor d'oevres from all over the world. And, be sure and visit our Booth #10157 at the NAB.

Remember—make a big difference in the international broadcast industry, with a little visit to Vyvx at NAB.

"Bye"



588-3969 The Tulsa Union Depot 111 East 1st Street Tulsa, OK 74103-2308

42/Tuesday

Recording Prohibited!

Audio and video recording of the convention without NAB permission is prohibited. Exhibitors can apply for permits to videotape at either NAB Show Office (Control Tower, Level 2. LVCC or at front of the exhibit hall. Sands). Journalists should apply in either Newsroom (N117, LVCC or 302, Sands). Other convention attendees may apply at the NAB Information Centers in the LVCC and Sands lobbies.Audio tapes of sessions are available at the NAB Cassette Sales booth (NAB Pavilion, LVCC Grand Lobby or Sands Lower Lobby). Your convention attendance authorizes NAB, its contractors, licensees and assignees to make recordings and reproduce, distribute for sale or otherwise, make derivative works, transmit, display and publicly perform recordings, transcriptions and derivative works in any medium containing your image and/or statements made at the convention. No one under 16 years old is permitted on the exhibit floor.

NAB '96 Conferences

Full convention registrants may attend any sessions. The icons below indicate session type. Sessions take place in the Las Vegas Convention Center (LVCC), Sands Expo and Convention Center (Sands) and Las Vegas Hilton (LVH), unless otherwise noted.

	Radio Management & RAB • LVCC •
Ŏ	Television Management & TVB • LVCC & LVH •
Å	Broadcast Engineering • LVCC •
工	Broadcasters Law & Regulation • LVCC •
	NAB/ITS Advanced Teleproduction • LVCC •
3	NAB MultiMedia World • Sands •
\$	BCFM Financial Workshops • LVCC •
\$ ►	BCFM Financial Workshops • LVCC • Data Networking & Telecom. • Sands •
\$ •	LVCC



7:30 - 8:45 am Room N245/246/247 • LVCC

Policymakers Breakfast

Following the presentation of the Belva B. Brissett Award to FCC Commissioner James H. Quello, this session features ABC News' Jeff Greenfield, three other FCC Commissioners and the Administrator of the NTIA in a wide-ranging discussion of communications policy developments affecting broadcasters and other media. Get the latest on the FCC's regulatory approach to advanced television, satellite and terrestrial DAB, children's television, station ownership and rule enforcement. Then it's your chance to ask the questions.

Introduction:

Moderator:

Edward O. Fritts NAB Washington, DC

Presentation of the Belva B. Brissett Award to:

The Honorable James H. Quello FCC Washington, DC

Jeff Gr

Jeff Greenfield ABC News Washington, DC

The Honorable

Susan Ness

The Honorable

Larry Irving



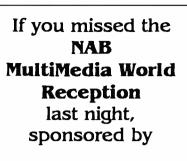
The Honorable Andrew C. Barrett



The Honorable Rachelle Chong

> DICKSTEIN SHAPIRO & MORIN

World Radio History





be sure to stop by their **booth** #10349 at the LVCC and say "Hello!"

NAB BROADCASTERS' EXECUTIVE LOUNGE

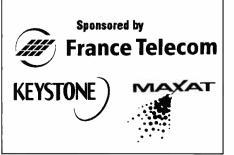
Room N243 in the LVCC

The place for...a private meeting room...a refreshing beverage...a place to escape

Open to all... Mon. to Wed.: 10am to 6pm Thurs.: 10am to 2pm

Plus...The Lounge will be staffed by **France Telecom** representatives who will be able to discuss the latest in global video

and audio transmission solutions.



Need new ways to increase sales and boost your bottom line?

Then don't miss the TVB Broadcast Sales Exhibit Hall in the Las Vegas Hilton Pavilion!

A Manager's Marketplace of Advertising, Marketing, Research and Consulting Products and Services

Monday 8:30 am - 6:30 pm • Tuesday 8:00 am - 6:00 pm

Exhibitors

- AdValue Media Technologies
- Arbitron Company
- Aeronomics, Incorporated
- Broadcast Management Plus
- Competitive Media Reporting
- Columbine JDS Systems
- Common Sense Technologies, Inc.
- The Griffin Reports
- Ivanhoe Broadcast News, Inc.
- Leigh Stowell & Company, Inc.
- Marshall Marketing & Communications, Inc.
- The Media Audit
- THE MEDIACENTER
- Maxagrid International
- Nielsen Media Research
- Players Media
- Press Promotions
- Scarborough Research Corp.
- SQAD
- SRDS TV & Cablesource
- Strata
- Tapscan, Incorporated
- TOTAL TARGET CAMPAIGN
- Traffic Builders

TVB Exhibit Hall Bags sponsored by



Clubhouse on Tuesday, sponsored by NIMA! Test your golf skills on the NAB greens, provided by Traffic Builders

the TVB Exhibit Hall

44/Tuesday

INFO SESSION

Global Broadcast Strategies and the PanAmSat Satellite Solution

Tuesday, April 16 8:00 a.m. to 10:00 a.m. Room 203/204 Sands Expo Center

PanAmSat, the world's first private international satellite service provider, invites broadcasters, programmers and engineers to a comprehensive discussion of PanAmSat's global satellite services. Mike Antonovich, vice president and general manager, broadcast services, will outline the unique features provided on PanAmSat's state-of-the-art satellites, designed specifically for broadcast applications.

Topics of discussion will include:

- Current Services on the Four-Satellite Global System
- Update on Launches of PAS-5 (Atlantic Ocean Region), PAS-6 (Atlantic Ocean Region) and PAS-7 (Indian Ocean Region) Satellites
- Satellite Program Neighborhoods
- Global Connectivity
- Compressed Digital Video
- Program Distribution and Backhaul Services
- Syndication Services
- Ad Hoc and Special Events Applications
- Digital Satellite News Gathering
- Direct-to-Home Program Services

PanAmSat's superior satellite services have made PAS-1 and PAS-3 leading satellites for broadcast services in the Atlantic, PAS-2 the leader in the Asia-Pacific and PAS-4 the leader in the Indian subcontinent and Africa. Join our breakfast discussion to learn how PanAmSat can meet our satellite-based broadcast requirements around the world.

🔗 PanAmSat



8 am - 4:30 pm Pavilion 1-3 • LVH

The 1996 TVB Annual Marketing Conference Controlling Our Own Destiny



Are we our own worst enemies? Are we creating our own problems?

If so, whose job is it to repair? Television stations have reached a critical stage in their existence. Our current business relationships with agencies, Nielsen, etc., are not in our best interests. Now is the time for us to take control of our own destiny.

If we were to re-invent Spot Television and the station system, would the result mirror the current system? Would we allow third parties to dictate to us how we should conduct business? Only collectively can we change that structure and determine what format is acceptable and profitable as we move forward into the year 2000.

8:00 am - 6:00 pm

TVB Broadcast Sales Exhibit Hall and Clubhouse

Test your golfing skills on the NAB greens, provided by Traffic Builders. The Clubhouse is a great place to relax after the high energy TVB sessions. See page 43 for a

complete list of exhibitors.

Clubhouse sponsored by National Infomercial Marketing Association



8:00 - 8:30 am TVB Exhibit Hall Walk-Around Breakfast

Have a cup of coffee with TVB and visit with our broadcast sales exhibitors. See page 43 for a complete listing of exhibitors.

8:30 -9:00 am

Barry Baker, CEO, River City Broadcasting, and chairman, TVB, and Ave Butensky, TVB president, sets the tone for the fsessions and delivers an overview of TVB's accomplishments and plans for the coming year.

Presenters:



Ave Butensky TVB New York, NY

9:00 - 10:00 am

Patrick Lynch, head of the management consulting firm Potential and a dynamic speaker, examines other industries that have re-invented themselves and introduces the provocative sessions, keeping them on track and focused on results throughout the day.

World Radio History

10:00 - 10:30 am **Coffee Break**

10:30 am

The following sessions will introduce new ways of doing business and address and dissect those timely issues critical to station sales executives.

Nielsen And Other Fiction

Is the current measurement system archaic? Is it working for or against us? Is it fair and accurate? Can we change it to better meet our needs? What are the alternatives? How can we control the situation?

Producers:

Tim Cornillie TVB New York, NY

Grace Gilchrist WXYZ-TV Detroit, MI

Surviving Merger Mania

How can you survive in the age of new alliances? Are you effectively forging successful new partnerships at the local level? How adept are you at managing your inventory? How can you maximize your co-op dollars? Is the relationship with your network an equitable one? What about sectionals, regionals and unwired networks?

Moderator:

Andy Fisher Cox Enterprises

Producers:

Bill Spell WSB Atlanta, GA

Joseph Tirinato TVB New York, NY



River City Broadcasting St. Louis, MO

Tuesday/45



8 am - 4:30 pm Pavilion 1-3 • LVH



Noon - 1:30 pm TVB Exhibit Hall Walk-Around Lunch

Enjoy lunch, exchange information and visit this manager's marketplace of advertising, research, marketing and consulting products and services, courtesy of TVB.

1:30 - 2:15 pm Technology Explosions

Are you in danger of becoming a casualty of change? Which technologies will endure? Can you control their impact on your business? How will issues such as zoning, sectionalism, the Internet, Direct TV and others alter the television landscape? Can new technologies be integrated into your station affordably? What else can you expect?

Moderator:	Tom Conway TVB New York, NY
Producers:	Darrell Brown

San Diego, CA

Kathy Whitehouse TVB New York, NY

KGTV

2:15 - 3:00 pm

Overhauling the Business: How to Keep What You've Got and Get More of What You **Really Need!**

How can we re-invent ourselves? How can you control the direction of change? Are you prepared to overhaul through outsourcing and consolidating resources? Who is the most effective marketer at your station? Training...AE to CEO? Where does your station need to be as we enter the next millennium? Where are we today?

Moderator:

Producers:

Tom Conway TVB New York, NY

Sam Curcuru Federal Broadcasting Syracuse, NY

> Tom Conway TVB New York, NY

3:00 - 3:45 pm **Revenue Streams:** Grow Old or Die...Why Advertisers Won't Listen...and How to Get Them to Do That Anyway

Are you putting all your eggs in one basket? Which categories will emerge now? What will transpire in the national and local arenas? How should we position the agency? Have you become in essence a commodities broker? How can you control the flow of business at your station? What conversations should you be having with the advertisers?

Moderator:

Producers:

Ave Butensky TVB New York, NY

Ave Butensky TVB New York, NY

Tim Cornillie TVB New York, NY

3:45 - 4:30 pm

Pat Lynch discusses the solutions that evolved throughout the day and what action stations must take as they return to their marketplace in order to ensure their survival.

4:30 pm

TVB Exhibit Hall Ice Cream Social

At the conclusion of the TVB program, join your colleagues in the TVB Exhibit Hall for an old-fashioned Ice Cream Social. You may even win one of the great prizes being donated by our broadcast sales exhibitors.





demonstrations for tuesday, april 16

9:30 - 10:00 am Que Publishina: **Internet Basics**

10:15 - 10:45 am Verity: Agents and the Internet

11:00 - 11:30 am Silicon Graphics: Web Authoring and Serving

11:45 - 12:15 pm Sprint Drums: **A Virtual Production Studio**

12:30 - 1:00 pm Discovery Channel: The Web and Broadcasting and Cable

1:15 - 1:45 pm Silicon Graphics: Web Authoring and Serving

2:00 - 2:30 pm Verity: Agents and the Internet

2:45 - 3:15 pm Verity: Agents and the Internet

3:30 - 4:00 pm Silicon Graphics: Web Authoring and Serving

5:00 - 5:30 pm Mecklermedia: Webcasting

> internet@nab.96 is located in the Sands Expo Center.

46/Tuesday

9 am - Noon Room N111 • LVCC

Executive Seminar: Digital Data Broadcasting Business

Kevnoted by NAB author. Tom Schaffnit, this session explores the potential applications, technologies, business development strategies and market developments for datacasting. This is an emerging, but fast growing business where broadcasters have already begun to establish strong footholds. Learn what the competition is doing now and what you should start doing when you get back home from NAB '96. Be sure to look for Tom Schaffnit's new NAB book, "The Datacasting Business" in the NAB Stores.

Keynote Speaker:	Tom Schaffni
	Nordicity Group, Lto
	Ottawa, Ontario, Canada

Television Moderator:

Panelists:

Radio Moderator:

Panelists:

it td la

> John D. Abel **Datacast Partners** Reston, VA

Abe Peled News Datacom, Ltd. London, England

> **Mariah Scott** Intel Corp. Hillsboro, OR

R. Glenn Williamson WavePhore, Inc. Tempe, AZ

Michael C. Rau EZ Communications, Inc. Fairfax, VA

Gary Gaskill Seiko Telecommunications, Ltd. Beaverton, OR

> **James Marshall** MITRE Corp. McLean, VA

Joel Schwartz Digital DJ, Inc. San Jose, CA



Room N109 • LVCC

High-Quality RF for Radio

Session Chairperson:

Bill Ruck KNBR-AM/KFOG-FM San Francisco, CA

9:00 am

Computer Control and Monitoring of a Complex MF Directional Array

Grant Bingeman **Continental Electronics** Dallas, TX

9:25 am Transmitting Site Evaluation Using a Mobile Spectrum Measurement System

Stanley Salek, P.E. Hammett & Edison, Inc. Sonoma, CA

9:50 am **Expanded Band Operation of WJDM** Elizabeth, New Jersey

Charles A. Hecht Charles A. Hecht & Associates, Inc. Pittstown, NJ

10:15 am **FM Measurement Limitations and Techniques**

> Edwin R. Twitchell Harris Corporation Quincy, IL

10:40 am Low Profile Anti-Skywave Antenna (LPASA) MegaWave Corporation

11:05 am **Directional Antenna Basics** Practical Radio Communications Arlington, TX

11:30 am An Efficiency Comparison: AM/Medium Wave Series-fed Versus Skirt-fed Radiators

Marshall Cross Boylston, MA

George Whitaker 11:30 am

Tom F. King

Kintronic Labs, Inc. Bristol, TN



9 am - Noon Room N113 • LVCC

Transitions: The Path from Analog to Digital

Session Chairperson:

Jerry Whitaker Technical Writer Beaverton, OR

9:00 am **RT-SET Virtual Studio System**

Aviv Tzidon RT-SET Herzelia, Israel

9:30 am Moving Data in Production and **Post-Production Studios**

Marc Friedmann **PRISA Networks** San Diego, CA

10:00 am The Transition to Compression: Lessons Learned

Matthew S. Tietze **Public Broadcasting Service** Alexandria, VA

10:30 am Applications of High Speed Digital Networks in Film and Video Post Production **James Fancher** Pacific Ocean Post

Santa Monica, CA

11:00 am Interactive Television: The Principles For A Worldwide Common Family

Louis Libin NBC New York, NY

The Growth of the Digital Video Signal Jason Job Advanced Audio Visual Systems Sioux Falls, SD



SiliconGraphics Computer Systems

drims

what's New! what's Cool!

Hit the Net big time! See the most innovative internet-related products and services. Stop by the NAB'96 Internet Pavilion located in the Sands Expo Center.

9 am - Noon Room 201 • Sands

Introduction to Data Communications

Presented by Lucent Technologies

Non-technical professionals whose work involves data communication will gain an understanding of various concepts such as LANs, WANs, bridges and routers; and learn about the operation of the different types of computer networks that are used to provide a switched communication facility over which a distributed set of computers can communicate with one another.

Presenters:

Dr. Monima Briggs Behrooz Zarrabi Lucent Technologies Middletown, NJ



9 - 10:15 am Room N238/240 • LVCC

FCC Commissioners' Legal Advisors

Explore the views of the FCC Commissioners' legal assistants on the top issues affecting broadcasters. Discover how the Commissioners reach decisions and how they analyze the competing needs and requests of communications industries, the public and Capitol Hill.

Moderator:

Karen Fullum NAB Washington, DC

Panelists:

Julius Genachowski Counsel to the Chairman FCC Washington, DC

Maureen O'Connell

Legal Advisor to Commissioner Quello FCC Washington, DC

Lisa Smith

Senior Legal Advisor to Commissioner Barrett FCC Washington, DC

> David Siddall Legal Advisor to Commissioner Ness FCC Washington, DC

> > Jane Mago

Senior Legal Advisor to Commissioner Chong FCC Washington, DC

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9 - 10:15 am Room N234/236 • LVCC

Children's Television — The Rules of the Game

Get the latest on FCC regulation of kidvid. What, if any, quantitative standards might the FCC impose on TV broadcasters' airing of children's programming — and when might the FCC act? What are the current Congressional concerns over TV programming and TV commercials aimed at kids? All your kidvid questions answered here.

Moderator:

Panelists:

Valerie Schulte NAB Washington, DC

Barbara Kreisman FCC Washington, DC

> Ellen Agress NBC New York, NY

Barbara Gardner Leventhal, Senter & Lerman Washington, DC

> Diane Killory Morrison & Foerster Washington, DC

> > Chuck Sennet Tribune Company Chicago, IL

9:30 - 10:30 am Room N235/237 • LVCC

Radio: The State Of Industry Sales



RAB President Gary Fries presents his annual analysis of the state of radio sales. In his message, Gary provides factual details of radio's current financial health, provides

information on the effects of the ownership rules and gives us his opinions on what our financial future holds.

Presenter:

Gary Fries RAB New York, NY



9 - 10 am Room 105 • Sands

Tuesday/4

NAB MultiMedia World Keynote Address: Bud Colligan

Personal and corporate perspective on the state of interactive multimedia today.

Keynote Speaker:



Bud Colligan Macromedia San Francisco, CA



10:30 - 11:45 am Room N238/240 • LVCC

Political Broadcasting — A Radio Update

Political season is here. Are you sure your station is abiding by the FCC's complex political broadcasting rules and policies? Do you know which spots deserve "lowest unit charge" ...and which ones don't? Do you know which spots you must take and which ones you can reject completely? How about "equal opportunities" and "reasonable access"? Is your station living up to its obligations but also defending its rights? You've got questions and we've got answers.

Moderator:

Terry Etter NAB Washington, DC

Panelists:

Robert Baker FCC

Washington, DC **Michael Berg** /erner, Liinfert Bernhard, McPherson & Hand

Verner, Liipfert, Bernhard, McPherson & Hand Washington, DC

> Amelia Brown Haley, Bader & Potts Arlington, VA

David Oxenford Fisher, Wayland, Cooper, Leader & Zaragoza Washington, DC

> Suzanne M. Perry Dow Lohnes & Albertson Washington, DC

48/Tuesday



10:30 am - Noon Room 105 • Sands

MultiMedia World Plenary: **Executive Perspectives**

Leaders from some of the world's foremost companies provide their insight on the markets for interactive multimedia.

Moderator:	Philip V.W. Dodd s IMA Annapolis, MD
Panelists:	Stan Baron SMPTE New York, NY
	Robert Grave s ATSC Washington, DC
	Bernard Luskin Jones Digital Century, Inc. Englewood, CO
	Marsh Marshall

TeleTV Reston, VA

10:30 - 11:45 am Room N234/236 • LVCC

Tax Reform School

As Congress prepares new budgets, and the IRS seeks additional revenues, broadcasters are constantly being suggested as potential revenue sources. Come hear about several recent IRS actions, Congressional actions and other potential governmental steps as they either affect now - or would affect in the future - the over-the-air broadcast industry.

Moderator:

NAB Washington, DC

Mark Fratrik

Panelists:

J. Michael Hines Dow Lohnes & Albertson Washington, DC

Bill Redpath Broadcast Investment Analyst, Inc. Chantilly, VA

> Paul Thompson FOX Inc. Los Angeles, CA



SiliconGraphics Computer Systems

Radio Music Licensing

The Radio Music License Committee presents "Radio Music Licensing Roundtables." Managers from ASCAP, BMI, SESAC and members of the Radio Music License Committee will be gathered together for station questions, discussions and problem solving. Meet separately with each or any one of those present.

10:30 - 11:45 am

Room N232 • LVCC

Facilitator:

BMI

SESAC

ASCAP

Radio Music

License Committee:

Ben Ivins NAB Washington, DC

Roundtable Participants: Dan Spears New York, NY

> Scott Andrews New York, NY

Patrick Collins Nashville, TN

Deborah Houghton Nashville, TN

> **David Bander** New York, NY

Hugo Delbove New York, NY

David Fuellhart **Executive Director** Baltimore, MD

David Hicks WCUZ AM/FM Grand Rapids, MI

Martin Beck **BRC Communications** West Palm Beach, FL

> **Randy Bongarten** WAXQ-FM New York, NY

Jeanette Tully Alliance Broadcasting Walnut Creek, CA



10:45 am - Noon Room N235/237 • LVCC

The New **Retail Paradigm**



Every time you look around there is a new "Mart" springing up and a mom-'n-pop steady advertiser going down. In this workshop RAB Executive Vice President for Training, George Hyde, and his staff explain what is happening in the intensely competitive world of retailing, what you and your people need to know about the new retail paradigm in order to sell in this new world, and how radio and specifically your station can become a vital piece in the new retail puzzle.

Presenter:

George Hyde RAB

Dallas, TX

10:45 am - Noon Room N239/241 • LVCC

The Seven Critical Calculations



"How many calls did you make today?" is the wrong question to ask your salespeople. In today's ultra-competitive radio world there are new ways to measure and manage performance by counting things that count. Master radio sales trainer, Chris Lytle, shows you how to make the seven critical calculations that top managers make. You'll take home a new way to keep score in sales and you'll be able to show your reps what it takes to win in a game where the rules seem to be changing daily.

Presenter:

Chris Lytle The Advisory Board Madison, WI

drims +

what's New! what's Cool!

Hit the Net big time! See the most innovative internet-related products and services. Stop by the NAB'96 Internet Pavilion located in the Sands Expo Center.

Tuesday/49

Noon - 1:30 pm Barron Room • LVH

Radio Luncheon

Don Imus, Charles Osgood, and the NAB Crystal Radio Awards ... how's that for a line-up! Join your friends for a terrific lunch and great entertainment. First there's the Crvstal Awards presentation, radio's highest community service honor. Then CBS's poet-in-residence. Charles Osgood, delivers the luncheon keynote. And, to conclude the festivities. Don Imus takes the stage for ceremonies inducting him into NAB's Broadcasting Hall of Fame. This is one you won't want to miss!

Sponsored by







Don Imus

Charles Osgood



1 - 2:30 pm Room 103 • Sands

Virtual Reality in the Broadcast Industry: Applications That Put You Ahead of the Pack

Many virtual reality applications are simply exercises in computing power, but this session highlights applications that have real application in the corporate environment. Case study examples will be demonstrated.

Moderator:

Linda Jacobson Silicon Graphics Inc. Mountain View, CA

Panelists:

Rick Balabuck Discreet Logic Santa Monica, ČA

Brad deGraf Colossal Pictures/Protozoa San Francisco, CA

> Frank Boosman Virtus Corporation Carey, NC

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1 - 2:30 pm Room 101• Sands

Managing the Media in **Multimedia**

Video, audio, graphics, text, and interactive links - tying them together to create a seamless presentation for the end user is challenging at best, and a nightmare if not done properly. This session explains how best to manage different media elements in order to maximize end delivery. for both "hard" media such as CD-ROM as well as on-line and Internet-based content.

Moderator:

Panelists:

Phil Schiller Macromedia San Francisco, CA

AVID Technology

Tewksbury, MA

Joe Dimare

John Ison AutoDesk San Rafael, CA

1 - 2:30 pm

How to Differentiate Your Web Site With Multimedia Objects

Does your organization's Web site stand out from the crowd? If not, this session provides insight to the latest tools being employed to add increased interactivity and functionality to Web sites to more effectively meet corporate objectives.

Moderator:

Panelists:

San Francisco, CA Johnathan Lane

Joe Dunn

Macromedia

2-Lane Interactive Los Angeles, CA

Megan Wheeler ad*hoc interactive Saulsalito, CA

Ric Kasnoff Ricphoto.com Los Angeles, CA



1 - 5 pm Room N109 • LVCC

Radio Facilities Design: Radio's Missing Digital Link

Session Chairperson:

Jerry Whitaker Technical Writer Beaverton, OR

1:00 pm **Dedicated versus General Purpose** Hardware, the Debate Continues **Steve Epstein**

Broadcast Engineering Magazine Overland Park, KS

1:30 pm **Replacing and Enhancing the Public Radio** Satellite System: What We Learned

Gregory P. Monti National Public Radio Washington, DC

2:00 pm ISDN for Broadcast: The Real World and What We've Learned About it

Steve Church Telos Systems Cleveland, OH

2:30 pm **Practical Considerations of Using ISDN** Audio Codecs as Backup Studio-Transmitter Links

> Larry Paulausky WPEN/WMGK Radio Bala Cynwyd, PA

3:00 pm The Next Radio Station Electronic **Communication System**

Ken Cheng Digital Generation Systems, Inc. San Francisco, CA

> **Robert Donnelly ABC Radio Networks** New York, NY

3:30 pm T1 Digital STL: Discrete vs. Composite Transmission

Robert L. Band Intraplex, Inc. Westford, MA

4:00 pm Interconnecting the Digital Chain

> Jim Hauptstueck Harris Broadcast Equipment Richmond, IN

World Radio History

Room 105 • Sands

50/Tuesday



1 - 5 pm Room N113 • LVCC

Television Facilities Design: The Newsroom Talks to the File Server

Session Chairperson:

Marvin Born WBNS-TV Columbus, OH

1:00 pm Hard Drive Storage Technologies for the **Digital Non-Linear Editing Field**

> **Bryan Robertson** Quantum Corporation Milpitas, CA

1:30 pm Integrating an Automated Election System into Your Facility

> Michael D. Rich Media Computing, Inc. Phoenix, AZ

2:00 pm A Chief Engineer's Guide to Project Management for the Design and **Construction of New Facilities**

Bice C. Wilson, AIA Meridian Design Associates, Architects New York, NY

2:30 pm **Digital Max**

Paul Berger CBS New York, NY

3:00 pm

Implementation of an All-Digital TV **Production & Network Distribution Facility** Jay Adrick Harris Corporation

Florence, KY Matt Scalici

The Golf Channel Orlando, FL

3:30 pm Integrating Newsroom Computer Systems and Server-Centered News Production **Stevan Vigneaux** Avid Technology, Inc. Tewksbury, MA

4:00 pm Fiber Channel — High Performance Storage for Video Delivery

Bill Moren Ciprico, Inc. Plymouth, MN



2 - 3:15 pm Room N234/236 • LVCC

Contests, Lotteries, **Promotions and Casino Gambling Ads**

Contests and promotions are at the forefront of stations' creative ways of gaining audience and advertisers. But, which ones are legal and which might lead to an FCC fine? And what about the growth of Indian casinos and riverboat gambling? In other words, what bets are on --- or off --- for broadcast advertising?

Moderator:

Barry Umansky NAB Washington, DC

Panelists:

Charles Kelley FCC Washington, DC

William S. Green Reed Smith Shaw & McClay Washington, DC

> Joel Levy Cohn & Marks Washington, DC

Brian Madden Leventhal Senter & Lerman Washington, DC

> **Barry Pineles Bienstock & Clark** Miami, Florida

2 - 5 pm Room 201 • Sands

Lavering Architecture: TCP/IP

Presented by Lucent Technologies

Modern computer networks are designed in a highly structured way. Get an introduction to the concept of protocol hierarchies and gain insight into the design issues surrounding the different layers. Learn about the Open System Interconnection (OSI) Reference model: the OSI terminology, connection-oriented and connectionless services. This session also offers an introduction to TCP/IP application protocols such as TELNET, FTP, SMTP and SNMP.

Presenters:

Dr. Monima Briggs Behrooz Zarrabi Lucent Technologies Middletown, NJ



2 - 3:15 pm Room N238/240 • LVCC

ATV/HDTV — What, Where, How and When

The years of testing and development are over. The FCC's Advisory Committee on Advanced Television has made its recommendations and the Commission has started some of the final proceedings that will lead to digital television in America.

But, what are the costs of advanced television? Beyond equipment costs, what additional expenses might be imposed by the government? Are auctions in ATV's picture? And what's the timetable for all the technical, programming --- and cost -- issues to be resolved. Get the clear picture from a panel of experts.

Moderator:

Panelists:

Valerie Schulte NAB Washington, DC

Saul Shapiro FCC Washington, DC

Jonathan Blake **Covington & Burling** Washington, DC

> Lynn Claudy NAB Washington, DC

Ralph W. Gabbard Gray Communications System Lexington, KY

> **Richard E. Wiley** Wiley, Rein & Fielding Washington, DC



2 - 5 pm Room N111 • LVCC

Magic & Imagination — How'd They Do That? The Feature Film

The International Teleproduction Society and the International Monitor Awards proudly present a selection of 1995 Monitor Award winners. This showcase features a panel of experts who describe the innovative tools and techniques of modern postproduction. This outstanding collection of original work illustrates the best in cutting edge postproduction editorial, audio, special effects, and graphics production from around the world. This session features film effects.

Tuesday/51

2:30 - 3:45 pm Room N239/241 • LVCC

Body, Mind & Sales



It's time for the Business Olympics and this session is a Gold Medal Winner! Achieving maximum performance in business by using sports psychology concepts has had a dramatic impact on top performers in sales. On-the-street sales manager and sales trainer, Sean Luce, explains how he implemented in-depth techniques including humor, visualization, nutrition, exercise, deep breathing and motivation to bring about remarkable change. Being "mentally tough" can help you and your people handle stress in the workplace too.

Presenter:

Sean Luce KKRW Houston, TX



2:30 - 3:45 pm Room N235/237 • LVCC

The Truth About Cable



RAB's Executive Vice President for Training, George Hyde, presents this revealing look at cable television's soft underbelly. In a dynamic George Hyde exclusive style, the glitz is stripped away leaving only the bare bones of this troubled medium. If cable is competition for you ...it won't be after this session.

Presenter:

George Hyde RAB Dallas, TX



3:30 - 5 pm Room 103 • Sands

Understanding Your Role in the CD-ROM Title Food Chain

The CD-ROM marketplace has exploded over the past year with over 16,000 titles now in print. What role your organization plays, or plans to play, in this important market for interactive multimedia can have a significant impact on market opportunities and chances for success. This session explains the roles of developers, publishers, primary and ancillary distributors and retailers, with an emphasis on revenue streams and current market challenges.

Moderator:

Panelists:

Vicki Vance Apple Computer, Inc. New York, NY

Joanna Tamer S.O.S Marina Del Ray, CA

Don't Gamble on Your Legal Knowledge



Stop by the NAB Legal/ Regulatory Affairs Department office at the convention center for free, no-holds-barred discussions of your questions.

Ask questions on avoiding FCC fines, new radio and television ownership/LMA rules, children's television, improving station facilities, complying with lottery and contest rules, FCC regulatory fees, carriage/compensation on cable, EEO, copyright problems ... or on anything else!

The Legal/Regulatory Affairs department office, Room N219 in the LVCC, will be open for your questions from Monday afternoon through Wednesday afternoon, on the schedule listed below:

Monday					.2:00 -	4:00 pm
Tuesday	.9:00	am -	Noon	&	2:00 -	3:30 pm
Wednesday	.9:00	am -	Noon	&	2:00 -	4:00 pm

Also, drop your business card in the official NAB Legal/Regulatory Affairs Department FISHBOWL and register to win a free copy of the 1996 Broadcasters Law & Regulation Conference Papers volume. Drawing will be held Wednesday at 4:00 pm. All broadcasters are eligible. You need not be present at the drawing to win.



52/Tuesday

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3:30 - 5 pm Room N246 • LVCC

FCC Chairman's Forum Coffee Break/FCC Chairman's Forum

Following an informal Coffee Break with the FCC and NTIA leadership, participate in an open discussion with FCC Chairman Reed Hundt on the most critical issues and regulatory developments for broadcasters. Where does the Chairman stand on advanced television, spectrum auctions, satellite DAB, local ownership consolidation and children's TV? And who are his allies and antagonists?

This frank exchange of views is sure to be a highlight of NAB '96.

Introduction:

Philip A. Jones NAB Joint Board Chairman Meredith Broadcasting Des Moines, IA

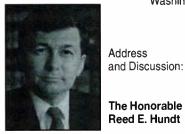
Edward O. Fritts

President & CEO

Washington, DC

NAB

Opening Remarks:



Sponsored by Pike & Fischer



Attention: International Attendees

Visit an International Business Center if you need a location for a meeting or a comfortable chair to relax.

Sands Expo Center and Las Vegas Convention Center sponsored by Deutsche Telekom



3:30 - 4:45 pm Room N231/233 • LVCC

Uplink '96: International Satellite Conference Opening Session

Gain an overview of the international satellite community and explore the most recent milestones that are helping to drive this industry forward and find out about future directions.

Opening Remarks:

Panelists:

Arnie Meyers Link International Severna Park, MD

Moderator:

Cynthia Boeke Via Satellite Bethesda, MD

Gerald Farrell Hughes Communications Los Angeles, CA

> Mary Frost Price Waterhouse New York, NY

Peter Marshall Keystone Communications Washington, DC

Uplink '96 Delegate Binders complimentary to all Uplink '96 attendees sponsored by



FIFTH DIMENSION



4:45 - 5:30 pm Room N243 • LVCC

Uplink '96: Opening Reception

Sponsored by





3:30 - 5 pm Room 105 • Sands

Industry Update: PC-Based Open Architecure

The move from black boxes to PC-based open systems began with non-linear editing systems in the 1980's. Enabling technologies are now in place to allow PCs to become ubiquitous in all segments of the broadcast and multimedia marketplace. This session explores the benefits inherent in PC-based systems, recent advances in hardware and software technology and OpenDML extensions.

> A**lain Legualt** Matrox Dorval, Quebec, Canada

Panelists:

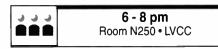
Moderator:

Steve Raney Pinnacle Sunnyvale, CA

> Bruce Rady D-Vision Chicago, IL

Randy Ubillos Macromedia San Francisco, CA

> Steve Banfield Microsoft Foster City, CA



Post Production Reception

Sponsored by



The Eizo Shimbun

and International Teleproduction Society Japan Electronics Show Association Japan Post Production Association The National Association of Commercial Broadcasters in Japan Nippon Computer Graphics Association



New Resources for 1996!

- Broadcast Law & Regulation: A Review of '95, A Preview of '96
- Contests, Lotteries and Casino Gambling: What You Don't Know May Get You In Trouble
- 50th Anniversary Collection Of Past Broadcast Engineering Conference Proceedings On CD-ROM
- Broadcast Engineering Conference Proceedings Commemorative Issue — 1996
- NAB Proceedings: 50th Annual Broadcast Engineering Conference
- Wireless Communications: Critical New Links On The Info-Highway
- Political Broadcast Catechism
 14th Edition
- The Datacasting Business: Future Applications
- Multimedia World Journal 1996
- International DTH/DBS: Global Business Developments

America's #1 Source For Broadcast Related Publications!

Radio

- ◆ Radio Stations Salaries: 1995
- Radio Data Broadcasting Technologies: Revenue Streams For The Future
- ◆ The New Rules Of The Ratings Game
- Trends In Radio Station Sales: 1993 - 1995

Television

- The Television Industry: 1996 Market-by-Market Review
- A Financial Profile Of Television Stations By Network Affiliation
- Television Data Broadcasting Survey Report and Resource Guide

Two Convenient Locations

- #1 Las Vegas Convention Center Grand Lobby
- #2 Sands Convention Center Upper Lobby

Open Daily Throughout the Convention

April 13 - 17 — 8:00 am - 6:00 pm April 18 — 8:00 am - 4:00 pm

Visa, MasterCard and American Express Accepted.



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54/Wednesday

Recording Prohibited!

Audio and video recording of the convention without NAB permission is prohibited. Exhibitors can apply for permits to videotape at either NAB Show Office (Control Tower, Level 2, LVCC or at front of the exhibit hall, Sands). Journalists should apply in either Newsroom (N117, LVCC or 302, Sands). Other convention attendees may apply at the NAB Information Centers in the LVCC and Sands lobbies.Audio tapes of sessions are available at the NAB Cassette Sales booth (NAB Pavilion, LVCC Grand Lobby or Sands Lower Lobby). Your convention attendance authorizes NAB, its contractors, licensees and assignees to make recordings and reproduce, distribute for sale or otherwise, make derivative works, transmit, display and publicly perform recordings, transcriptions and derivative works in any medium containing your image and/or statements made at the convention. No one under 16 years old is permitted on the exhibit floor.

NAB '96 Conferences

Full convention registrants may attend any sessions. The icons below indicate session type. Sessions take place in the Las Vegas Convention Center (LVCC), Sands Expo and Convention Center (Sands) and Las Vegas Hilton (LVH), unless otherwise noted.

ê	Radio Management & RAB • LVCC •
Ď	Television Management & TVB • LVCC & LVH •
Å	Broadcast Engineering • LVCC •
	Broadcasters Law & Regulation • LVCC •
	NAB/ITS Advanced Teleproduction • LVCC •
3	NAB MultiMedia World • Sands •
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♪ \$	Sands BCFM Financial Workshops
) \$	Sands BCFM Financial Workshops • LVCC • Data Networking & Telecom.



Communications Equity Associates presents...

The CEA Financial Breakfast

Wednesday, April 17, 1996 7:45 am to 9:00 am Las Vegas Convention Center Room N250

Communications Equity Associates invites you to attend the CEA Financial Breakfast. This year's topic will be:

The Consolidation of Broadcasting

Large vs. Small

Is the de-regulation of ownership rules a threat or an opportunity?

Don't miss the opportunity to hear a panel of industry experts answer this controversial question and many more.

Communications Equity Associates provides investment banking, brokerage and financial services to the media industry.





8 - 8:45 am Room N232 • LVCC

Uplink '96: Breakfast



9 am - Noon Room N231/233 • LVCC

Uplink '96: Technological Changes Driving the International Marketplace

Digital communications and compression techniques are being widely utilized on a global basis and are leading to new market opportunities around the world. What are the key technologies, services and markets in the international satellite, video and multimedia arena?

Moderator:

Claude Burgio INTELSAT Vashington, DC

Panelists:

Washington, DC Romain Bausch

SES-Astra Luxembourg

François Gariépy Teleglobe Media Enterprises Montreal, Canada

> Peter Henderson Newsforce Surrey, England

Susan Irwin Irwin Communications Washington, DC

> Willi Landau Deutsche Telekom Bonn, Germany



9 am - Noon Room 201 • Sands

Evolving Telecommunications Technologies

Presented by Lucent Technologies

Learn about the evolving technologies of ATM, frame relay, cellular, PSC and ISDN. Gain an understanding of the basic concepts of these evolving technologies, their building blocks, and the possible evolution of the networks at customer premises or in public/private environments. This session identifies the need for ATM technology, networks, services and applications as they support the forces driving the market.

Presenters:

Dr. Monima Briggs Behrooz Zarrabi Lucent Technologies Middletown, NJ



9 am - Noon Room N109 • LVCC

Technical Regulatory Issues

Session Chairperson: Dane Ericksen, P.E. Hammett & Edison San Francisco, CA

9:00 am Disaster Planning/Recovery Richard Rudman

KFWB/KTWV, Group W Radio, Inc. Los Angeles, CA

9:45 am FCC Tower Registration — What You Need To Know

Robert D. Greenberg FCC Washington, DC

10:15 am The Impact of Environmental, Health and Safety Laws and Regulations on the Broadcasting Industry

Linda D. Kelley Westinghouse Electric Corporation Pittsburgh, PA

10:45 am Panel on Unattended Station Operations Panelists: Ken Brown Capital Cities/ABC Inc. New York, NY

> Robert Greenberg FCC Washington, DC

Christopher Imley Booth, Freret & Imlay Washington, DC

> Frank Lucia FCC Washington, DC

9 am - Noon Room N113 • LVCC

High Quality RF for Television

Session Chairperson:

Louis Libin NBC, Inc. New York, NY

9:00 am **The Klystrode IOT — A Technical Evolution Andy Haase** Eimac Division of Communication & Power Industries San Carlos, CA

9:30 am Capability of Obtaining 6" Performance Using a 5" Helically Corrugated Coaxial Cable with a High Temperature Dielectric Ron Tellas Andrew Corporation Orland Park, IL

10:00 am 60 kW Diacrode UHF TV Transmitter Design, Performance and Field Report Timothy P. Hulick, Ph.D.

Acrodyne Industries, Inc. Blue Bell, PA

10:30 am Multimode Filters for ATV, DAB, and Common Amplification TV Systems

> Derek J. Small Passive Power Products Gray, ME

11:00 am Standard Reference Curves for ATV Transmitter Mask

Paul D. Smith Micro Communications, Inc. Manchester, NH

11:30 am An Inductive Output Tube and Circuit Optimized for Digital ATV Dr. Roy Heppinstall

> EEV Inc. Chelmsford, Essex, England

You have locations to pick up your official NAB '96 CD ROM

In the lobby of the Las Vegas Convention Center
In the lower lobby of the Sands Expo Center

what's happening at

Wednesday/55



demonstrations for wednesday, april 17

9:30 - 10:00 am *VDONET:* Video and the Internet

10:15 - 10:45 am *Verity:* Agents and the Internet

11:00 - 11:30 am *Silicon Graphics:* Web Authoring and Serving

11:45 - 12:15 pm *Sprint Drums:* A Virtual Production Studio

12:30 - 1:00 pm *Jim Bannister, Warner Brothers:* Future of Multimedia and the Net

1:15 - 1:45 pm *Silicon Graphics:* Web Authoring and Serving

2:00 - 2:30 pm *Verity:* Agents and the Internet

2:45 - 3:15 pm *Excalibur:* Multimedia Asset Management

3:30 - 4:00 pm *Silicon Graphics:* Web Authoring and Serving

4:15 - 4:45 pm *Susan Estrada, Internet Society:* The ISOC: Goals and Programs

5:00 - 5:30 pm *c/net:* the computer network

> internet@nab.96 is located in the Sands Expo Center.

56/Wednesday

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9 - 11 am Room N246 • LVCC

The Futures Summit How Will Technology Play Out? A Wall Street Look at the Technological Revolution

Always an eye on the future, media visionaries from broadcasting, cable, computer and telco organizations take stock of today's media environment and the outlook for growth for the telecommunications industry. Will the telecom legislation drastically change our playing field? Should over-the-air broadcasters expect greater growth or tougher competition caused by more ventures and new products. Invest the time to attend this session. It could help you shape your long-range plans.

Moderator:

Steve Rattner Lazard Freres & Company New York, New York

Panelists:

Edward Horowitz Viacom Inc. New York, NY

Edward Grebow TELE-TV Systems New York, NY

William Schleyer Continental Cablevision Boston, MA.



9 - 10:15 am Room N234/236 • LVCC

DAB: A Turn Away from Localism?

Is satellite digital audio broadcasting on the way ... or isn't it? Will DAB be the last straw for radio localism? What restrictions might be applied to these satellite-delivered operations? A group of experts and industry leaders offers perspectives and expectations for the future.

Moderator:

Valerie Schulte NAB

Panelists:

Scott Blake Harris FCC Washington, DC

Washington, DC

Saul Levine Mt. Wilson FM Broadcasters, Inc. Los Angeles, CA

> Lon C. Levin American Mobile Radio Corp. Reston, VA

Randy Odeneal Sconnix Broadcasting Group Vienna, VA

Cary Simpson Allegheny Mountain Network Tyron, PA



9 - 10:15 am Room N238/240 • LVCC

Political Broadcasting — A Television Update

As the 1996 campaign heats up, complying with the political broadcasting rules will require stations to figure out, once again, what the FCC requires. At the same time, broadcasters and the FCC are trying to establish the rules for candidate suites against stations and Congress is once again considering compaign finance reform.

What's reasonable about "reasonable access?" How low must the "lowest unit charge" be? And what are the basics of the political file rules? These questions and others are answered by a panel of political broadcasting experts.

Moderator:

Jack Goodman NAB Washington, DC

Panelists:

Robert Baker FCC Washington, DC

Craig Blakeley Powell Goldstein Frazier & Murphy Washington, DC

> Art Goodkind Koteen & Naftalin Washington, DC

Lewis J. Paper Dickstein, Shapiro & Morin Washington, DC

> Molly Pauker Fox Television Washington, DC



NAB Congratulates AIR/IAB On Its

9 am - Noon Room N111 • LVCC

EBU: Digital Video Broadcasting in Europe

This session is organized by the European Broadcasting Union. Session Chairperson: George Wa

George Waters

Geneva, Switzerland

9:00 am

Open, Interoperable & Market Driven — The DVB Challenge

David Wood European Broadcasting Union Geneva, Switzerland

9:30 am

Digital Terrestrial Television in Europe — the DVB-T Specification

Dr. Ulrich Reimers Technische Universitat Braunschweig Braunschweig, Germany

10:00 am

DVB Receivers — Hopes & Realities Dr. Helmut Stein Nokia Consumer Electronics Dusseldorf, Germany

10:30 am

The DVB Approach to Conditional Access Dr. David Cutts France Telecom/DVB London, United Kingdom

11:00 am

European Path to Digital Television: The Multimedia Dimension

Sven Olof Ekholm Sveriges Television AB Stockholm, Sweden

9:30 - 10:45 am Room N235/237 • LVCC

Negotiating To Win Now



You as a manager are negotiating every day of your professional life. It may be with a client, a buyer, an employee, on a civic project or with a life companion. Negotiating is a learned skill and those who have learned the skills of negotiating know how to make things happen their way and how to get what they want. RAB Training Vice President Roger Dodson presents the rules, the skills and the little-known tricks that turn negotiators into winners.

Presenter:

Roger Dodson RAB Dallas, TX



Applying 4x4 Management Instead Of 2x4



Radio is in the middle of one of the most intensely competitive times in selling history. Your customers want innovation. They want custom-made solutions. They no longer want a sales person - they want a marketing partner. Are your salespeople equipped to meet their needs? Do you have a management "system" to train salespeople in the skills they need to meet this new challenge? Or are you still using the "big stick" system? Twenty-year "on-thestreet" radio sales veteran, sales trainer and professional speaker, Chuck Mefford, details his revolutionary 4x4 Management Plan and teaches you to manage with the super-success the 4x4 Management system demands.

Presenter:

Chuck Mefford Mid West Family Broadcasting Petosky, MI



10:30 am - Noon Room 101 • Sands

What Will the Consumer Buy From Interactive TV?

With many broadband services trials now concluded, this session reviews the lessons learned by key providers regarding the actual types of services for which consumers are willing to spend dollars. A discussion of the effectiveness of direct product selling through interactive television is included.

Moderator:

Peter Waldheim Interactive Television Association Washington, DC

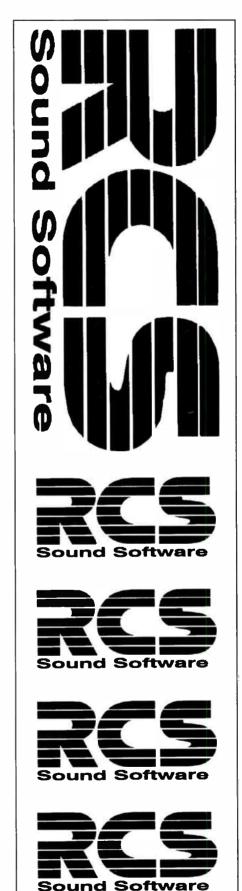
Panelists:

Frank Dudley The Image Group New York, NY

Daniel Haggerty EN Technology Corporation Milford, NH

> Bill Samuels ACTV New York, NY

Wednesday/57



58/Wednesday

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Moderator:

Panelists:

10:30 am - 1 pm Room N238/240 • LVCC

Broadcasters in Cyberspace — Untangling the WEB

This timely and informative session includes a panel of on-line demonstrations by radio and television station personnel showing how and why their stations are using cyberspace to connect with their audience. The second panel consists of legal experts who will teach you the rules of the road. Peggy Miles will provide an overview of where broadcasters are and where they are heading in this dynamic area.

PART I (10:30 am - 12:10 pm)

Introduction:	Peggy Miles
	Intervox
	Fairfax, VA

Ben lvins NAB Washington, DC

Sandy Yost WRC-TV Washington, DC

> Tom Draper WBOC-TV Salisbury, MD

Bernard Gershon ABC News Radio New York, NY

Dean Sakai KMPS/KYCW/KZOK Seattle, WA

PART II (12:15 - 1:00 pm)

Moderator:

Panelists:

Ben lvins NAB Washington, DC

John Stewart Crowell & Moring Washington, DC

Jim Dunstan Haley, Bader & Potts Arlington, VA

Neal Friedman Pepper & Corrazini Washington, DC

Bruce Rich Weil, Gotshall & Manges New York, NY



10:30 am - Noon Room 105 • Sands

Developing Multimedia Content for Data Broadcasting

New technologies are evolving that allow TV stations to integrate multimedia data along with regular programming. Such data may relate directly in real-time to the television program being aired. This session focuses in on the creative process of developing multimedia content for data broadcasting technologies.

Moderator:

Ken Bronfin NBC

Panelists:

New York, NY John Abel

Datacast Partners

Reston, VA **Elizabeth Wiewall** Microsoft Corp.

Redmond, WA **Geoffrey Miller**

WGBH Boston, MA

Elliott Balaban NBC Interactive Multimedia New York, NY



10:30 am - Noon Room 103 • Sands

Case Study: Trials & Tribulations of a Corporate In-house Multimedia **Development Center**

In early 1995, Aetna Retirement Services embarked on a project to create an in-house multimedia center. Hear the key decisions Aetna made along the way, rationale for those decisions, lessons learned, and plans for moving forward.

- Business drivers
- The early days how we got started
- Selling multimedia within a corporation
- The mid-life crisis managing growth
- Culture clash
- The future to infinity and beyond?

Moderator:

Presenter:

Paul Theriault

Aetna Life Insurance & Annuity Company Hartford, CT

Nick Casciano

Aetna Life Insurance & Annuity Company Hartford, CT



10:30 - 11:45 am Room N234/236 • LVCC

International Investing **Opportunities in European and** U.S. Media

Broadcasting professionals and their legal and financial advisors from both sides of the Atlantic review the market for international investment in broadcasting and new media in Europe and the U.S. Join the experts as they help you plan for the future by looking at the investment climate for media assets, the impact of digital technology and its effect on existing broadcasters, and the relative prospects of the terrestrial, cable, satellite and on-line sectors.

Moderators:

Daniel Sandelson Clifford Chance London, England

Steve Bookshester NAB Washington, DC

Panelists:

Peter Ekelund Nethold BV Hoofddorp, The Netherlands

Gene Jankowski Veronis, Suhler & Associates New York, NY

Neill Junor NatWest Markets London, England

Marco Sodi Veronis, Suhler & Associates New York, NY

11 am - 12:15 pm Room N239/241• LVCC

Mining The Gold In Event Marketing



The magic in event marketing appears because it is concept selling. Done correctly, no one can beat you down on CPP. Ratings don't even have to be mentioned for the client to get very excited about your station and your concept. RAB Training Vice President Roann Hale provides the background your people must know and the basic rules and concept creating procedures that will get you the big, big orders from the top of the card.

Presenter:

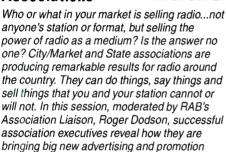
Roann Hale RAB Dallas, TX

Wednesday/59

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11 am - 12:15 pm Room N235/237 • LVCC

Marketing Radio With State/Market/City Associations



Presenter:

Roger Dodson RAB Dallas, TX

1 - 2:15 pm Room N239/241 • LVCC

Computers, RadioLink. The Internet And You

dollars to radio's doorstep.

What's new in computers for radio managers and salespeople? What's the latest software? What's the story with this hot new RadioLink marketing information service I've been hearing about? What does it cost? What do I get? Want to hear some real-life bottom line experiences about radio stations and the Internet? RAB's Executive Vice President for Services, Mike Mahone, and Executive Vice President for Training, George Hyde, have the answers in this exciting session dedicated to your future and your bottom line.

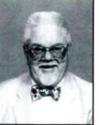
Presenters:

Mike Mahone and George Hyde RAB Dallas, TX



12:30 - 2 pm Barron Room • LVH

Broadcast Engineering Luncheon and Presentation of the Engineering **Achievement Awards**



Oaden Prestholdt AD Ring & Associates (Retired) Nakomis, FL

Radio Recipient:



Television Recipient:

Charles Rhodes Advanced Television Test Center Alexandria, VA

Service To Broadcast Engineering:

Gerald Robinson Hearst Broadcasting (Retired) Milwaukee, WI

Keynote Speaker:

"Technology Creates Opportunities, **Creativity Exploits** Them"

Bruce Crockett President & CEO **COMSAT** Corporation Bethesda, MD

World Radio History



1 - 2:15 pm Room N235/237 • LVCC

Everything You Ever Wanted To Know About Managing People

What's the biggest problem you have as a manager? People! Veteran management and sales trainer, Dave Gifford, looks those problems and those people in the eye and provides solutions that will make your sales department the silk-smooth machine you want it to be.

Presenter:

Dave Gifford Gifford International Santa Fe. NM



1 - 2:30 pm Room 101 • Sands

The Good News from the **Broadband Services Trials**

While some mainstream press has focused on the down side of broadband services trials that have been curtailed or cut off altogether, this session focuses on the positive lessons that are providing a more serious business foundation to future broadband services deployment.

Moderator:

Peter Lambert On Demand Magazine Denver, CO

Panelists¹

Frank Pareira **Bell Atlantic Video Services** Reston, VA

Steve Craddock Comcast Cable Communications Corp. Philadelphia, PA

Bob Schena Digital Broadband Applications Corp. West Conshohocken, PA

> **David Fellows** Continental Cablevision Corp. Boston, MA

60/Wednesday



1 - 2:30 pm Room 103 • Sands

Advertising & Marketing with Interactive Media

A showcase of effective case study examples of the use of interactive multimedia, including CD-ROM and the Internet, for advertising and marketing applications.

Moderator:

Craig Mengel Multimedia Works Group Westport, CT

Panelists:

Jeffrey S. Coomes **Chemical Financial Services Corporation** Cleveland, OH

> **Chris Moon** Techno-Marketing Edna, MŇ

Richard Nailling iXL Atlanta, GA

Alexander D. Richardson Lexitech

Branford, CT



1 - 2:30 pm Room 105 • Sands

The Future of On-line Content: **Consumer Services and the** Internet

Views from leading on-line and Internet service and content providers on how their systems are evolving to meet users needs, so that those with a stake in this rapidly growing interactive market sector can plan accordingly.

Moderator:

Panelists:

J. Walter Thompson

Glen Cady Netcom, Inc. San Jose, CA

Roland Sharette

Detroit, MI

Tom Miller Find/SVP Ithaca, NY

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Mark Walsh America OnLine Inc. Vienna, VA



SiliconGraphics Computer Systems



1:30 - 3:30 pm Room N246 • LVCC

Retransmission Consent/Must Carry Regulatory Update

(Joint TV Management Conference/ Broadcasters Law and Regulation Conference) The dust has now cleared from implementation of the Cable Act - the FCC rule makings and initial negotiation among stations and cable operators. But, with the second must carry/retransmission consent election approaching, where do broadcasters go from here? What kind of election choices should broadcasters be considering as the next set of carriage negotiations approaches? A complete review of successful negotiating strategies, relevant antitrust considerations plus an up-to-the-minute status check on FCC rules and must carry court developments.

Moderator:

Panelists:

Chuck Sherman NAB Washington, DC

Jeff Baumann NAB Washington, DC

Ben lvins NAB Washington, DC

Jack Goodman NAB Washington, DC

Edward P. Henneberry Howrey & Simon Washington, DC

> **Greg Schmidt** LIN Broadcasting Washington, DC

Ken Lowe Garden Television Network Knoxville, TN



2 - 5 pm Room N109 • LVCC

Improving and Controlling Signal Quality

Session Chairperson:

Dane Ericksen, P.E. Hammett & Edison San Francisco, CA

2:00 pm Panel on RFR Exposure Panelists:

Robert Cleveland FCC Washington, DC

Jules Cohen Denny & Associates, PC Washington, DC

William Hammett Hammett & Edison, Inc. San Francisco, CA

Richard Tell Richard Tell & Associates Las Vegas, NV

3:00 pm **Digital Networking Techniques Applied To** Single and Multiple Site Remote Transmitter Operation

John E. Leonard, Jr. Gentner Communications Corporation Salt Lake City, UT

3:30 pm The MegaWave/NAB Joint TV Set-Top Antenna Development

Glenda O. Benham MegaWave Corporation Boylston, MA

4:00 pm A DSP-Based BTSC Stereo Decoder

Mark T. Grant Belar Electronics Laboratory, Inc. Devon, PA



= what's New! what's Cool!

Hit the Net big time! See the most innovative internet-related products and services. Stop by the NAB'96 Internet Pavilion located in the Sands Expo Center.



2 - 5 pm Room N113 • LVCC

Mobile Television: ENG, DSNG, Remote Vehicle

Session Chairperson:

Jerry Butler WETA-TV Arlington, VA

2:00 pm

Sound Production of Simultaneous Musical Performance in Five Countries of the World, by Using the Interactive Satellite Link Kazuyuki Jimma

> NHK Tokyo, Japan

2:30 pm

Digital Television Satellite Transmission Stanley Soonachan CBS New York, NY

3:00 pm Disk-Based Video Field Acquisition

Jim McKain Avid Technology, Inc Tewksbury, MA

3:30 pm

Issues and Engineering for Fractional Transponders Employing Multiple Digital Signals

Kenneth J. Burns AT&T Bell Laboratories Holmdel, NJ

4:00 pm Live Computer Graphics

Tim Heidmann Shoreline Studios Los Altos, CA

4:30 pm

Long Way to Chomolungma (Mt. Everest) — Difficulties of Production in HDTV

Fumihiko Saito NHK Tokyo, Japan



2 - 5 pm Room 201 • Sands

Internetworking: Routers & Gateways

Presented by Lucent Technologies

Explore the concept of interconnection of heterogeneous networks and examine the issues that arise when it becomes necessary to interconnect two or more networks together to form an internet. Understand existing networks and examine the LAN-LAN, LAN-WAN, and LAN-WAN-LAN interconnection. Gain insight into the OSI and internetworking: and the functions of bridges, routers, gateways and protocol converters.

Presenters:

Dr. Monima Briggs Behrooz Zarrabi AT&T/Lucent Technologies Middletown, NJ



2 - 5 pm Room N111 • LVCC

Magic & Imagination — How'd They Do That? Effects in TV Logos, IDs, and Openings

The International Teleproduction Society and the International Monitor Awards proudly present a selection of 1995 Monitor Award winners. This showcase features a panel of experts who describe the innovative tools and techniques of modern postproduction. This outstanding collection of original work illustrates the best in cutting edge postproduction editorial, audio, special effects, and graphics production from around the world. This sessions focuses on TV effects in TV logos, IDs, and openings.

Panelists TBD

Wednesday/61



2 - 5 pm Room N231/233 • LVCC

Uplink '96 Satisfying Global Customers

Global broadcasters must master complex and diverse challenges in the international communications community. Global service providers must navigate a maze of technological, competitive and regulatory issues to be successful. Learn from the experts what the key factors are in opening up a domestic network to a global audience.

Moderator:

Richard Tauber CNN Atlanta, GA

Panelists:

George Amoah BET International Washington, DC

Emmanuel Hebrard France Telecom Paris, France

Charley Humbard Discovery Communications Bethesda, MD

> Eitaro Mohri NHK Tokyo, Japan

Tony Rybacki BT Broadcast Service London, England

> Robert Twining COMSAT Bethesda, MD

3:15 - 3:45 pm Room N232

Coffee Break

Sponsored by Intelsat, Deutsche Telekom, KDD, Teleglobe, Telenor, Telekom SA

62/Wednesday

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2 - 3:15 pm Room N238/240 • LVCC

AM/FM Station Upgrades

Whether it's a power increase, a move in the station site or main studio or a change in your community of license, get the latest on your options and opportunities. Also, an update on the FCC's implementation of the expanded AM band, and a status report on the Commission's ever-changing rules and policies for improving your competitive position. Get what you need to know from an array of legal, engineering and government regulatory experts.

Moderator:

Barry Umansky NAB Washington, DC

Panelists:

Robert Greenberg FCC Washington, DC

Susan Crawford **Denny and Associates** Washington, DC

Ashton Hardy Hardy & Carey, L.L.P. New Orleans, LA

David G. O'Neil Rini, Coran & Lancellotta Washington, DC

> Linda J. Eckard Roberts & Eckard Washington, DC



2:30 - 3:45 pm Room N239/241 • LVCC

1990's Selling: Radio The New Super Sophisticated Selling

As today's buyers become more sophisticated, subtle selling techniques are the ones that get the business. Broadcast sales consultant, Pam Lontos, reveals the secrets of strong, but subtle selling for the second half of the '90s. By making clients think that buying your station is their idea, you ensure long-term contracts, re-buys and referrals.

Presenter:

Pam Lontos Lontos Sales & Motivation, Inc. Orlando, FL

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2 - 3:30 pm Room N234/236 • LVCC

Special Events Management Primer — Planning Success and **Avoiding Suits**

Planning and implementing promotional "events" is becoming a larger portion of a station's operation each year. But, each year the perils seem to increase for doing these events "wrong." Learn the steps you should take to limit your risk and liability while planning a great station exclusive, and safely put your events on the Web.

Moderator:

Panelists:

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Steve Bookshester NAB

Washington, DC Patrick Hoffman

SLE Worldwide/K&K Insurance Ft. Wayne, IN

> Kenneth M. Kaufman Roberts & Eckard Washington, DC

Mark J. Prak Brooks, Pierce, McLendon, Humphrey & Leonard Raleigh, NC

> Karen Tobin KIIS FM/AM Los Angeles, CA

2:30 - 3:45 pm Room N235/237 • LVCC

Media Targeting 2000: **Radio's Great New Sales Tool**



We knew we were good...but did we think we were this good? An amazing new landmark national study about consumers and their use of media produced by Arbitron and RAB provides hard-sell marketing statistics that will dazzle your toughest clients. In this session, RAB's George Hyde and his training staff provide details on this exciting information with consumer profiles on 116 different products and services. You'll learn what consumers really think about and how they use radio, television, newspapers and magazines. You and your sales staffs should be out on the street with Media Targeting 2000 tomorrow.

Presenters: **George Hyde** and the RAB Training Department RAB Dallas, TX



3:30 - 5 pm Room 101 • Sands

Roundtable Discussion: Will Success Destroy the Internet?

Many feel that the Internet may eventually crumble under its own weight and/or have to be rebuilt from the inside out in order to meet the needs of its user base which is expanding at breakneck speed. This roundtable presents varying opinions on the near-term future of the Internet, as well as what may need to be done to avoid potential catastrophe.

Moderator: Alan Weis Advanced Network and Services Armonk, NY

Panelists:

Jordan Becker ANS CO+RE Elmsford, NY

Steve Wolff Cisco Systems Reston, VA

Paul Mockapetris @HOME Mt. View, CA

3:30 - 5 pm Room 103 • Sands

Enabling Interactive TV With Current & Future Set-Top Devices

Set-top devices can be manufactured to perform myriad of signal decoding and interactive/ interface functions, all at varying costs and dependent on head-end system capabilities. The session will explore how the choices being made by system operators today are affected not only by set-top device capabilities, but also by related infrastrucure as well as marketing issues. It will include explanations of current set-top capabilities and emerging interactive TV standards.

Moderator:

Philip Dodds IMA Annapolis, MD

Panelists:

Matthew Trifiro Wink Communications Almeda, CA

Charles Bramhall Compression Labs, Inc. Duluth, GA

Arthur Orduna Microware Systems Corporation Des Moines, IA

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4 - 5:15 pm Room N238/240 • LVCC

TV Music Licensing

Do you want an update on the BMI negotiations? Want to know what's happening with the suddenly aggressive SESAC? Do you know how to plan for future music license fee savings by choosing a Per Program License? Do you have questions you want to ask of the people closest to the action? If your answer to any of the above questions is "yes," you must attend this fast-paced and highly informative panel.

Moderator:

Panelists:

Ben Ivins NAB Washington, DC

Bob Apfel WPVI-TV

Philadelphia, PA Dan Ehrman

Gannett Broadcasting Arlington, VA

Bruce Rich Weil, Gotshal & Manges New York, NY

Jack Zwaska TV Music Licensing Committee New York, NY

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Room N243 in the LVCC

The place for...a private meeting room...a refreshing beverage...a place to escape

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Plus...The Lounge will be staffed by **France Telecom** representatives who will be able to discuss the latest in global video and audio transmission solutions.



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4 - 5:15 pm Room N234/236 • LVCC

Subcarriers — Leases, Money and Opportunities

With broadcasters always looking at new ways to meet the bottom line, here's a quick scan at the instant revenues that stations can obtain through leasing a non-broadcast portion of their channels. What are the kinds of services that can be offered? And which are the companies selling the equipment and running the businesses that can make valuable use of your subcarriers? From paging to datacasting to emergency alerts, we'll give you all you and your business plan need to know.

Moderator:

Terry Etter NAB Washington, DC

Panelists:

John D. Casey Denon Electronics Parsippany, NJ

Adrian Cronauer Malory & Burch Washington, DC

Rick Rhodes Irwin, Campbell & Tannenwald Washington, DC

> Gregg Skall Pepper & Corazzini Washington, DC

6 - 8 pm Ballroom C • LVH

Amateur Radio Operators Reception

Bring your business card and QSL Talk-In on 146.52 MHz.

Sponsored by





Wednesday/63



1996 NAB MANAGEMENT DEVELOPMENT SEMINAR FOR TELEVISION EXECUTIVES

June 22 - 28, 1996 Northwestern University Evanston, IL

Conducted by the J.L. Kellogg Graduate School of Management and the Medill School of Journalism.

For more information, stop by the NAB Television office in the Las Vegas Hilton, or call (202) 429-5347



64/Thursday

Recording Prohibited!

Audio and video recording of the convention without NAB permission is prohibited. Exhibitors can apply for permits to videotape at either NAB Show Office (Control Tower, Level 2, LVCC or at front of the exhibit hall, Sands). Journalists should apply in either Newsroom (N117, LVCC or 302, Sands). Other convention attendees may apply at the NAB Information Centers in the LVCC and Sands lobbies.Audio tapes of sessions are available at the NAB Cassette Sales booth (NAB Pavilion, LVCC Grand Lobby or Sands Lower Lobby). Your convention attendance authorizes NAB, its contractors, licensees and assignees to make recordings and reproduce, distribute for sale or otherwise, make derivative works, transmit, display and publicly perform recordings, transcriptions and derivative works in any medium containing your image and/or statements made at the convention. No one under 16 years old is permitted on the exhibit floor.

NAB '96 Conferences

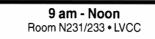
Full convention registrants may attend any sessions. The icons below indicate session type. Sessions take place in the Las Vegas Convention Center (LVCC), Sands Expo and Convention Center (Sands) and Las Vegas Hilton (LVH), unless otherwise noted.

	Radio Management & RAB • LVCC •
Ď	Television Management & TVB • LVCC & LVH •
Å	Broadcast Engineering • LVCC •
	Broadcasters Law & Regulation • LVCC •
	NAB/ITS Advanced Teleproduction • LVCC •
	NAB MultiMedia World
_	• Sands •
\$	• Sands • BCFM Financial Workshops • LVCC •
\$	BCFM Financial Workshops
\$ •	BCFM Financial Workshops • LVCC • Data Networking & Telecom.



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Uplink '96: The Emerging Worldwide Direct-To-Home TV Market (DTH)

With technology driving change and opening new doors, regional markets are offering programmers, service providers and system operators new opportunities. Here's your chance to learn about the regional similarities and differences of this rapidly growing service.

Moderator:

James Gifford Satellite Communications Washington, DC

Panelists:

Mickey Alpert Alpert & Associates

Washington, DC

Giuliano Berretta EUTELSET Paris, France

> Charlie Ergen EchoStar

Englewood, CO

Herbert Fiuza NET Brasil - TV Globo Rio de Janeiro, Brazil

David Gilmore Telenor Satellite Service A/S Oslo, Norway

> Scott Blake Harris FCC Washington, DC

Timothy Wight Orbit Communications Co. Rome, Italy

10:15 - 10:45 am Room N232

Coffee Break

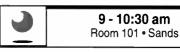
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9 am - 4 pm Room N238/240 • LVCC

Radio License Renewal Seminar

Radio Broadcasters! If it's time to renew your station's license, you won't want to miss this Radio License Renewal Seminar. Learn about new and challenging regulations and have all your other license renewal questions answered. Registration for this seminar is separate from NAB '96. To register, stop by the NAB Radio office, Room N221.



Internet Commerce: Security Issues and the Public Trust

While the Internet has exploded in use over the last couple of years, the actual volume of commerce that is transacted over the Internet is still quite small. This session examines transaction security issues and how they can be overcome through emerging technology solutions, and it also explores trends in consumer trust of electronic transactions and what is being done to overcome fears that may not be as bad as they are perceived.

Moderator: Jamie Dinkelacker Netscape Communications Corporation Mountain View, CA

Panelists:

Chip Morningstart Electric Communities Cupertino, CA

Robert Berger Internex Information Services Santa Clara, CA

> John Bobel Independent TV

NAB European Broadcast Operations Seminars 17-19, November, 1996 Rome, Italy Call Lucy Smith for more details (33) 1 46 92 12 79

Thursday/65

Bill Ruck

Rob Glaser

Seattle, WA

KNBR-AM/KFOG-FM

Progressive Networks

Diane Williamson

Bunyip Information Systems

Willowdale, Ontario, Canada

San Francisco, CA



9 - 10:40 am Room N113 • LVCC

Implementing Video Datacasting

Session Chairperson:

Andy Butler PBS, Inc. Alexandria, VA

9:00 am The Advantages of Digital Services on Terrestrial Transmitters

Udo Scalla Deutsche Telekom Bonn, Germany

Bernd Furstos Deutsche Telekom Freiburg im Breisgau, Germany

9:20 am Implementation Considerations for Data Broadcasting by NTSC Television Stations Kenneth D. Springer Datacast Partners Reston, VA

9:40 am Closed Captioning with Nonlinear Video Technology

Bruce Anderson IMMAD Broadcast Services Markham, Ontario, Canada

10:00 am Intercast Presentation

John Kirby Intel Corporation Hillsboro, OR

10:20 am A Low-Cost/Flexible De-Interlacing Solution Jordan Du Val

Genesis Microchip Mountain View, CA

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Plus... The Lounge will be staffed by **France Telecom** representatives who will be able to discuss global video and audio

transmission solutions.



Broadcasting on the Internet

The Internet and Radio Broadcasting Steve Church Telos Systems Cleveland, OH

Cybercasting: How to Make Your Web Site a

9 am - Noon

Room N109 • LVCC

Radio On-Line: Internet

Applications

Session Chairman:

9:00 am

9:30 am

Hit?

10:30 am **Radio On the Internet**

Gary L. Hawke The University of Kansas Lawrence, KS

what's happening at



demonstrations for thursday, april 18

9:30 - 10:00 am *Silicon Graphics:* Web Authoring and Serving

10:15 - 10:45 am *Broadcast Design Association:* Content Creation

11:00 - 11:30 am *Silicon Graphics:* Web Authoring and Serving

11:45 - 12:15 pm *Sprint Drums:* A Virtual Production Studio

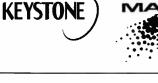
12:30 - 1:00 pm *Peggy Miles, Intervox Communications:* Broadcasters, Advertising and the Internet

1:15 - 1:45 pm *Silicon Graphics:* Web Authoring and Serving

> internet@nab.96 is located in the Sands Expo Center.

Thank you for visiting internet@nab.96.

For more information on the NAB and its upcoming events, visit our internet site at *http://www.nab.org*



XAT

66/Thursday

Pick up information on these NAB member discount programs:

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Stop by the Insurance & Financial Services Booth of the NAB Pavilion located in the Main Lobby of the Las Vegas **Convention** Center





9 - 10:30 am Room 103 • Sands

Case Study Applications of Distanced Multimedia: Education & Collaboration

An in-depth discussion focusing on select applications where interactive multimedia over a network is being utilized to enhance employee education and collaborative work efforts.

Moderator: Patrick Portway U.S. Distance Learning Association Livermore, CA

Panelists:

Shirley Davis



9:30 - 11 am Room N234/236 • LVCC

The Digital Transition — Making It Happen

Digital television is on the not-so-distant horizon --- how will broadcasters prepare for the transition? From capital expenditures and overhead costs to staff training and equipment issues, this session will provide broadcast managers with the bottom line on digital television. You'll walk away with implementation strategies and timelines to help you forecast vour needs and think about the future. With the television industry on the brink of reinventing itself, this is one session you can't afford to miss.

Moderator:

S. Merrill Weiss Consultant in Electronic Media

Technology/Management Edison, NJ Art Allison NAB

Panelists:

Washington, DC Larry Thorpe

Victor Tawil MSTV Washington, DC

Montvale, NJ

Sony. Inc.

Robert Seidel **CBS Engineering** New York, NY

Mark Richer ATSC Washington, DC



10:45 am - Noon Room N113 • LVCC

Television On-Line: Internet Applications

Session Chairperson:

11:10 am

Andy Butler PBS. Inc. Alexandria, VA

James Long Starlight Networks

Mountain View, CA

10:45 am Broadcast and Internet - Leveraging Assets

> H. Chimoto and Sheau Ng Toshiba America Consumer Products, Inc. Princeton, NJ

PBS Alexandria, VA

> Delivery to PCs for Corporate Enterprise Applications

> > 11:35 Professional Audio and Video in an Interactive World

New Developments in Digital Video

Broadcasting - Cost-Effective Satellite

Rob Glaser Progressive Networks Seattle, WA



12:15 - 2 pm Ballroom D&E • LVH

Uplink '96: International Satellite Conference Luncheon

Don't miss this luncheon featuring an exclusive keynote address and the presentation of the AT&T SKYNET Perfect Uplinkers for 1995.

Sponsored by



Luncheon Host:

Joseph Barna Link International Oakton, VA



Keynote Address:

Terry Hart AT&T SKYNET Satellite Engineering Bedminster, NJ

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68/NAB Board of Directors



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William Figenshu Viacom Broadcasting Group



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Jeff Lawenda Westwood One Radio Networks New York, NY



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Michael H. McDougald McDougald Broadcasting Corporation Rome, GA

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John R. Quinn WJDM AM Elizabeth, NJ



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Larry Roberts Sunbrook Communications Spokane, WA



Raymond A. Saadi KHOM FM/KTIB AM Houma, LA



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Carl V. Venters, Jr. WLWZ-AM Wrightsville Beach, NC



KATK AM/FM North Carlsbad, NM

Jeff Lyon

Ray H. Lockhart

KOGA AM/FM &

David T. Luther

WBTM/WAKG

Danville, VA

KMCX-FM

Ogallala, NE

Mark P. Mays Clear Channel Communications San Antonio, TX

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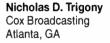
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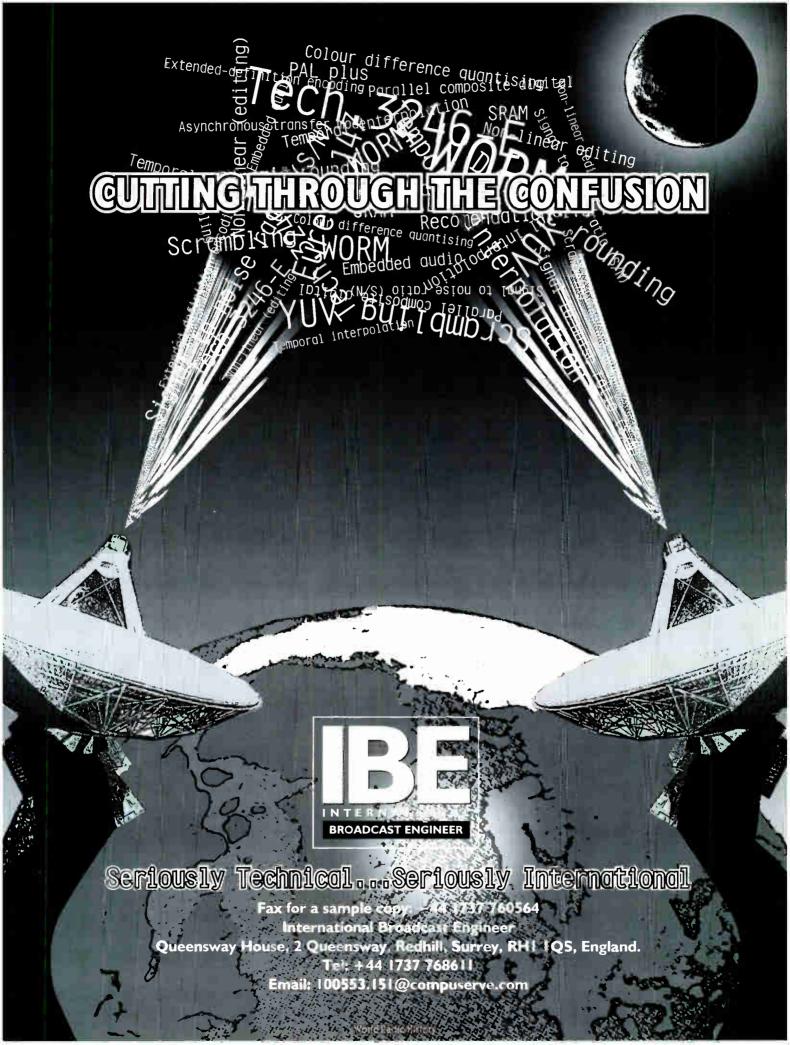
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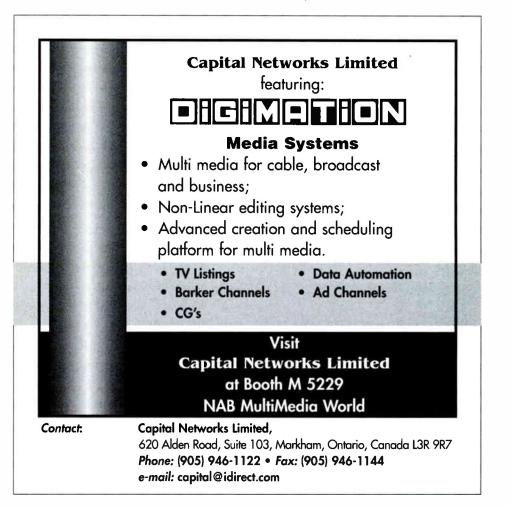
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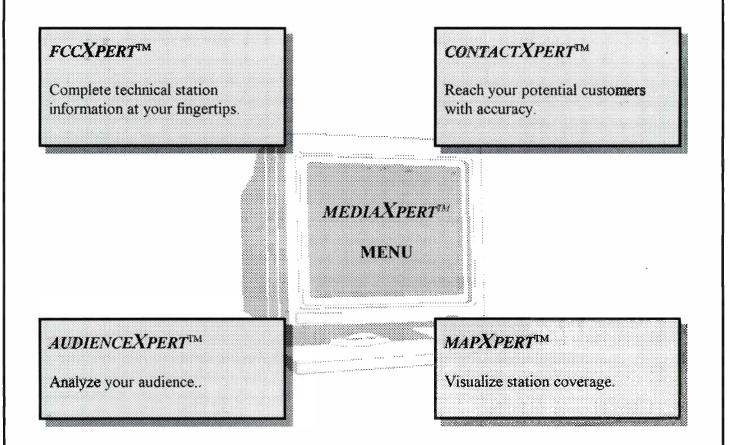
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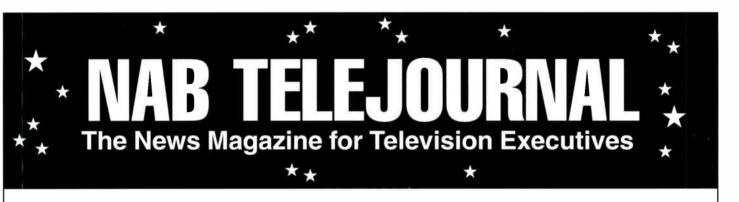
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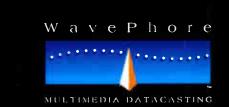
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ABE, over the last 15 years has been producing a comprehensive range of RF Equipment for TV Broadcasting. Careful design and manufacture, combined with rigorous testing, ensure that Abe products are of excellent quality and highly reliable. Thier value for money - unique in this field - shows recent dramatic improvement. Abe's product range includes: microwave links for fixed mobile and ENG applications; from 2 to 14 GHz - television transmitter & translators for VHF and UHF bands using solid-state or thermionic tube technology with output powers to 10 KW and higher -antenna panels & complete arrays, parabolics, multiplexers, and accessories.



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Abekas Video Systems

See Scitex Digital Video

Via Colle San Giovanni SFC.

I-67063 Oricola (AQ) ITALY Phone: 39863995150 FAX: 39863995215 Contact: Valter Pasquini

VHF-UHF Transmitters - up to 60kW p.v.; FM Transmitters - up to 60kW; Coaxial TV Tube Cavities - frequencies from 86 to 108MHz. power from 50W to 60kW PSY; FM Tube Cavities - frequencies from 86 to 108MHz. power up to 60kW PSY; VHF-UHF Notch Filters - power up to 60kW PSY; Hybrid Couplers - 3dB 90 degrees; Directional Couplers; Adaptors and Accessories - for aerial coaxial diplexer-triplexer-power from 100W to 60kW.



N-1

N-2

Mr. Valter Pasquini ABS S.p.A Via Colle San Giovanni Oricola, AQ ITALY 67063 Phone: 39863995150 FAX: 39863995215

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1490 O'Brien Drive Menlo Park, CA 94025 Phone: 415-328-3818 FAX: 415-327-2511 Internet: paulh@accom.com Contact: Paul Hansil

S-4

Accom is a leading-edge, solutions-oriented manufacturer of digital video processing, recording, editing and broadcast production equipment for the worldwide television production, post production, broadcast, and computer video marketplaces. Its products include the ELSET Virtual Set, an integrated software and hardware solution that generates real time, highly realistic 3D backgrounds and foregrounds for television studios; the WSD/XL, a desktop digital disk recorder offering 62 or 32 seconds of uncompressed digital video storage, the Brontostore still store; the Axial line of non-linear, online editing systems, and a range of other disk recorders and signal processing products.

continued

5-5

S-4



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Accu-Weather, Inc.8563

619 West College Avenue
State College, PA 16801
Phone: 814-234-9601 x400
FAX: 814-231-0453
Contact: Andrew Hoover

Acoustical Solutions8349

2720 Enterprise Parkway Suite 101 Richmond, VA 23294 Phone: 800-782-5742 FAX: 804-346-8808 Contact: Michael Binns

Full line of sound and noise control products for broadcast/recording, teleconferencing, distance learning, architectural and industrial applications. Products include AlphaSorb Wall Panels and Hanging Baffles, Alpha Pyramid and Alpha Wedge acoustical foams, Soundtex Wall Covering AlphaTec Ceiling Tiles, Sonex acoustical foams. Audioseal Sound Barrier and Audioseal Industrial Blankets.

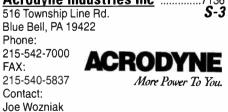


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We are interested in marketing our product in: Worldwide

International Business Information **Direct Sales**

Acoustic Systems	
415 East Saint Elmo Road	S-5
P.O. Box 3610	
Austin, TX 78764	
Phone: 512-444-1961	
FAX: 512-444-2282	
Contact: Steve Dutton	
Acrodyne Industries Inc	7136



Adams-Smith, Inc. 1814

34 Tower Street Hudson, MA 01749 Phone: 508-562-3801 FAX: 508-568-0404 Contact: Walter Hickman

The SuperController™ is a new audio editing/machine control system interfacing audio and video transports, digital workstations, film dubbers, Midi devices, and peripheral studio products. Armed with the SuperController, the operator can cue and synchronize machines and workstations, arm individual tracks, establish offsets, set vari-speed values, make precise edits, and perform all of the functions provided on the individual machine remotes. PC based, the SuperController™ provides eight RS-422 serial ports, two Midi Machine Control ports, two programmable time-code ports including "perfect machine" chase and lock, bi-phase input and output for film devices, vari-speed wordclock In and Out for digital products, and twelve GPI outputs for triggers and status. Some applications for the SuperController™ include general audio editing, syncing of non-time code material or out of sync programs and multi-machine video displays.

Export Information

We are interested in marketing our product in: Southeast Asia

International Business Information Agents/Distributors

Adaptive Optics

Associates Inc.M4476 A United Technologies company MMW 54 Cambridge Park Drive Cambridge, MA 02140 Phone: 617-864-0201 FAX: 617-484-5549 Internet: info@aoainc.com Contact: Anderson Maddocks

Adaptive Optics Associates, Inc., a United Technologies company, makes MultiTrax™ FaceTrax[™] and the Creative Motion Editor[™] real-time motion capture and analysis systems and software for computer animation, game development and special effects. AOA also offers on-location motion capture services, high-speed image acquisition systems, and application specific software. Applications are supported on platforms including Mac's, PC's and SGI's. Contact: J. Anderson Maddocks. Director of Marketing.

Adcom Electronics

Limited	M3913
1 Westside Drive	MMW
Unit 9	
Toronto M9C 1B2 CANADA	
Phone: 416-251-3355	
FAX: 416-621-7230	
Contact: John McDonald	

N-2

ADC

4900 W. 78th St. Minneapolis, MN 55435 Phone: 612-938-8080 FAX: 612-946-3292 URL:http: \\www.adc.com Contact: PAV **Customer Service**



ADC delivers integrated solutions for audio. video and data networks. ADC is committed to delivering customer-driven communications systems for evolving global networks. We accomplish this by leveraging our systems integration expertise in fiber-optic, broadband, video and wireless. Products developed primarily for the broadcast industry include: Time delayed patching, delay compensated video patching systems, digital video jacks, analog and serial digital video panels, video/audio modular patchbays and CAPS Component Analog Patching System. ADC's other audio/video products include a wide variety of patching, jackfields, patchbay and panel products, as well as cleaning kits and designation strips.

Export Information

4900 West 78th St. Minneapolis, MN 55435 Phone: 612-938-8080 FAX: 612-946-3292 Contact: Larry Johnson

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20 Baltusrol Drive Clifton Park, NY 12065 Phone: 518-877-8002 FAX: 518-877-8002 Internet: sales@ascorp.com Contact: Bruce Goldfeder

Adirondack Software Corporation is a developer of powerful, open systems solutions for the broadcast communications industry. Its Multi Event Scheduling System™ package automates many of the time-consuming aspects of scheduling manpower to broadcast and live events, tracking employee time, and administering benefits (ie, vacation, sick days, holidays, etc.), allowing companies to re-engineer their scheduling operations for improved efficiency and productivity. The system offers many time-saving features including templates for creating events schedules and benefits schedules, employee look-up tables, schedule randomizer, conflict

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N-1

N-1

America, Commonwealth of Ind. States, Eastern Europe, Europe, Indian Ocean, Middle East, Mexico, Pacific Ocean, South America Southeast Asia, Western Europe, Worldwide

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Rev Pastor, 36. Pol. Ind. Leganes E-28914 Madrid SPAIN Phone: 341-686-1300 FAX: 341-686-4492 Contact: Peter Howarth

Aerial Films, Inc.

35 Airport Road Morristown, NJ 07960-0000 Phone: 201-984-6680 FAX: 201-984-6899 Contact: Carol Grieco

Via Saviolo, 1/E Le Budrie, Dis. Giovanni Persiceto I-40017 Bologna ITALY Phone: 51-950-249 FAX: 51-950-201 Contact: Luca Bergonzini

Will be displaying radio consoles including the new top of the line EXCALIBUR, the most complete console for broadcasting; VIRTUAL RADIO, the new generation of Radio Automation: EXCLUSIVE FM, the 10 bands Audio Processor; MIRAGE, the 3 bands Audio Processor; LUXOR, the 3D Stereo Enhancer; and, THUNDER, the Compsoite Processor. NAB attendees are invited to see the full range of AEV products including: AUDIO CONSOLES, RADIO AUTOMATION, DIGITAL AUDIO, AUDIO PROCESSORS, STEREO ENHANCER, COMPOSITE PROCESSOR, TELEPHONE HYBRIDS FOR STUDIO AND REPORTAGE, CODERS AND DECODERS, RADIO DATA SYSTEM, CLOCK SYSTEM.



Export Information

Mr. Luca Bergonzini **AEV SRL** Via Saviolo A1E Le Budrie Di S.G. Persiceto Bologna, Italy 40017 Phone: 51-950249 FAX: 51-950201

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100 Stonehurst Court Northvale, NJ 07647 Phone: 201-767-1200 FAX: 201-784-8637 Contact: Tom Canavan

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100 Stonehurst Court Northvale, NJ 07647 Phone: 201-767-1200 FAX: 201-784-8637 Contact: Jack Dawson

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AGA ChemicalsM3951

450 Lexington Avenue MMW Suite 1920 New York, NY 10017 Phone: 212-687-4660 FAX: 212-687-4663 Contact: Gregory E. Albert Alternative to CFC HCFC - Asahiklin AK 225

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N-1

One Thornton Court, Ste.700 Edmonton Alberta T5J 2E7 CANADA Phone: 403-424-9922 FAX: 403-424-9993 URL: http://snazzy.com/airworks Contact: Lee Ferris

Music can now edit to length instantly - thanks to TuneBuilder proprietary self-editing music software, TuneBuilder allows both professional editors and unskilled users alike to automatically create the length of music required for a production - video, multimedia, animation, broadcast. Take the work out of conforming to video. Use AutoConform and get perfectly synched audio in a fraction of the time. Split out across tracks, with heads and tails ready for trimming and feathering. Turn your Macintosh into a powerful and flexible digital audio transfer station. Use S/Link for a hassle-free way to move digital audio files. Move from editing system to editing system. Perform cross-platform translation. Enjoy the freedom of working with all major digital audio formats. Available for the Digidesign platform.

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S-5

200 Litton Drive, Ste. 310 Grass Valley, CA 95945 Phone: 916-274-2048 FAX: 916-274-9442 Internet: info@ajal.com Contact: John Abt

AJA Video manufactures serial digital video signal processing and interfacing equipment. Products include serial/parallel converters and A/D, D/A converters.



Mr. John Abt AJA Video 200 Litton Drive, Ste. 310 Grass Valley, CA 95945 Phone: 916-274-2048 FAX: 916-274-9442 Internet: info@ajal.com We are interested in marketing our product in:

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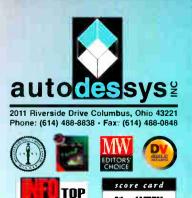


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SCORE

MacWEEK *****

S-5

Australia, Canada, Central America, Commonwealth of Ind. States, Europe, South America Southeast Asia, Worldwide

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AJ Technology10381

265 Otis Street West Newton, MA 02165 Phone: 617-969-0547 FAX: 617-969-3889

AJ Technology designs, manufactures and distributes advanced video and audio processing systems utilizing the latest analog and digital technology. Primary products include image processing, color correction, format conversion and frame synchronization. NAB '96 is the formal launching ground for this vibrant new company. AJ Technology, established by Davud Acker and Tedd Jacoby, reflects the joining of two professionals with over 45 years of combined experience in the TV industry. Featured Products - NAB '96: VIDEO M.O.P. SERIES: Digital Video Image Processors including noise reduction. Featuring the DUST M.O.P. - Noise Reducer: cleans up noise, spikes and dropouts from satellite, microwave, RF, CODEC and video tape sources. HUEY -Component Color Corrector: RGB black, white and gamma control with composite, Y/C, component and RGB video inputs and outputs. HUEY JR. - Format Converter/Color Corrector: Complete format transcoding among composite, Y/C, component and RGB video inputs and outputs. Features basic color correction plus stereo audio balance/unbalanced bi-directional conversion. Also at AJT's booth, Niche Inc. shows its new LKM-4 series of Multi- Layer Linear Keyers, and a series of TBC Remote Controls for Sony, JVC & Panasonic VCRs.

Export Information

We are interested in marketing our product in: Worldwide

International Business Information Agents/Distributors, Joint Ventures

AKAI Digital	1614
1316 East Lancaster	N-2
Fort Worth, TX 76102	
Phone: 817-336-5114	
EAX: 817-870-1271	

FAX: 817-870-1271 Contact: David Whittle

8500 Balboa Blvd. **S**-Northridge, CA 91329 Phone: 818-830-8278 FAX: 818-830-7825 Internet: drahn@harman.com Contact: David Rahn AKG will be showing their full the

AKG will be showing their full line of professional wireless and wired microphones and headphones in booth 7126. AKG's famous D230 microphone will again take center stage being designed to specifically to perform reliably under the most extreme and demanding field broadcast conditions. AKG will also show their new WMS 300 wireless series microphones which are positioned in between the WMS 100 and WMS 900 wireless series. Additionally look for the new AKG wireless infrared headphone display.

Alamar USA, Inc.	6048
1711 Dell Avenue	S-2
Campbell, CA 95008	
Phone: 408-866-9373	
FAX: 408-370-4861	
Contact: Frank Alioto	
Television Automation S	vetomo

Television Automation Systems



We are interested in marketing our product in: Africa, Asia, Mexico, South America

International Business Information Agents/Distributors

9 Clinton Drive Hollis, NH 03049 Phone: 603-598-4500 FAX:603-598-4212 Internet: 75033,562@compuserve.com Contact: Scott Hewett

Alan Dick & Co. (USA) Inc. provides antennas for FM Radio, UHF & VHF TV, along with Base station antennas for wireless communication. We also provide Tv and Radio Transmitter Combining Units, RF Switching frames and Transmission line components. Our parent company is located in Cheltenham, England and our US facility is in Hollis, New Hampshire. We are proud to have LeBlanc as our transmitter marketing partner. Together, we offer turnkey broadcasting capabilities in North America.

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Alcatel

Alcatel	S2641
1225 N. Alma Rd. m/s 406-110	SEC
Richardson, TX 75081	
Phone: 214-996-5756	
FAX: 214-996-5409	
Contact: Sales/Marketing	

SEC

3300 S Hiawassee Bldg 105 Orlando, FL 32835 Phone: 407-296-5800 FAX: 407-296-5801 Contact: David Geoghegan

Advantage Software 40 Washington St. Westborough, MA 01581 Phone: 508-366-8851x2258 FAX: 508-898-2427 Contact: Edie Arbetter

Alesis Corporation	
3630 Holdrege Avenue	S-5

Los Angeles, CA 90016 Phone: 310-558-4530 FAX: 310-836-9192 Contact: Jim Mack

Alex Informatics	
1930 rue Gagnon	SEC

1930 rue Gagnon Lachine, Quebec H8T 3M6 CANADA Phone: 514-422-0022 FAX: 514-422-0020 Contact: Denis Gagne

Alias/Wavefront Inc	
110 Richmond Street E.	S-4
Toronto Ontario M5C 1P1 CAN	ADA
Phone: 800-447-2542	

Allen Avionics, Inc	
224 East Second Street	S-3
Mineola, NY 11501	
Phone: 516-248-8080	
FAX: 516-747-6724	
Contact: Eric Hausman	

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Exhibit Hall Floorplans

Sands Expo Center Exhibits— SEC (Sands Exhibitors), NET (internet @NAB'96), MMW (MultiMedia World).....Pull-out between pages 16 & 17 Also see pull-out section between pages 16 & 17 for overview floorplans of Sands meeting rooms and lobby areas.

Las Vegas Convention Center Exhibits-

N-1See S-1See S-2See S-3See S-4See S-5.See	floorplan, page 98 floorplan, page 99 floorplan, page 100 floorplan, page 101
S-5See	
O (Outdoor Exhibits)	
	pages 96 & 97
Also see pull-out secti	on between nages

Also see pull-out section between pages 96 & 97 for overview floorplans of LVCC & Las Vegas Hilton meeting rooms and lobby areas.

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- Performance Tests w/Comparison Library
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- SetUp Advisor & Software Shopper
- CD-ROM Test Tracks

CheckIt Tools

- Loopback plugs: DB-25 Female, DB-25 Male, DB-9 Female (for use with Checklt 4)
- Increases Accuracy of Serial/Parallel Port Tests
- Increases Accuracy of IRQ Usage Display
- Checklt Screwdrivers (2)

System Requirements

Checklt 4 requires 2MB hard disk space, or may be run directly from the portable floppy disk enclosed. WINChecklt Pro supports Windows 3.1, Windows for Workgroups and Windows 95, and requires approximately 8MB hard disk space. The Technical Reference Library requires a CD-ROM drive.



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The program provides detailed information that shows how a system's hardware, software, and setup files are configured. Full diagnostic tests are included for hardware components such as the system board, hard drive, floppy drive, and serial and parallel ports.

Rescue Feature Available Now

Checklt 4's new Rescue feature will help you back up critical system files, giving you the most complete protection possible. The CD-ROM Test Disc will determine if you have a problem with your CD-ROM drive or a disc. Plus, the new RAMexam provides you with the most extensive memory test available.

More Thorough Than Any Utility-Ever!

You can easily generate custom batch tests and format the individual test applets. These comprehensive tests, along with detailed reporting, make troubleshooting any hardware problem fast and easy. Checklt 4 can also be utilized for burn-in tests, certification of new systems, and testing upgrades. It even allows you to print a test certificate that details your test results.

Checklt 4's powerful diagnostic capabilities are made possible through the use of TouchStone's unique CKDATA applet, which gathers detailed configuration data and stores it in a compressed file. The file is a permanent system record that can be used with both Checklt 4 and WINChecklt Pro to restore critical system settings and get you back up and running fast.

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Requirements		-
Hardware	This System	MPC3 Requirements
CD-RUM Transfer Bala:	601.1 KB/sec +/-0.23	608 KB/sec
CD-ROM Average Access	192.7 m	258 m
Videa Display Capability	640+480x16 7M	640x480x78.7M
Sound Card	8 bit at 22.05 KHz	15 bit at \$4.1 KHz
CPU Type:	Penhum	Pentnes 75 MHz
Monory Sure	32 Mb	1 Nb
Hand Datk Size	333 Mb	540 MB
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Rates your CD drive and gives you your system's MPC level.

CHECK IT 4

- The ability to read any system configuration (CKD file) Great for troubleshooting multiple PCs!
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Checklt Tools A must for thoroughly testing your system! Includes TouchStone's special loopback plugs, which simulate the parallel and serial ports' ability to send and receive signals. This gives you the accurate IRQ readings you need. CheckIt Tools also includes a set of computer screwdrivers - a handy addition for any user!

Technical Reference Library includes: Four volumes of detailed reference material from McGraw-Hill on CD-ROM; a \$95.00 value-FREE! Easy searching capabilities help you find the information you're looking for instantly. Titles include Windows 95 Made Easy, Windows 3.1 Made Easy, DOS Made Easy, and Repair Or Upgrade Your PC.

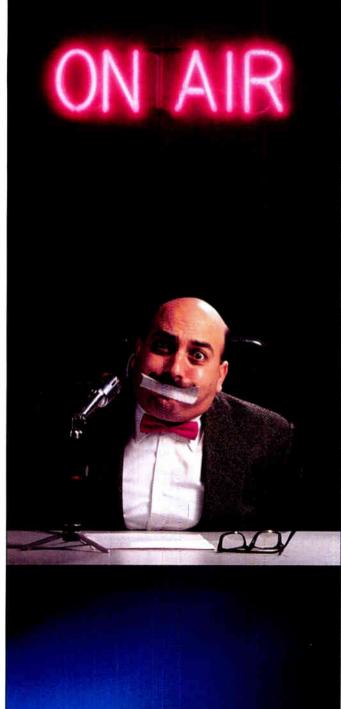


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Filters from 20Hz to 40Hz, Brickwall Filters, HDTV Filters, Video Filters, Video Hum Eliminators, Video Noise Eliminators and Video Isolation Transformers. New products include: "Heavy Duty" Hum Eliminator (with protective handles), GBR Component Hum Eliminator Triple Channel with sync., Triple Channel Hum Eliminator, Triple Channel Video Isolation Transformer, Triple Channel Video Noise Eliminator and "Low Cost" CCIR 601 Filters. We are also the exclusive North and South American distributor of BAL products. All products manufactured by Allen Avionics are stocked in our plant in Mineola, New York. We specialize in prompt delivery on custom designs and production quantities. Video hum & noise eliminators, isolation transformers, video delay lines (Switchable, fixed, rack mountable, custom designed), delay lines for use with Newtek "Toaster", Video Filters (lowpass, highpass, bandpass, "brickwall", HDTV), cable equilizers, CCIR601 low pass miniature filters, pre & post 4:2.2 digital BAL products.



Mr. Eric Hausman, Sales Mgr. Allen Avionics, Inc. 224 East Second St. Mineola, NY 11501 Phone: 516-248-8080 FAX: 516-747-6724

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756 Lakefield Westlake Village, CA 91361 Phone: 805-495-8420 FAX: 805-373-6067 Contact: Jim Osborne

P.O. Box 249 Yeliville, AR 72687 Phone: 501-449-4093 FAX: 501-449-6000 Contact: Doug Starkey

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Amco Engineering Co

3801 N Rose Street Schiller Park, IL 60176 Phone: 708-671-6670 FAX: 708-671-9469 Contact: Tom Ligman

AMCO Engineering Co., and ISO 9002 company, provides a full line of modular enclosures. Single and multi-bay consoles are available in a wide range of heights, widths and depths to meet your electronic packaging requirements. The extensive variety of frame styles includes vertical, sloped front, sloped turret or low silhoeutte. (Commercial enclosures or shielded for FCC type applications- Seismic cabinets for Zone 4.) Desk, bench and portable cabinets are also available. Our line includes a large variety of accessories. A 5-day shipment program is available. Our new catalog features more than 100 pre-configured consoles to make your solution fast and easy! Custom configurations and Engineering support are available to assist in your specific application.

Export Information

3801 N. Rose Park Schiller Park, IL 60176 Phone: 708-671-6670 FAX: 708-671-9469 Contact: J.R. Walenda

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Amek U.S. Operations, Inc.6944 10815 Burbank Boulevard S-2

10815 Burbank Boulevard North Hollywood, CA 91601-2520 Phone: 818-508-9788 FAX: 818-508-8619 Contact: Steve Harvey

Amek manufacturers a wide range of analog and digital mixing consoles for broadcast post production, telecommunication and recording applications, many incorporating sophisticated automation systems. Additionally, AMEK manufacturers signal processing devices and mixing consoles designed by Mr. Rupert Neve.

American Medical

N-1

N-2

Association	S2148
515 N. State Street, 17th Fl.	SEC
Chicago, IL 60610	
Phone: 312-464-5944	
FAX: 312-464-5839	
Contact: Barry Cohn	

American Mobile Satellite

Corporation	S2933
10802 Parkridge Blvd.	SEC
Reston, VA 22091	
Phone: 703-758-6233	
FAX: 703-758-6189	
Contact: Eric Clem	

American Studio Equipment5456 8468 Kewen Ave. S-2

8468 Kewen Ave. Sun Valley, CA 91352-3118 Phone: 818-768-8922 FAX: 818-768-0564 Contact: Lance Snoke

S-1

America Online, Inc.	i3067
8619 Westwood Center Dr.	NET
Vienna, VA 22182	
Phone: 703-448-8700	
FAX: 703-918-2007	
Contact: Karen Taylor	

AMG Media Group

1308 Orleans Drive Sunnyvale, CA 94089 Phone: 408-743-9250 FAX: 408-743-9251 Internet: aspulley@aol.com Contact: Ann S. Pulley

AMG Media Inc. will unveil their newest publication, "ALPHA Visual FX -- Applications for 3D Graphics and Video Effects." "Alpha Visual FX" will focus on 3D animation , graphics and video applications running on high performance Windows NT systems built around the Digital Alpha micrprocessor family. AMG Media is a leading authority of information for professionals in the personal video production and 3D animation markets. AMG Media publishes "Video Toaster User", "LIGHTWAVEPRO," "ALPHA Visual FX," and "REC.>." AMG Media's expansive product line includes magazines, journals, custom publishing, trade shows, electronic publishing and seminars. Visit our World Wide Web site at: http://www.portal.com/~amg.

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342 Kirby Crescent	SEC
New Market Ontario L3X 1H1 CANADA	
Phone: 905-830-4300	
FAX: 416-853-5096	
Contact: Barry Cobus	

AmPro	M4251
525 John Rodes Boulevard	MMW
Melbourne, FL 32934	
Phone: 800-254-3001	
FAX: 407-253-3001	
Contact: R.P Higgins	

AmPro is demonstrating its line of CRT,LCD and Light Valve projectors. AmPro's high-resolution CRT projectors for data, HDTV and super graphics feature high-bandwidth, precision electronics, a modular chassis, remote diagnostics. AmPro's portable LCD-100 projector displays bright, clear, large-screen video and data pictures and features a 250 watt lamp for 1000 lux, three 640X480 amorphous, active-matrix panels for 16.5 million true colors. AmPro's 7100/7200 Light Valve projectors feature high-brightness up to 2500 ANSI lumens; high resolution scanning up to 105

kHz. They are easy to set up and operate; are HDTV-ready and can process PAL, SECAM and NTSC VIDEO.



Export Information

Mr. Don Pitts, VP Int'l Sales 525 John Rodes Blvd. Melbourne, FL 32934 Phone: 800-254-3001 FAX:407-253-3001 Internet: mktg@amprocorp.com

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Billington Road Burnley, Lancashire BB11 5UB United Kinadom Phone: 44-1282-457011 FAX: 44-1282-39542 URL: http://www.ams-neve.com Contact: David Sim

Logic 2 - The logic 2 large multiformat all digital mixing console with optional AudioFile

recorder/editor offers the full range of facilities for post-production, broadcast, music and live/theatre. Capricorn - The Capricorn digital console delivers classic sound quality, speed of operation and flexibility to meet the demands of large scale multi-track recording, mixing and overdubbing applications. Logic 3 - The Logic 3 compact digital mixer works alongside the AudioFile recorder/editor to offer a very affordable complete post-production tool. 55 Series - A very competitively priced broadcast analogue console, the 55's f;exible design enables i to be tailored to the broadcaster's specific requirements.

Anacapa Micro

Products, Inc.	S1664
2465 Portola Road	SEC
Ventura, CA 93003	
Phone: 805-339-0305	
FAX: 805-339-0353	
Contact: Kenneth Marks	;

S-5

Anchor/ROH7980

S-1

913 West 223rd St.	
Torrance, CA 90502	
Phone: 310-533-5984	
FAX: 310-533-6050	
Contact: Jim Watson	

Andrew Corporation10857

10500 West 153rd St. Orland Park, IL 60462 Phone: 800-342-5473 FAX: 708-349-5444 Contact: Customer Support S-4

Andrew provides state-of-the-art transmission equipment including: Antennas for UHF and VHF-TV, MMDS, LPTV, HDTV, STL/TSL, and Earth Stations; Transmission lines include HELIAX coaxial cables, Circular Waveguides, and Rigid Coaxial lines; ESA Systems include antenna controllers and broadcast quality receivers. Related services and accessories round out the product offerings. NEW for 1996: Dual HMD Antenna, ALPAC[™] Antenna and Tower System, Higher Power HJ9HP HELIAX Coaxial Cable, A new 2.4M SNG Antenna, Type Approved Earth Station Antennas, Rectangular Waveguides.



Jim Heard 10500 W 153rd St. Orland Park, IL 60462 Phone: 708-349-3300 FAX: 708-349-5516

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A+ Network, Inc./

SpotMagic, Inc.M4477 1700 California St MMW #430 San Francisco, CA 94109-4586 Phone: 415-346-0079 FAX: 415-346-5053

Contact: Robin Solis

42570 Saint Heand FRANCE Phone: 33-77-30-4210 FAX: 33-77-30-4875 Contact: Christine Glenat

The Angenieux range of lenses, well established in Europe, covers most applications from Lightweight to Studio or OB, and is the only one to offer the AIF, (Assisted Internal Focus), exclusive device for a fast zoom and precise focus. Angenieux is the sole manufacturer to offer you its expertise in manufacturing top quality lenses for motion picture to design a range of Broadcast lenses which will suit most demanding requirements and covers most applications from lightweight work to Outside Broadcast shoots. This NAB we are also introducing a new lens for studio work which is going to cover most requirements and offering the best compromise.

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6601C Merchandise Way Diamond Springs, CA 95619 Phone: 916-621-2015 FAX: 916-622-3274 Contact: Jeryl Schooler

Anthro CorporationM4036 10450 S.W. Manhasset Drive

Tualatin, OR 97062 Phone: 800-325-3841 Phone: 503-691-2556 FAX: 503-691-2409 Internet: cathy@anthro.com Contact: Cathy Filgas

Anthro designs and markets mobile and incredibly strong technology furniture. AnthroCarts are used for personal computers, rack equipment, multimedia applications and broadcast equipment. At NAB, Anthro will introduce the new Anthro Console. Easily adjustable, so you can either stand or sit while working, the Console makes an extremely comfortable editing workstation. It is large enough to hold many monitors, large keyboards, rack equipment, and digitizers, All AnthroCarts are shipped to you within 24 hours of receipt of your order. They all come with a Lifetime Warranty. Call us toll free 800-325-3841 for your free catalog.

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S-1

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MMW

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Anton-Bauer Inc.	10533
One Controls Drive	S-4
Shelton, CT 06484	
Phone: 203-929-1100	
FAX: 203-929-9935	
Contact: Luann Teodosi	o

The Worldwide Standard for battery systems to the Broadcast Industry. Used by major broadcasters around the world, Anton/Bauer Gold Mount products are the benchmark of quality and field proven reliability in portable video power. On display at NAB '96 will be the complete line of Logic Series® Interactive® batteries and chargers including the remarkable DIGITAL battery. The exclusive "fuel computer" of the DIGITAL battery communicates remaining capacity directly to InterActive viewfinders standard on all manufacturers camcorders. The Ultralight system by Anton/Bauer combining the most efficient on camera light available with exclusive features like Automatique® light control is the new standard adopted by all major camera manufacturers for their new equipment.

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Anvil Cases 15650 Salt Lake Avenue City of Industry, CA 91745 Phone: 818-968-4100 FAX: 818-968-1703 Contact: Art Foxall	5315 S-1
Aphex Systems 11068 Randall St. Sun Valley, CA 91352 Phone: 818-767-2929 FAX: 818-767-2641 Contact: Brad Lunde	1808 N-2
Apogee Electronics Corp	1200

N-2 3145 Donald Douglas Loop So. Santa Monica, CA 90405 Phone: 310-915-1000 FAX: 310-391-6262 URL: http://www.apogeedigital.com Internet: converters@apogeedigital.com **Contact: Betty Bennett**

AD1000 20-bit Analog to Digital Converter Options: The latest in the line of Reference Standard A/D Converters from Apogee Electronics, the AD-1000 has newly available separate options that include: the ability to input digitally into the AD-1000 and process with UV-16; the ability to split the 20-bits across four tracks of the Alesis ADAT, making the ADAT a 20-bit digital recorder (Rane PAQRAT compatible); bidirectional 8 channel ADAT to Tascam TDIF format. Interfaces AD-1000 with Tascam DA-88 or Alesis ADAT with Tascam DA-88: interface to Tascam DA-88 with 20-bit

Exhibit Hall Floorplans

Sands Expo Center Exhibits-SEC (Sands Exhibitors), NET (internet @NAB'96), MMW (MultiMedia World) Pull-out between pages 16 & 17 Also see pull-out section between pages 16 & 17 for overview floorplans of Sands meeting rooms and lobby areas.

Las Vegas Convention Center Exhibits-

N-1See floorplan, page 97
S-1See floorplan, page 98
S-2See floorplan, page 99
S-3See floorplan, page 100
S-4See floorplan, page 101
S-5See floorplan, page 102
O (Outdoor Exhibits)Pull-out between
pages 96 & 97
Also see pull-out section between pages

96 & 97 for overview floorplans of LVCC & Las Vegas Hilton meeting rooms and lobby areas.

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bit-splitting capability (Rane PAQRAT compatible); SDIF and SDIFII output capability to AD-1000. DA1000E-20 20-bit Digital to Analog Converter: Reference Standard D/A converter accepting up to 22 bits at its input; built-in 1K digital oscillator for output calibration; AES, SPDIF, OPTICAL and SDIF inputs; output polarity and mute controls, and Apogee's C768 Low Jitter Clock. UV-1000 Super CD Encoding System: Uses Apogee's UV-22 process to capture most of the sonic detail and resolution of a 20-bit signal into a 16-bit word. Used by mastering engineers worldwide, the UV-1000 also includes DC Offset Removal (for click-free edits), AUTO BLACK (to write digital zeroes onto your master), built-in digital oscillator with selectable headroom, and a NOVA circuit to prevent digital OVERs from appearing on your master, and Apogee's C768 Low Jitter Clock. Multiple digital inputs and outputs also make the UV-1000 an excellent format converter.



Export Information

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20525 Mariani Ave.	MMW
Cupertino, CA 95014-0000	
Phone: 408-974-6975	
Contact: Nancy McCallister	

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Phone: 303-220-0600 FAX: 303-267-0234 Contact: Melissa Henrie

2619 Midpoint Drive Fort Collins, CO 80525 Phone: 970-224-2248 FAX: 970-493-1076 Contact: Michael Palmer

617 Route 303 Blauvelt, NY 10913 Phone: 914-353-1400 FAX: 914-425-1250 Internet: compuserve72052.175 Contact: Cristy Cobb

Manufacturer of motion picture cameras and lighting equipment for studio or location application. Arriflex Lighting products include: Arri Compact HMIs; Arri Flicker Free Electronic Ballasts; Arrisun HMI PARs; Studio and Location Fresnels and Softlights; Arri Portable Lighting Kits and Arrilite open face portable lighting, Arri Camera Systems: 16SR-3 with time code, standard/super 16 convertible and integrated video assist; 535B lightweight and versatile full studio camera; Arri 435 MOS camera; Lens Control System; Varicon and Obie Light; Laptop Camera Control Program and Time Code Editing; Matte Box Systems for film and video cameras.

S-5

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MMW

2611 South Myrtle Rd Myrtle Creek, OR 97457 Phone: 541-863-4429 FAX: 541-863-4547 Contact: Lenny Kissell

Artbeats ™, headquartered in Myrtle Creek, Oregon, was founded in 1989 to develop and publish professional digitized art (background images and textures) for use on the Macintosh, IBM and compatible personal computers for desktop publishing and TV broadcasting and

video productions. Artbeats products include Animated Textures, Artbeats WebTools, Marble & Granite Volume 2, Leather & Fabric, Marble & Granite Volume 1, Wood & Paper, Marbled Paper Textures, Backgrounds for Multimedia Bundle (Volumes 1 and 2), and Full Page Images EPSF Library. Clients include Disney, Paramount Pictures, Warner Brothers, Pacific Bell, Sears, IBM, NASA, First Interstate Bank, Xerox, and Johnson & Johnson.

Export Information

Ms. Lenny Kissell 2611 S. Myrtle Road Myrtle Creek, OR 97457 Phone: 541-863-4429 FAX: 541-863-4547

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Artecon	M4951
PO Box 9000	MMW
Carlsbad, CA 92018	
Phone: 619-931-5500	
FAX: 619-931-5527	
Contact: Gerry MacDonald	

Artel Video SystemsS1065 SEC

600 Nickerson Road Marlborough, MA 01752 Phone: 508-787-3200 FAX: 508-787-3060 Internet: tlapolito@isd.3com.com Contact: Tony Lapolito

Artel designs, manufactures and markets fiber optic video transmission systems. The product portfolio includes the SL4000 Multi-Channel and DigiLink Single Channel product lines which feature 12-bit digital encoding offering "beyond short haul" performance. Various optical loss budgets are available to transverse up to 120 km of FO cable. The DigiLink family comes with internal industry standard diplexed audio capability. Also included are the SL3000 and SL2000 product lines which are FM and AM based fiber optic video transmission systems. Artel offers flexibility for every application.



600 Nickerson Rd. Marlboro, MA 01752 Phone: 506-787-3200 FAX: 508-787-3060 Contact: Sandra Melanson

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Artel Software, Inc. M4630

PO Box 1877, 54 University Road Brookline, MA 02146 Phone: 617-566-0870 FAX: 617-731-6787 Internet: artel@tiac.net Contact: David Kagan

Boris Effects is a digital video special effects generator with variable interpolation, and multiple keyframes, for composing cool effects seen on news and sports broadcasts. Boris Effects is powerful but easy to learn, with intuitive controls and previewing. Packaged with many pre-made effects, Boris Effects also lets you make/save your own effects. Simultaneously spin, tumble, rotate, and re-size two channels of full motion video, adding opaque or transparent color borders and dro "Fly in" titles, logos, or any pict with alpha channel graphic. Macworld writes: "For Media 100 users...Boris Effects is an absolute must," and DV Full Motion writes: "Boris Effects should be a part of every serious Premiere user's arsenal."

Export Information

Mr. David Kagan, Director of Marketing Artel Software, Inc. P.O. Box 1877, 54 University Road Brookline, MA 02146 Phone: 617-566-0870 FAX: 617-731-6787 Internet: artel@tiac.net

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<u>Asaca/ShibaSoku</u>

Corp. of Amer.	 10024
12509 Beatrice St.	S-3
Los Angeles, CA 90066	
Phone: 310-827-7144	
FAX: 310-306-1382	
Contact: Teresa Grieger	

Asaca/ShibaSoku Corp. of America, founded in 1972, supplies the television and commercial industries with a broad variety of quality audio and video test, monitoring and systems products. Products include: Audio & Video Signals Analyzers, Auto Set-Up, High Resolution and Digitally Control Monitors, CD Error Counters, Closed Captioning Equipment, Color Decoders and Encoders, Digital Audio Generators, Dropout Counters, Envelope Delay Measuring Sets, Tape and Disk Automated Libraries, GCR and HDTV Equipment, Signal, Sync and Sweep Generators, Tape Cleaners, Evaluators and Rewinders, as well as Video Cart Systems and Video Noise Meters.



Export Information

Ms. Teresa Grieger, Nat'l Sales Mktg. Mgr. 12509 Beatrice Street Los Angeles, CA 90066 Phone: 310-827-7144 Fax:310-206-1382 We are interested in marketing our product in: Africa, Australia, Canada, Central America, Commonwealth of Ind. States, Europe, Indian Ocean, Middle East, Mexico, Pacific Ocean, South America, Southeast Asia, Worldwide

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3816 W. Burbank Blvd.	S-2
Burbank, CA 91505	
Phone: 818-843-7004	
FAX: 818-842-8945	
Contact: Oliver Carmona	

ASC's Virtual Recorder ® video disk system delivers the power, versatility, and dependability necessary to make the transition to an integrated disk-based digital broadcast environment. VR systems are designed to increase productivity and reduce operating costs by streamlining the work of video engineers through innovative disk-based digital technology. A VR broadcasting environment offers dozens of hardware options and software applications, including VR SpotBase [™] - a full-featured spot insertion progrm, VR NLE [™] - a keyboard-based nonlinear editing system, VR PlayList ™ - an internal cuesheet for sequential video playback, VR Delay ™ - a VR system which permits simultaneous, variably-delayed recording and playback, and VR MediaBank ™ - an advanced video server featuring ASC's exclusive Virtual Access ™ storage architecture for efficient multi-tasking. VR systems feature 3:1 Variable Motion JPEG compression, flexible storage options, and RAID 3 fault tolerance technology with digital tape backup for video protection. At NAB 96, ASC introduces the next generation of VR products, including the VR 300, featuring increased storage and bandwidth via SSA architecture, and the VRX ™ Automation Controller, the new benchmark for integrated digital broadcast operations. With over 450 systems in operation worldwide, VR systems are setting the standard for dependable digital integration. The Virtual Recorder system from ASC. What digital ought to be.

Export Information

Sales Department 3816 Burbank Boulevard Burbank, CA 91505 Phone: 818-843-7004 FAX: 818-842-8945

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333 West Pierce Road SEC Suite 200 Itasca, IL 60143 Phone: 708-875-2900 FAX: 708-875-2914 Contact: John Mahaffey

Astre Systems, Inc.	S1461
1046 Reno Avenue	SEC

1046 Reno Avenue Modesto, CA 95351 Phone: 209-575-1000 FAX: 209-575-0322 Contact: George Ledoux

ATCi/Antenna Technology

 Communications
 4955

 1128 E. Greenway St.
 S-2

 Mesa, AZ 85203
 Phone: 602-264-7275

 FAX: 602-898-7667
 FAX: 602-898-7667

ATCi offers satellite communications systems and services. ATCi manufactures Simulsat multibeam earthstation antennas which are capable of receiving 35 satellites simultaneously. ATCi will be introducing the TE-887 portable Satellite Receiver, Spectrum Analyzer with Color Monitor as well as the new PMSFR Parabolic Retrofit systems that allow users to receive signals from several satellites with a single parabolic antenna. Inclined Orbit Tracking Systems allow satellite antenna system owners to track inclined and geosynchronous orbit satellites. Also being introduced are Digital SNG Flyaway Systems in both MPEG I and MPEG II standards; Satellite Uplink Services; Data Broadcasting; Digital and Analog Satellite Receivers and LNBs as well as custom C & Ku Band Feeds.

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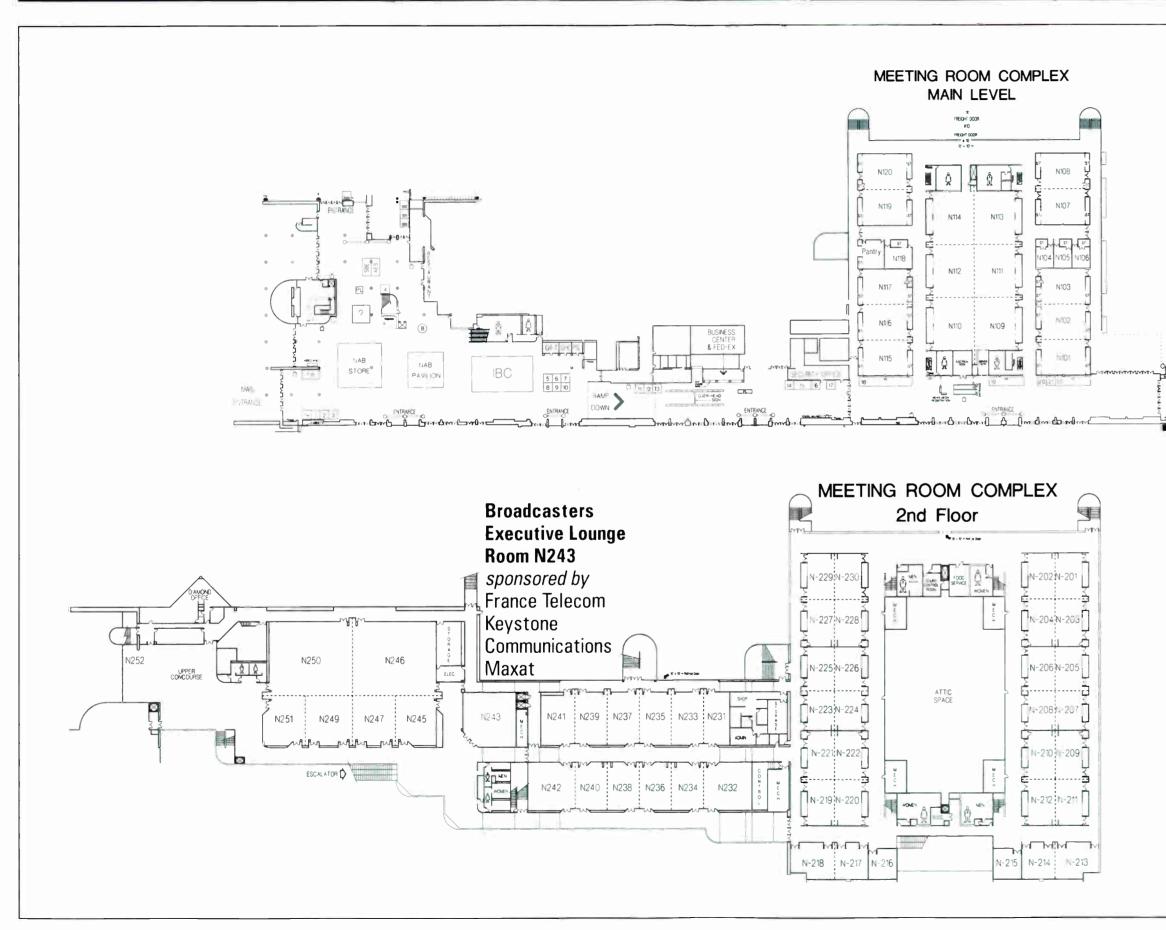
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ATI - Audio Technoliges Inc.8460 328 W. Maple Ave. **S-4** Horsham, PA 19044 Phone: 800-959-0307 Phone: 215-443-0330 FAX: 215-443-0394 Contact: Sam Wenzel

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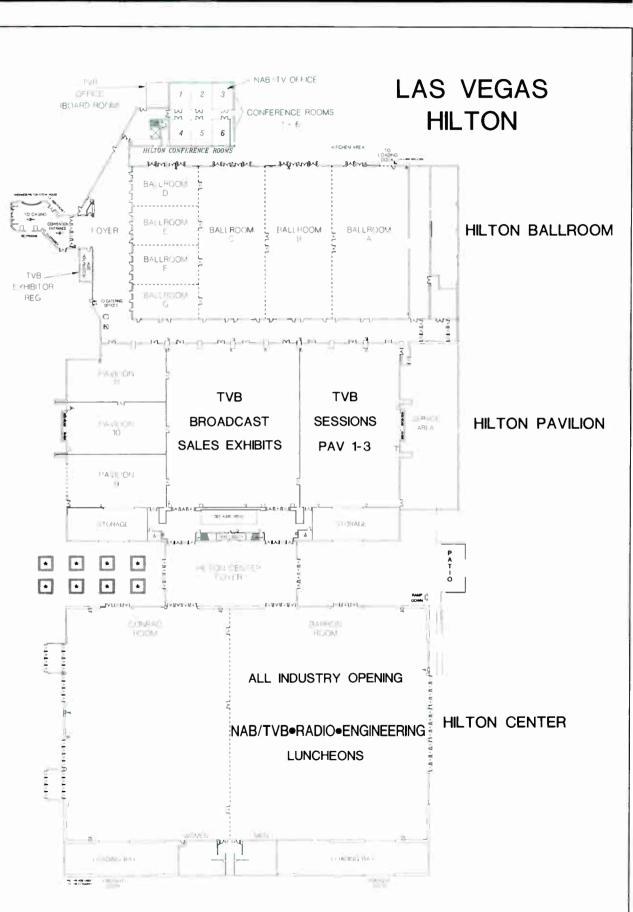
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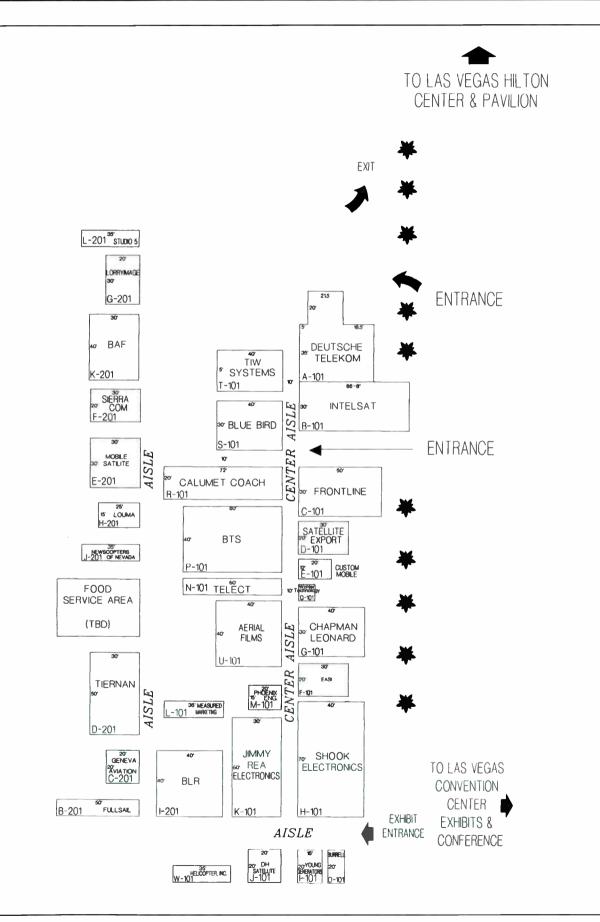
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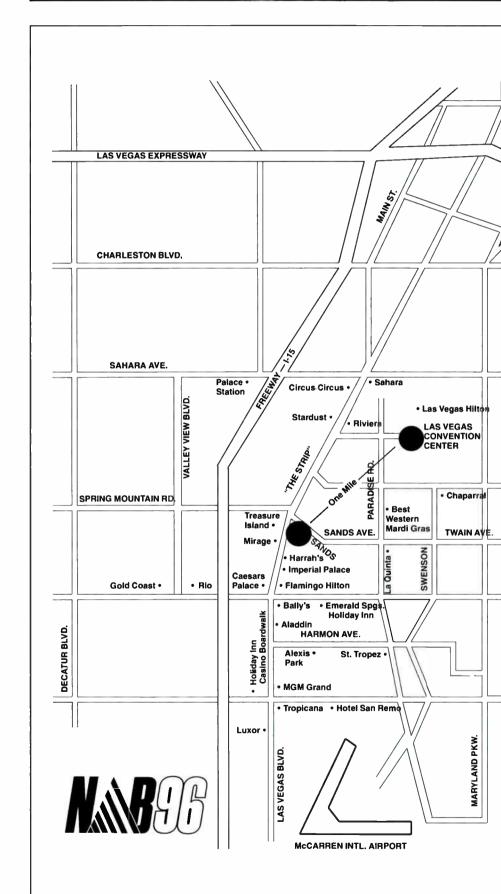


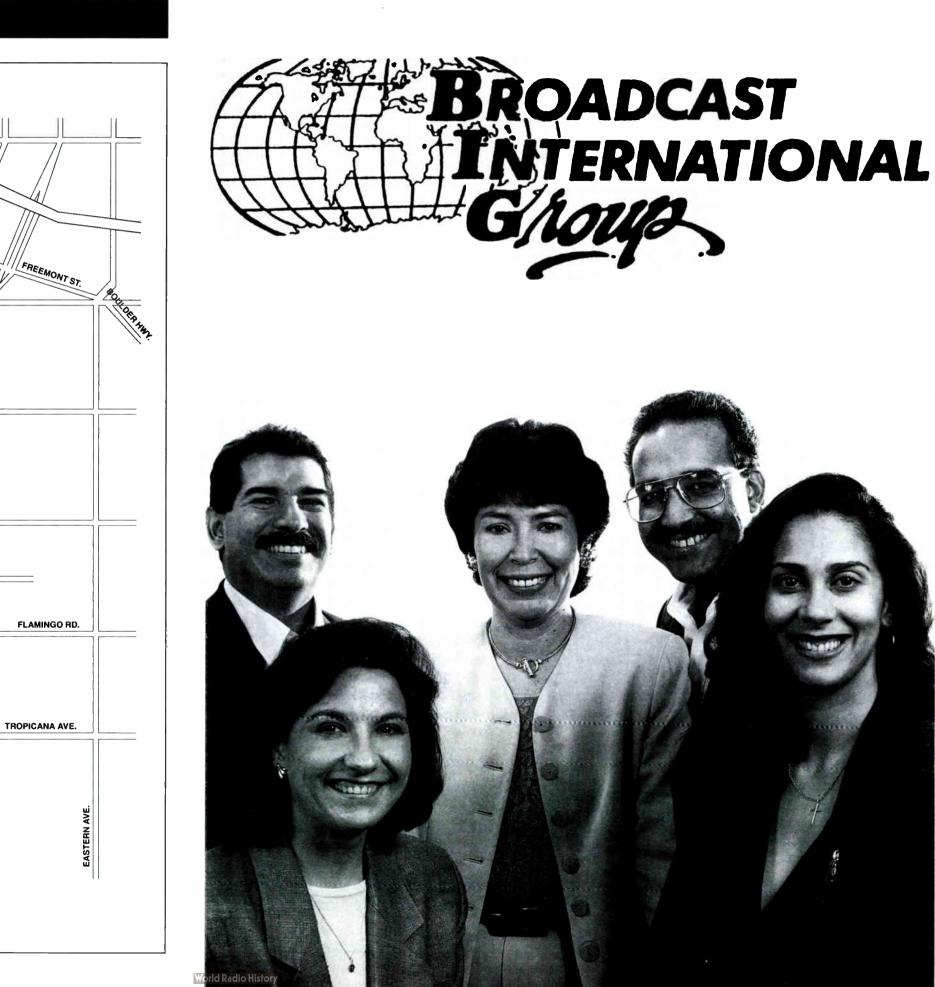
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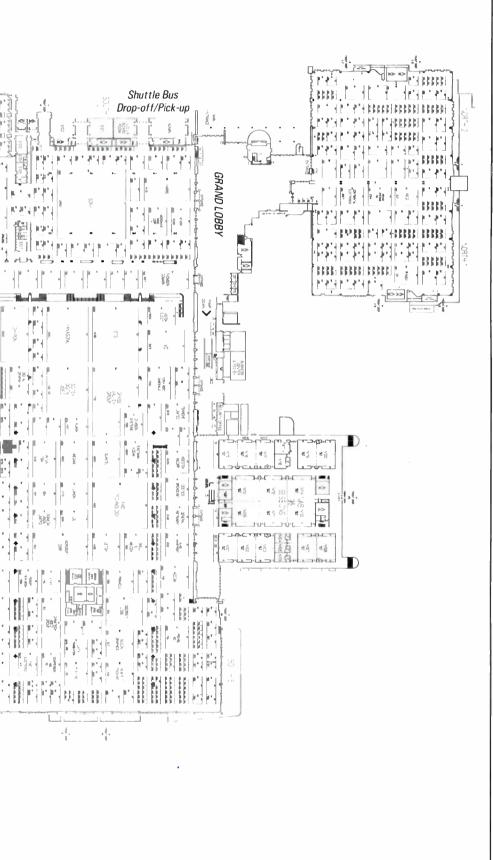
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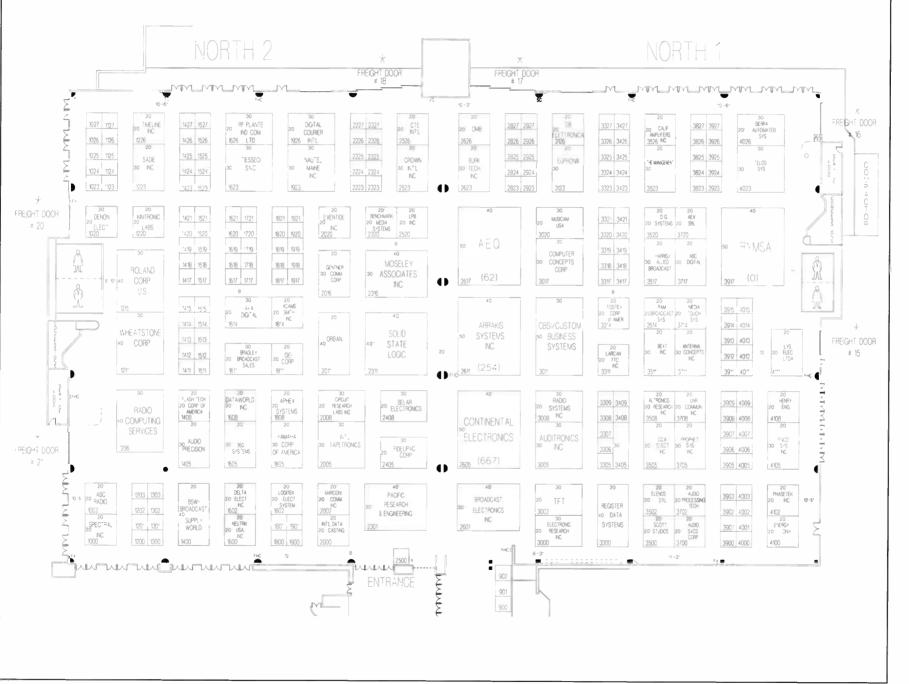




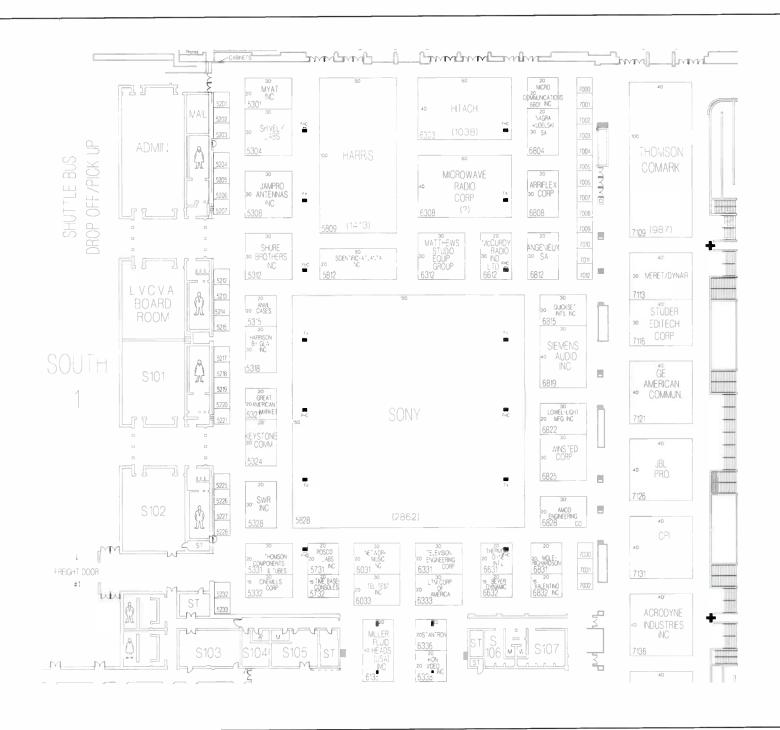
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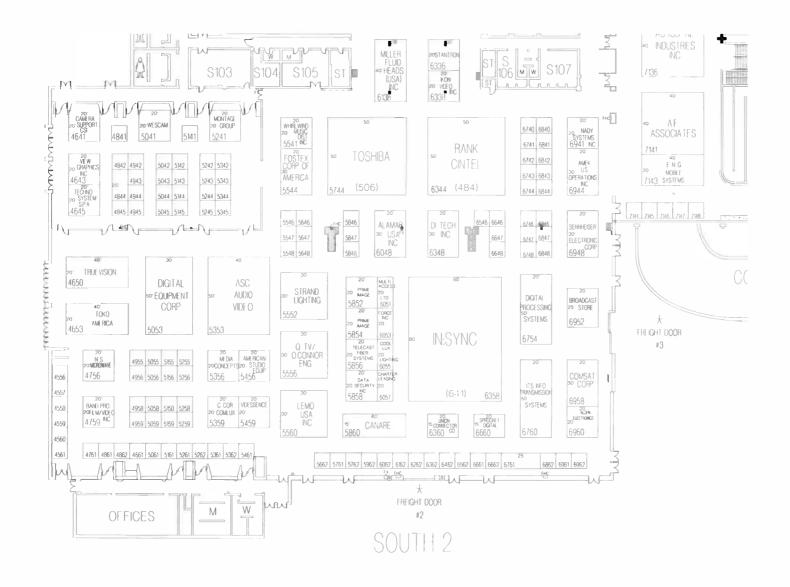




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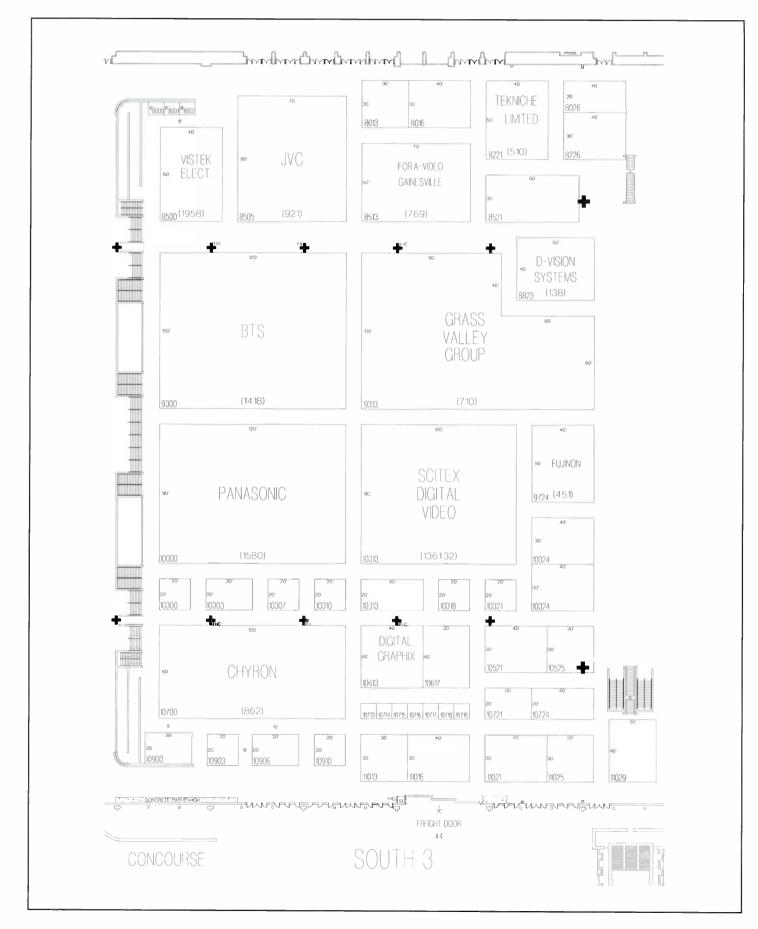


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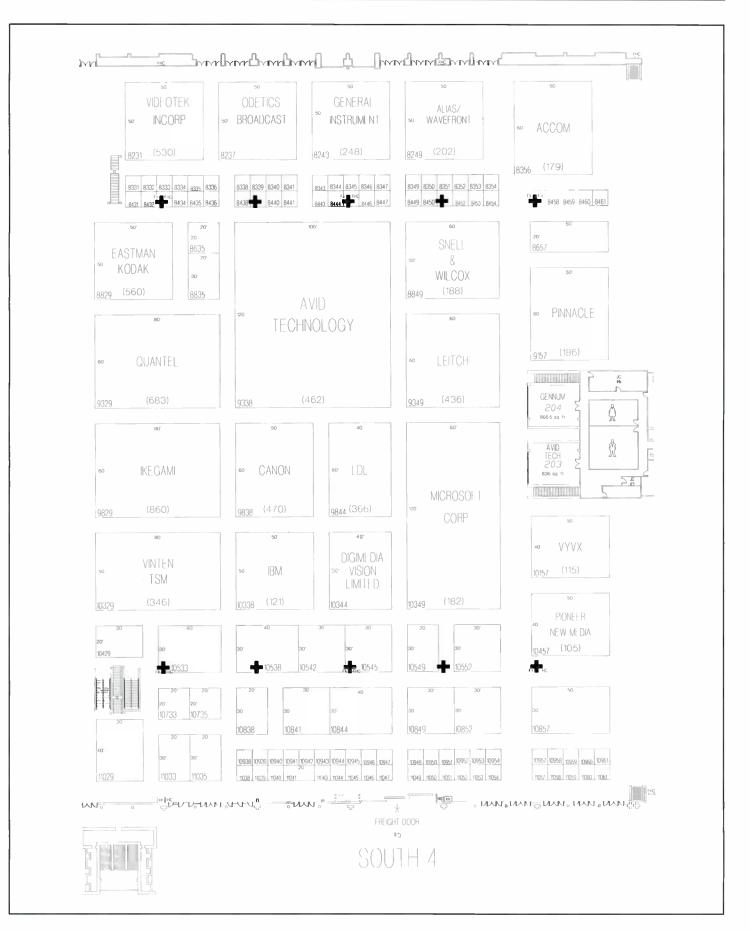


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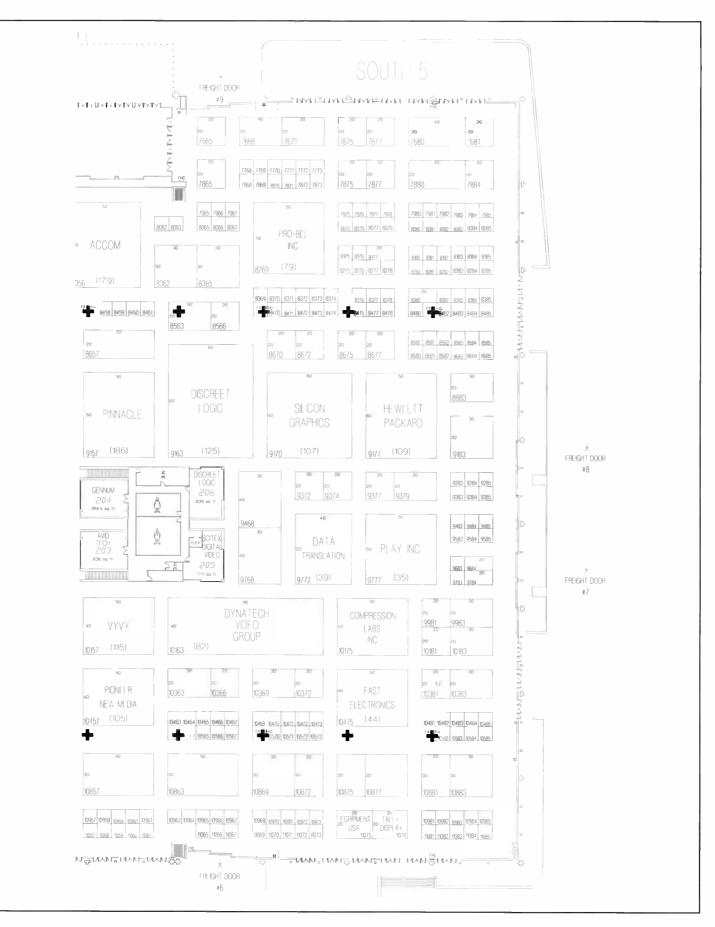
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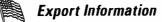
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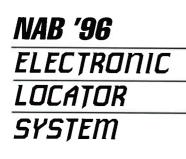
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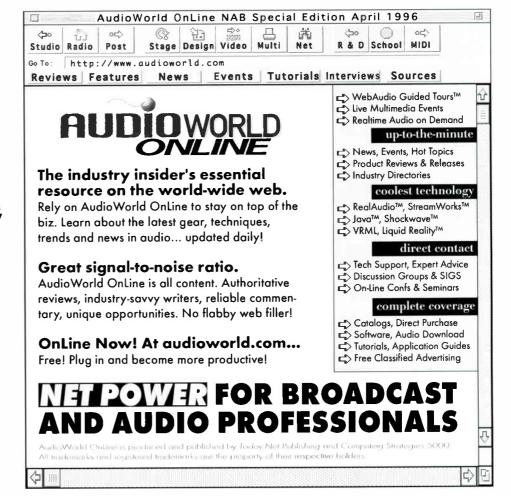
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Export Information

Mr. Robert C. King 314 Northstar Court Sanford, FL 32771 Phone: 800-633-8223 Phone: 407-324-8250 FAX: 407-324-7860 Internet: baf@gate.net

We are interested in marketing our product in: Africa, Asia, Australia, Canada, Central America, Eastern Europe, Middle East, Mexico, South America, Western Europe, Worldwide

International Business Information Direct Sales, Agents/Distributors

Baird Satellite Supporting

<u>Systems</u>	
3160 Logan Avenue	SEC
Waterloo, IA 50703	
Phone: 319-233-3561	
FAX: 319-235-7653	
Contact: Orlie Schweer	

Balboa Capital10572

2030 Main Street, Suite 610	S-
Irvine, CA 92714	
Phone: 800-950-2050	
Phone: 714-756-0800	
FAX: 714-756-2565	
Contact: Joe Albin	

Balboa Capital offers a variety of equipment leasing and financing products for a wide range of equipment. We specialize in financing high tech, high obsolescence items including digital editing, audio and video, commercial photography and computer equipment. We provide no-penalty upgrades, seasonally varied payment schedules, payments designed to match equipment value curves and plans that maximize tax benefits and preserve bank lines. Balboa currently has four offices on the west coast. We currently have offices in Irvine, Los Angeles, San Francisco, Phoenix and New York. A Chicago office opens in early 1996. Address inquires to Jon Albin, 800-950-2050.

Balcar SA

Balcar SA	7875
32 Boulevard Flandrin	S-5
75116 Paris FRANCE	
Phone: 33145030030	
FAX: 33145031248	
Contact: Patricia Baliozian	

S-2

3403 W. Pacific Avenue Burbank, CA 91505 Phone: 818-841-9655 FAX: 818-841-7649 Contact: Renee Contreras

The new Alfred Chrosziel Compact 4:3 and 16:9 Bellows Mattebox systems, 4x4 Modular Clamp-on Sunshade, Studio Rig Follow-focus, and Fluid Zoom Drive, plus Genio Remote Control, M-5 Greenscreen monitor with Digital Frameline Generator and Bubble Level. The CAMS Digital Remote Head for complex remote pans, tilts, and tracking shots. Movie-Grip's Goblin Dolly, which folds compactly for easy transport, and the Koala Dolly, featuring lift capacity to 176 lbs. Elmo Pen UN-411E and Sony Cigar cameras, and Microshot Remote Pan & Tilt Head, the new DuoPod camera support and KATABAND's line of equipment bags and wear.



Amnon Band, President Band Pro Film/Video, Inc. 3403 W. Pacific Avenue Burbank, CA 91505 Phone: 818-841-9655 FAX 818-841-7649 Internet: bandprovid@aol.com

We are interested in marketing our product in: Canada, Central America, Middle East, Mexico, South America, Worldwide

International Business Information **Direct Sales**

1000 Cobb Place Blvd.	S-3, MMW
Kennesaw, GA 30144	•
Phone: 404-590-7900	
FAX: 404-590-8836	
Contact: Earlene Bentley	

BARCO, a world leader in high-performance, large screen video, data and graphics display systems, will display it's comprehensive line of CRT-based and light valve projection systems. Features such as exceptional clarity, high-brightness, contrast and a wide source compatibility, are ideal for training and simulation facilities, boardrooms, command and control applications and process control operations, as well as rental and staging applications. Whatever the application, BARCO has the solution. See us at booth #M4818 at the Sand's Convention Center. BARCO, a leading manufacturer of video and graphic display technology, will introduce LUXOR, a

digital video optical link system for error free transmitting of uncompressed digital video signals. BARCO will also display its CVM 3000 series of high performance broadcast monitors which offer a broad range of features and options, used ion every level of application, ranging from standard viewing to high resolution control room applications.

Export Information

We are interested in marketing our product in: Commonwealth of Ind. States, Europe, Pacific Ocean, South America, Southeast Asia

Intérnational Business Information Direct Sales, Agents/Distributors, Joint Ventures

Baron Services,	Inc
2121 Metro Circle	SEC
Huntsville, AL 35801	
Phone: 205-881-8811	
EAX: 205-881-8282	

FAX: 205-881-8283 Contact: Kim Grantham

BASF Professional

9 Oak Park SEC Bedford, MA 01730 Phone: 617-271-6587 FAX: 617-275-2708 Contact: Josephine Gelormini

BDL-Autoscript	S2822
A8 Poplar Business Pa	

10 Prestons Road London GB-E149RL United Kingdom Phone: 441715381427 FAX: 441715159529 Contact: Chris Lambert

BDL-AUTOSCRIPT will launch +WINPLUS+, a fully featured Windows application prompting software package for news and general studio production. Standard interfaces are included for Newsmaker, Newstar, Newswire and Avid Electronic Newsroom Systems, to communicate serially or via a network. Any language supported by Windows can be offered, including Arabic, and the smooth scroll prompt output, with Genlock option, can scale fonts to any required size. Changes can be made anywhere in the text, even while prompting is active, and improved script manipulation speeds up script changes. On-line context sensitive Help Screens and "Hints" for each anywhere in the text, even while prompting is active, and improved script manipulation speeds up script changes. On-line context sensitive Help Screens and "Hints" for each "Button" ensure ease of use.



We are interested in marketing our product in: Africa, Australia, Canada, Central America, Commonwealth of Ind. States, Europe, Indian

Ocean, Middle East, Pacific Ocean, South America, Southeast Asia

International Business Information Direct Sales, Agents/Distributors

Beck Associates

2403 Howard Lane Austin, TX 78728-7620 Phone: 800-728-3725 FAX: 512-388-1833 Contact: Jeff Morris

ENGINEERING/INSTALLATION/SYSTEM INTEGRATION: Beck Associates, Inc. was incorporated in 1983. Since that time we have grown to become a full service design and consulting firm specializing in complete "turn-key" systems including design, documentation, facility space planning, system pre-wiring, and on-site installation. These services are provided for television stations, cable headends, production facilities/post production facilities and mobile units. We have built our business and reputation by providing the best quality and value available in the broadcast industry. CON-SOLES/RACKS: Beck manufactures racks and consoles for the television industry. For the past 10 years custom console and rack configurations have been a staple in our manufacturing process. Four years ago, Series A Consoles - a modular product - was introduced. They have been received with much enthusiasm by the industry. ELECTRONIC PROD-UCTS: Beck Associates manufactures a line of control room/edit suite accessories - Suite Things. Introduced at NAB '94, with such products as a TBC remote control, and a stereo audio monitor, a stereo VU meter/phase indicator, audio level matching devices, an audio tone source generator, a 422 patch panel, a 422 machine control router and being introduced for '96 - a serial digital monitor card.

119 Lancaster Avenue, Box 76 Devon, PA 19333 Phone: 610-687-5550 FAX: 610-687-2686 Internet: sales@belar.com Contact: David Hirsch

Belar manufactures a full line of FM, TV Aural, AM and Shortwave Modulation Monitors, Frequency Monitors, and related equipment, including RDS/RBDS monitors, FM Rebroadcast Receivers, and Digital Stereo Decoders (which convert analog composite to digital AES/EBU stereo). Belar monitors are the industry standard, used around the globe by transmitter manufacturers, audio processor manufacturers, and even other mod monitor manufacturers as a lab reference. From our precision analog monitors to the latest in digital monitoring, Belar has the best monitors in the business available at a reasonable price. See how precision monitors can improve your quality and lower your costs -- talk to Belar today!



4959

S-2

Mr. David Hirsch, Marketing Director 119 Lancaster Avenue, PO Box 76 Devon, PA 19333-0076 Phone: 610-687-5550 Fax:610-687-2686

We are interested in marketing our product in: Africa, Australia, Canada, Central America, Commonwealth of Ind. States, Europe, Indian Ocean, Middle East, Pacific Ocean, South America, Southeast Asia, Worldwide

International Business Information Direct Sales, Agents/Distributors

Belden Wire and Cable

Company	
2200 U.S. Hwy. 27 South	S-5
Richmond, IN 47374	
Phone: 317-983-5200	
FAX: 317-983-5257	
Internet: belnab@belden.email.cor	n
Contact: Nick Paladino	

Belden is a leader in the design and manufacture of wire and cable products. With one of the broadest product lines in the industry, Belden meets diverse worldwide user needs. New product introductions/announcements include: super-flexible snake cables, plenum speaker cables, and a high-flex, high-power RF transmission cable. Belden has also introduced a high-flex miniature precision analog and digital video coax for mobile truck and digital video patching applications, a line of plenum rated RGB video cables, and a new high-flex triax cable. The "Belden" brand is widely recognized for quality, innovation and performance.



Mr. George Stillabower 2200 U.S. Hwy. 27 Richmond, IN 47374 Phone: 317-983-5200 FAX:317-983-5257

We are interested in marketing our product in: Africa, Asia, Australia, Central America,

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NAB Hundred Plus Exchange September 7-9, 1996 Hyatt Grand Cypress Hotel, Orlando, FL

At NAB's Hundred Plus Exchange, you'll walk away with an earful of ideas and information that can help you — the small market broadcaster — succeed in the industry that's becoming more competitive and expensive every day.



N-2

Learn how to boost your sales promotions. How to reinvent your local sales team. How to cut operating expenses. How to take advantage of on-line and emerging technologies without breaking the bank.



No other conference provides small market broadcasters with such exclusive information and answers. And it's all done in a brainstorming, idea-sharing format.



So if you're tired of listening to how the "other guys" in the larger markets are doing, then register today for the NAB Hundred Plus Exchange. You'll be glad you did.

For more information, stop by the NAB Television office in the Las Vegas Hilton or call (202) 429-5362.



Eastern Europe, Europe, Indian Ocean, Middle East, Mexico, South America, Southeast Asia, Western Europe, Worldwide

International Business Information Agents/Distributors

831 N. Central Avenue, #3 Wood Dale, IL 60191-1219 Phone: 708-238-1183 FAX: 708-238-1186 Contact: Jennifer Sexton

Benchmark Media Systems2320 5925 Court Street Rd. N-2

5925 Court Street Rd. Syracuse, NY 13206-1707 Phone: 315-437-6300 FAX: 315-437-8119 Contact: Rory Rall

Benchmark Media Systems, Inc. manufacturers state of the art audio equipment for the Broadcast Industry. The System 1000 product line consists of over 14 different cards of DAs, mic-pre DAs, remote gain cards, router/switcher cards, etc., offering tremendous flexibility to not only distribute audio throughout your facility, but, more importantly, to control it. The space saving MicroFrame Series consists of a modular 1 RU chassis that houses 16 line amplifiers or mic-preamplifiers and two power supplies. In addition, Benchmark offers a wide range of stand alone mode controllers, A/D Converters, mic-preamplifiers, program meter systems, and interface amplifiers all designed to provide your facility the finest performance available.

Expor

Export Information

Mr. Rory Rall, Sales Manager Benchmark Media Systems, Inc. 5925 Court Street Road Syracuse, NY 13206 Phone: 315-437-6399 FAX: 315-437-8119

We are interested in marketing our product in: Europe, South America, Worldwide

International Business Information Direct Sales, Agents/Distributors

Berg Electronics-RF/ Coaxial Division

2100 Earlywood Franklin, IN 46131 Phone: 317-738-2800 FAX: 317-738-2858 Contact:David Kostka

A vertically integrated manufacture of RF connectors, cable assemblies and related components. RF products include Subminiature Series (SMA, SMB, SMC); Miniature Series (BNC, N, TNC); Blindmate Series (BZ, BMZ); Twinax and Triax. Products available thru US and International distributors or on direct basis.



Export Information

2100 Earlywood Dr. Franklin, IN 46131 317-738-2800 FAX: 317-738-2858 Contact: Dave Kostka

We are interested in marketing our product in: Central America, Europe, Middle East, South America, Southeast Asia, Worldwide

International Business Information Agents/Distributors, Joint Ventures, Licensing Agreements

S-5

NET

Best Power/North Star Technical Services

P.O. Box 280 Necedah, WI 54646 Phone: 608-565-7200 FAX: 608-565-2221 URL: http://www.bestpower.com Contact: Larry Bobrowski

Best Power, a unit of General Signal, is a leading manufacturer of power protection solutions for high- and low-power broadcast transmitters, studio equipment, telecommunications applications, information networks, computers and other mission-critical systems. Proven-reliable uninterruptible power systems (UPSs) being exhibited include durable, patented-technology FERRUPS, delivering computer-grade uninterruptible power and outstanding lightning and surge suppression; and UNITY/I Three-Phase, providing patented, on-line power protection for the most challenging applications, with optimal cost-efficiency. All systems are fully compatible with BEST local and remote power management, connectivity and software products.

Export Information

Karin Ganther, Key Account Sales N 9246 Highway 80 Necedah, WI 54646 Phone: 608-565-7200x5360 Internet: karin.ganther@bestpower.gensig.com We are interested in marketing our product in: Worldwide International Business Information Direct Sales

Best-Seller Inc.

SEC

3300, Cote-Vertu Suite 303 Montreal, Quebec H4R 2B8 CANADA Phone: 514-337-3000 FAX: 514-337-7629 Internet: skieran@bestseller.com Contact: Shirley Kieran

Best-Seller, Inc. develops and markets the BestWeb family of Intelligent Interface Builders. BestWeb prepares virtually any database for publication on the World Wide Web. BestWeb works with your existing database tool, adding a powerful search engine and configurable record displays. Display records with URL fields and multimedia links. BestWeb databases are ODBC and SQL compliant and may be searched by all Web browsers. BestWeb is the ideal solution for all users. There are no CGI scripts to write, no programming. Come to Booth number i3575 for a free copy of BestWeb Lite and try it yourself today. Find out more about BestWeb at http://www.bestseller.com.

Bext, Inc.	3511
1045 10th Avenue	N-1
San Diego, CA 92101	
Phone: 619-239-8462	
FAX: 619-239-8474	
Contact: Dina Giannone	

Beyer Dynamic	Inc	
56 Central Ave.		S-1

56 Central Ave. Farmingdale, NY 11735-6906 Phone: 516-293-3200 FAX: 516-293-3288 Contact: S. Beyer

B&H Photo-Video 119 West 17th St. S1421 SEC

119 West 17th St. New York, NY 10011 Phone: 212-206-1010 FAX: 212-242-1400 Contact: Michael S. Green

Bird Electronic Corporation4011

30303 Aurora Road Solon, OH 44139-2794 Phone: 216-248-1200x211 FAX: 216-248-5426 Contact: Greg Johns

Now in its fifth decade of serving the broadcasting industry, Bird Electronic Corporation has been the pioneer in developing products for measurement, filtering and termination of RF power. The Company's products, originally developed in response to specific design requirements of broadcast equipment manufacturers, have since become standards of the broadcasting field. Confining itself in the products for frequencies from 2 to 1000 MHz at power levels to 250kW, Bird has developed a high degree of expertise in its technology. The expertise, combined with an understanding responsiveness to customers' requirements, makes Bird the dependable choice of both manufacturers and users of broadcasting equipment.



30303 Aurora Rd. Solon, OH 44139-2794 Phone: 216-248-1200x207 Fax: 216-248-5426 Contact: Darlene Schmitz

We are interested in marketing our product in: Africa, Australia, Cnada, Central America,

Commonwealth of Ind. States, Europe,Indian Ocean, Middle East, Pacific Ocean, South America, Southeast Asia, Worldwide

International Business Information Agents/Distributors

555 Riverdale Drive, Suite D Glendale, CA 91204 Phone: 818-500-8142 FAX: 818-500-7062 Contact: Eduardo Ruiz

Audio, Video and Data Patching Systems and accessories. Unique in the industry is Bittree's 3-Pin rear interface connector for Audio, which allows for very fast installation and reconfiguration. Also, to better serve our international customers, our staff speaks a wide variety of languages including: Spanish, Portuguese and Italian.



Eduardo Ruiz, Bittree 555 Riverdale Drive, Suite D Glendale, CA 91204 Phone: 818-500-8142 FAX 818-500-7062

We are interested in marketing our product in:

Africa, Australia, Canada, Central America, Commonwealth of Ind. States, Europe, Indian Ocean, Middle East, Pacific Ocean, South America, Southeast Asia, Worldwide

International Business Information Direct Sales, Agents/Distributors

SEC

P.O. Box 976, 8624 Frederick Road Ellicott City, MD 21041 Phone: 410-750-1400 FAX: 410-750-0052 Contact: Robert Lehson

P.O. Box 7839 Macon, GA 31210 Phone: 912-757-7100 FAX: 912-474-9138 Contact: Jim Sullivan

3280 E. Hemisphere Loop, Bldg.114 Tucson, AZ 85706 Phone: 800-552-2262 FAX: 520-573-7101 Internet: boecklr@primenet.com Contact: Karlene J. Nivison

New Products on Display: The latest release of

the Boeckeler ® Pointmaker ® video marker allows drawing and pointing over video images. The color markers call viewer attention to details of video replays or taped images used in news, sports and weather broadcasts. Established Products: Pointmaker PVI-40[™] video marker also allows drawing and pointing on broadcast images using grayscale markers, and is preferred when price is of more concern.



We are interested in marketing our product in: Europe, Worldwide

International Business Information Agents/Distributors

Bogen Photo Corp.	
565 E. Crescent Ave.	S-5
Ramsey, NJ 07446	
Phone: 201-818-9500	
FAX: 201-818-9177	
Contact: Bruce Landau	

5592 Whirlaway Drive Palm Beach Grds, FL 33418 Phone: 407-622-0058 FAX: 407-622-4708 Contact: Pat Butler N-2

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BURLE has maintained the recognized standard of excellence within the Broadcast Power Tube industry. Although the

name has changed, our quality has remained the same for over 50 years.

BURLE's proud tradition continues with the best warranty and customer service in the industry. In fact, our



dedication to customer support continues long after the warranty is over.

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> you can make. For more information, call us today in the United States at 1-800-827-8823.

In Europe, 44-93-276-5666.



With Extended Warranty



N-2

S-5

SEC

Bradlev Broadcast Sales1611

12401 Twinbrook Parkway Rockville, MD 20852 Phone: 800-732-7665; 301-231-7800 FAX: 301-230-6526 Internet: bradcast@aol.com Contact: Art Reed

Bradley will demonstrate these new products: TFT's Émergency Alert System (EAS), Mackie's 1202-VLZ mini mixer, Hafler's P-1000 power amp, Denon's studio MiniDisc machine with Hot Start, Sony's TCD-D8 portable DAT recorder, 360 Systems new Instant Replay with 16-hour storage, Excalibur HA-1 hybrid adapter. Also featured: Audioarts studio mixing consoles and distribution amps, new DAT machine shootout, Roland's DM-800 digital audio workstation, and Telos Zephyr codecs and telephone hybrids. Bradley is an audio and RF supplier specializing in field audio gear, telco codecs, hybrids, and digital studio products. Customers can pick up a free copy of Bradley's 128-page reference catalog.

Bretford Manufacturing10969

9715 Soreng Ave. Schiller Park, IL 60176 Phone: 800-521-9614 FAX: 800-343-1779 Contact: Customer Service

British Information

845 Third Avenue New York, NY 10022 Phone: 212-745-0376 FAX: 212-758-5395 Contact: Mark Hopkinson URL:http://britain.nyc.ny.us

British Information Services provides a range of free radio and television programs to U.S. broadcasters. Television (in various language versions):"In Good Company":A series of half-hour programs covering competitive british industries. "Inside Britain": On-going series of half-hour programs providing an in-depth look at life in the U.K. "Profiles": A "Day in the Life" series which profiles a diverse range of people in the U.K. "U.K. Today" a half-hour monthly televison news magazine. Radio:"Newsbreaks From Britain": Daily news feeds from London on toll free or ISDN telephone. "Newsbreaks in Spanish": Daily news feeds in Spanish. BIS also provides production assistance to T.V. stations on location in the U.K.

N-1

4100 North 24th Street Quincy, IL 62301 Phone: 217-224-9600 FAX: 217-224-9607 URL: http://www.bdcast.com Contact: Kim Winking

Broadcast Electronics will introduce a rack mounted AM-1, 1kW solid state AM transmitter. In addition to this new product, the following

products will be on display. AudioVAULT digital studio systems; AM-5, 5kW solid state AM transmitter; Alpha Line 1kW, 1kW solid state FM transmitter; Alpha Line 5kW, 5kW solid state FM transmitter; FM-35B, 35kW FM transmitter: Mix Trak 100, modular on-air console; Air Trak, on-air console. Programming and consulting services from Broadcast Programming will also be available.



4100 N. 24th St. Quincy, IL 62301 Phone: 217-224-9600 FAX: 217-224-9607 Contact: Chuck Kelly, Director, Int'l. Sales

We are interested in marketing our product in: Worldwide

International Business Information Direct Sales, Agents/Distributors, Joint Ventures, Licensing Agreements

S-5

The SR-3 is a regenerator designed to repair bad time code. It's three main functions are to eliminate drop outs, reduce jitter, and correct video phase. The SR-3 is user friendly, repairing most problems automatically, without complicated settings. It's front panel includes a large time code reader display and LED's to identify format and video phase. The SR-3 can also generate all standard formats, referenced to internal crystal or external video.

Broadcasters

General Store	1617, 8446
2480 S.E. 52nd St.	N-2 S-4
Ocala, FL 34480-7500	
Phone: 352-622-7700	
FAX: 352-629-7000	
Contact: David Kerstin	

Broadcast Exchange, Inc.M5227 MMW

12158 Olympic Blvd. Los Angeles, CA 90064 Phone: 310-442-8488 FAX: 310-442-8490 Contact: Andrew Horvath

Broadcast Exchange is the leading supplier of preowned NTSC and PAL broadcast products to the television production industry. Buy everything from D1 to Betacam at prices \$1,000s less than new. Call our 24-hour fax-on-demand service from any touch-tone phone at 310-442-8491 for even greater savings. Cruise over to our World Wide Web site located at http://www.broadcastexchange.com, the industry's first online marketplace for buyers and sellers of preowned broadcast equipment -- list your own equipment, or search for bargains from hundreds of other sources.



Andrew Horvath, President Broadcast Exchange, Inc. 12158 Olympic Blvd. Los Angeles, CA 90064 Phone: 310-442-8488 FAX: 310-442-8490 URL: http://www.broadcastexchange.com

We are interested in marketing our product in: Central America, Europe, South America, Southeast Asia, Worldwide

International Business Information Direct Sales

245 West 17th Street New York, NY 10011-5300 Phone: 212-337-7026 FAX: 212-337-6947 Contact: Robert Foody

Broadcasting & Cable is the only newsweekly providing broad spectrum coverage of all facets of the \$77 billion television and radio industry, including broadcast, cable, satellite, telco and other emerging technologies. Broadcasting & Cable reaches over 35,000 key executives and decision makers at direct broadcast satellite operators, telcos, television and radio agencies and equipment manufacturers.

N-1

Broadcast Management Plus

See Columbine JDS - Booth #8521

Broadcast Microwave

Services	7000
5636 Ruffin Road	S-1
San Diego, CA 92123	
Phone: 619-560-8601	
FAX: 619-560-1637	
Contact: Sheridan Kirk/Bob Jacobs	

Broadcast Store	
1840 Flower St.	S-2 SEC
Glendale, CA 91201-0000	
Phone: 818-551-5858	
FAX: 818-551-0686	
Contact: Nick Liatsis	

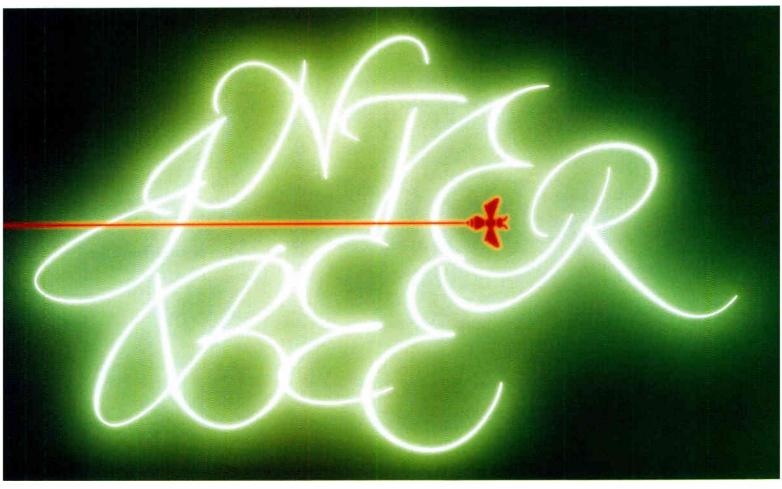
Broadcast & Surveillance

<u>Systems</u>	S1255
40 Churchill Square	SEC
Kings Hill	
West Malling, Kent GB-ME196DU L	JK
Phone: 441732220011	
FAX: 441732220014	
Contact: Andrew Griffin	

Broadcast & Surveillance Systems (BSS) Ltd. are world leaders in the design and manufacture of high quality gyrostabilised platforms for airborne broadcast applications.

Inter BEE '96 Inter BEE '96 Inter BEE '96 Inter BEE

Period:November 13-15, 1996 Place:Nippon Convention Center (Makuhari Messe)



EXHIBITS • audio equipment • cameras and related equipment • VCRs and related equipment • video processing equipment

- ●transmitters and related equipment ●measuring apparatus ●transmission equipment ●link-up systems
- ●equipment for multiple broadcasting systems●satellite bradcasting systems●HDTV sets and related equipment●etc.

See All You Can BEE

The 32nd International Broadcast Equipment Exhibition (Inter BEE '96) is your chance to see the latest in broadcast, video, and audio technologies in action.

And there's more. As well as exhibits, Inter BEE '96 will feature symposiums,

forums, and seminars hosted by some of the world's leading broadcasting, audio, and video software developers.

As the largest event of its kind in Asia and one of the world's top three,

Inter BEE '96 will be a magnet for more than 450 manufacturers and around 26,000 visitors from around the world. Inter BEE '96 will be held on November 13–15, 1996, at the Nippon Convention Center (Makuhari Messe) So, make the trip to Inter BEE '96 to see all you can BEE.

For more information on Inter BEE '96, contact:

Japan Electronics Show Association

Tokyo Chamber of Commerce and Industry Building, 3-2-2, Marunouchi, Chiyoda-ku, Tokyo 100, Japan Fax:81-3-3284-0165

Description of exhibits: BSS specialists in airborne camera systems have now developed a complete range of gyrostabilised camera platforms for use on helicopters, fixed wing aeroplanes and blimps in the TV and film industries. The range, covers every angle, from newsgathering and general aerial shots with the small BSS400, through to the highly sophisticated BSS 500 designed to deliver long range zoom pictures with exceptional clarity and stability.



Mr. Andrew Griffin Broadcast & Surveillance Systems, Ltd. 40 Churchill Square, Kings Hill West Malling, Kent MEI9 6DU UK Phone: 441732220011 FAX 441732220014

We are interested in marketing our product in: Africa, Asia, Australia, Canada, Central America, Eastern Europe, Europe, Middle East Mexico, South America, Southeast Asia, Worldwide

International Business Information Direct Sales, Agents/Distributors

S-5

40 West Wilmot Street Richmond Hill, ON L4B1H8 CANADA Phone: 905-764-1584 FAX: 905-764-7438 Contact: Terry Cribbey

BVS will be showing the BUGTRAP, a self contained logo capture, store and linear kever to permit simple and economical insertion of an ID or bug. A serial digital downstream linear keyer MASTERKEY 6 will be demonstrated. Designed to install in a Leitch or Grass Valley video distribution amp frame, the SDI800 Source Ident utilizes the VBI to insert a date message, read it, and display it in the active picture area. The VITS 2, a video monitoring unit that samples a line of video and transmits it via telco line to a PC for display on a VGA screen will also be shown.



Export Information

Terry Cribbey, VP Sales/Marketing 40 W. Wilmot Street

Richmond Hill, Ontario, L4B 148, Canada

We are interested in marketing our product in: Worldwide

N-2

International Business Information Agents/Distributors

106 West Lime Avenue Suite 207 Monrovia, CA 91016 Phone: 818-359-1454 FAX: 818-359-9672 Contact: Craig Bell

BSS......7126 8500 Balboa Blvd. Northridge, CA 91329 Phone: 818-830-8278 Fax: 818-830-7825 Contact: Paul Freudenberg

BSS will be showing their full line of signal processing gear in booth number 7126. Visit the booth to see the world famous OMNIDRIVE as well as Varicurve, FCS 916-the microphone preamplifier/parametric equalizer and many other state-of-the-art BSS products.

S-3

BSW-Broadcast Supply

7012 27th Street West N-2 Tacoma, WA 98466 Phone: 206-565-2301 FAX: 206-565-8114 URL:http://www.bsw.usa.com Contact:Patrick Medved BSW is a full line audio equipment distributer.

Export Information

7012 27th St. West Tacoma, WA 98466 Phone: 206-565-2301 FAX: 206-565-8114 Contact: Patrick Medved

We are interested in marketing our product in: Africa, Australia, Canada, Central America, Commonwealth of Ind. States, Europe, Indian Ocean, Middle East, Pacific Ocean, South America, Southeast Asia, Worldwide

International Business Information Direct Sales, Agents/Distributors

----- SPONSOR ------

BT Broadcast

Services	Room N252
125 Shaftesbury Ave.	LVCC
London WC2H 8BE	

UK Phone: (44) 171 406 7000 FAX: (44) 171 406 8973 internet address: http://www.vb5.bt.co.uk Contact: Emita Griffith

BT Broadcast Services is Europe's leading supplier of global broadcast solutions providing a complete range of services designed for international television transmissions via 30 satellites spanning 5 continents. Broadcast Services can help you to deliver cost effective, technologically advanced solutions involving digitally compressed television, transatlantic fiber optic cables and ATM based solutions into new and emerging markets.

BTS Broadcast TV Systems

(see Philips Broadcast TV Systems)

BUF Technology10938

11835 Carmel Mountain Rd., #1304 S-4 San Diego, CA 92128 Phone: 619-451-1350 FAX: 619-451-6589 Contact: Bruce Bredon

N-1

7 Beaver Brook Road Littleton, MA 01486 Phone: 508-486-0086 FAX: 508-486-0081 Contact: Peter Burk

BURLE INDUSTRIES, INC.	5201
1000 New Holland Avenue	S-1

1000 New Holland Avenue Lancaster, PA 17601-5688 Phone: 717-295-6029 FAX: 717-295-6096 Contact: Robert Rutherford

BURLE INDUSTRIES offers a full line of VHF and UHF Power Tubes and Cavities & Microwave Transmission Systems for Broadcast.

Export Information

1000 New Holland Ave Lancaster, PA 17601-5688 Phone: 717-295-6029 FAX: 717-295-6096 3

We are interested in marketing our product in: Worldwide

International Business Information Direct Sales, Agents/Distributors

Burrell Enterprises	O101
4009 Wilshire Court	0

Plano, TX 75023-0000 Phone: 214-596-2746 FAX: 214-612-2402 Contact: Bob Burrell

S-5

P.O. Box 1468 Corrales, NM 87048-1468 Phone: 505-898-1455 FAX: 505-898-0159 Contact: Bill Kent

PC-2 CG Board for PC; Black Burst Generators; Color Bar Generators; Time Code Generators; Video Crosspoint Switcher, Micro CG; Video Mixer/Fader; Format Convertors; Video Detectors; Video DAs (including PC Version), Audio Switchers, Audio DAs.



Bill Kent, Burst Electronics P.O. Box 1468 Corrales, NM 87048 Phone: 505-898-1455 FAX: 505-898-0159

We are interested in marketing our product in: Worldwide

International Business Information Direct Sales, Agents/Distributors

North Haven, CT 06473 Phone: 203-239-3311 FAX: 203-234-7718 Contact: Douglas Stevenson

4840 Hytech Dr Carson City, NV 89706 Phone: 702-885-4900 FAX: 702-885-4995 Contact: Claudia Lester

460 Calle San Pablo Camarillo, CA 93012-0000 Phone: 805-987-9000 FAX: 805-987-8359 Contact: Dennis Schwab, Chuck Uhl

California Microway

Microwave E 201 & S2267 Satellite Transmission Systems **0, SEC** 55 Commerce Drive Hauppauge, NY 11788-3931 Phone: 516-272-5600 FAX: 516-231-1896 Contact: Elaine DeLuca Byrnes

Calrec Audio Ltd.4013

S-2

N-1

Nutclough Mill Hebden Bridge, West Yorkshire GB-HX7 8EZ ENGLAND Phone: 441422842159 FAX: 441422845244 Contact: John Gluck

Calrec Audio Ltd. is one of the world's leading designers and manufacturers of professional audio equipment. Established for over 30 years, the company have an unrivalled reputation for producing consoles of exceptional audio quality, ergonomic design and construction. Although primarily used by many broadcasters for studio application, the compact design of Calrec consoles makes them particularly suitable for use in mobile applications of all types. At NAB 1996, Calrec will be exhibiting its T Series Digitally Controlled Production Console. The S Series Production and Dubbing Console, a high quality console for Television & Radio Production. And the RQ SEries, a successful range of standard IU x 19" signal processors.



Pat Dubowska Calrec Audio Limited Nutclough Mill, Hebden Bridge West Yorkshire, UK HX7 8EZ Phone: 44142284259 FAX: 441422845244

N-1

We are interested in marketing our product in: Asia, Canada, Central America, Eastern Europe, Europe, Middle East, Mexico, Pacific Ocean, South America, Western Europe

International Business Information Direct Sales, Agents/Distributors

2150 East Dolton Road Calumet City, IL 60409-1411 Phone: 708-868-5070 FAX: 708-868-0775 Contact: Doug Landolfi

Calumet Coach Company has over 50 years experience in special use mobile units in both trailer and self propelled units, including Television Production Studios, TV Broadcast Units and S.N.G. Units. Calumet Coach incorporates custom features including powered slide-out section which expand the interior space. Calumet Coach invites your inquiry.



Export Information continued



Dan Snyder, President & C.E.O. 2150 East Dolton Road Calumet City, IL 60409 Phone: 708-868-5070 FAX:708-868-0775

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International Business Information Direct Sales, Agents/Distributors

Calzone Case Co.	
225 Black Rock Avenue	S-5
Bridgeport, CT 06605	
Phone: 203-367-5766	
FAX: 203-336-4406	
Contact: Janice Vizzo	

425 E. Comstock Chandler, AZ 85225 Phone: 602-813-9500 FAX: 813-813-9292 Internet: canare@canare.com Contact: Sales Department

Cammate Systems introduces our new "TRAVEL SERIES" boom system. Still utilizing our excellent electronics package the "TRAVEL SERIES" boom is more portable, simpler to assemble, has more variable sizes, is available in soft pak cases and has added a vertical control bar to provide the stability of much larger systems without the increase weight or bulk. The quality you have come to rely on just got easier to use! Available at NAB96 for purchase will be our new lens control package. With our new lens control package Cammate offers the ability to drive any lens on the market. See us at NAB96, Booth #8084, for a full demonstration.



Export Information

425 E. Comstock Chandler, AZ 85225 Phone: 602-813-9500 Fax: 602-813-9292 Contact: Debbie Clifton

We are interested in marketing our product in: Africa, Australia, Canada, Central America, Commonwealth of Ind. States, Europe, Indian Ocean, Middle East, Pacific Ocean, South America, Southeast Asia, Worldwide

International Business Information Direct Sales, Agents/Distributors

Div. of M.S. Russin Group, Inc. 7648 Lexington Club Blvd. Suite A Delray Beach, FL 33446-3427 Phone: 407-496-0993 FAX: 407-496-1242 Contact: Mort Russin

CANARE

531 5th Street, Unit A San Fernando, CA 91340 Phone: 818-365-2446 FAX: 818-365-0479 Contact: Barry Brenner

PRODUCT OFFERINGS: VIDEO PATCHBAYS for Serial Digital Transmission, COAXIAL CABLES 75 ohm for Analog & Serial Digital Video Transmission, BNC CONNECTORS 75 ohm PCB type and Precision TERMINATORS, F CONNECTORS 75 ohm, SMA CONNECTORS 50 ohm, DIGITAL AUDIO Cable Connectors & Impedance Transformers, STAR QUAD MIC & SNAKE CABLE, COMPONENT VIDEO CABLE, CABLE STRIPPERS, TOOLING, A/V PATCH PANELS for Multimedia, CABLE REELS.



531 5th Street Unit A San Fernando, CA 91340 Phone: 818-365-2446 Fax: 818-365-0479 Contact: Barbara Geisler

5-5

SEC

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International Business Information Direct Sales, Agents/Distributors

CANON USA INC.

	,000
Broadcast Equipment Division	S-4
400 Sylvan Avenue	
Englewood Cliffs, NJ 07632	
Phone: 201-816-2900	
FAX: 201-816-2909	
Contact: Ken Ito	

Capital Networks Ltd.M5229

620 Alden Road Suite 103 Markham, Ontario L3R 9R7 CANADA Phone: 905-946-1122 FAX: 905-946-1144 Contact: Bill Trainor

Digimation Media Systems — a suite of MultiMedia software and hardware products for Broadcast and Cable TV. Applications includes non linear editing, page creation and display, Digital Video break automation, PPV barker channels, and TV Listings. All products feature advanced scheduling capability. Windows based, featuring DiGiMATiON, Inscriber, and Adobe.

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0838

Internet: capital@idirect.com Techexport, Inc.

We are interested in marketing our product in: Europe, South America, Worldwide

International Business Information Agents/Distributors

Contact:Bill Senske

Caption Colorado, Inc.	S2173
475 17 St.	SEC
Suite 450	
Denver, CO 80202	
Phone: 303-295-3376	
FAX: 303-295-1441	

Carpel	Video,	Inc.	

 429 East Patrick Street
 S-.

 Frederick, MD 21701
 Phone: 301-694-3500

 800-238-4300
 FAX: 301-694-9510

 Contact: Andy Carpel
 Blank video tape wholesaler.

Cartoni USA 7680 2755 Alamo Street **S-5**

2755 Alamo Street Suite 103 Simi Valley, CA 93065 Phone: 805-502-6086 Fax: 805-520-6949 Contact: Steven Manios, Jr.

Introducing the new Action Pro Fluid head and legs for Super VHS and Hi-8 cameras, Also appearing are the Alfa Fluid Head for lightweight ENG cameras from 4.5-16 lbs. and Alfa II which holds 17-22 lbs.; the Delta (with digital LED readout of counterbalance and drag values), for dockable camcorders with large battery packs and fully rigged EFP camertas (18 to 38 lbs.); the C20S Dutch Head for smooth dutch-tilt effects; and the popular Beta, which weighs 7 lbs. and handles loads to 33 lbs. Cartoni tripods are newly equipped with rubber ground spreaders and Non-Slip Flip locks.

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Reedsport, OR 97467	
Phone: 800-547-3930	
Phone: 541-271-3681	
FAX: 541-271-5721	
Contact: Jerome Kenagy	

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S-2

PO Box 426 Fairburn, GA 30213 Phone: 770-964-3530 FAX: 770-964-2222 Internet: K4JPD@AOL.COM Contact: Steve McElroy

For over 30 years CCA Electronics, Inc. has supplied AM and FM broadcasters with the most reliable AM/FM transmitters available in power levels up to 100KW. CCA also specializes in complete RF Systems.



Export Information

PO Box 426/ 360 Bohannon Rd. Fairburn, GA 30213 Phone: 770-964-3530 FAX: 770-964-2222 Internet: HMGNSBERG@IX.NETCOM.COM Contact: Howard Ginsberg

We are interested in marketing our product in: Africa, Australia, Canada, Central America, Commonwealth of Ind. States, Europe, Indian Ocean, Middle East, Pacific Ocean, South America, Southeast Asia, Worldwide

International Business Information Direct Sales

Digital Fiber Optics Operation 47323 Warm Springs Blvd. Freemont, CA 94539-7462 Phone: 510-440-0218 FAX: 510-440-0330 Contact: Ed Pratt

C-COR ELECTRONICS, INC. designs/manufactures fiber optic transmission systems for

Exhibit Hall Floorplans

Sands Expo Center Exhibits— SEC (Sands Exhibitors), NET (internet @NAB'96), MMW (MultiMedia World)Pull-out between pages 16 & 17 Also see pull-out section between pages 16 & 17 for overview floorplans of Sands meeting rooms and lobby areas.

Las Vegas Convention Center Exhibits-

N-1	See floorplan, page	97
S-1	See floorplan, page	98
S-2	See floorplan, page	99
S-3	See floorplan, page	100
S-4	See floorplan, page	101
S-5	See floorplan, page	102
O (Outdoor Exhibits)Pull-out between		
	pages 96 &	97

Also see pull-out section between pages 96 & 97 for overview floorplans of LVCC & Las Vegas Hilton meeting rooms and lobby areas. television broadcast, CATV and other high quality video applications. C-COR specializes in high data rate digital systems for transmission systems for uncompressed video, audio and data signals. Systems and networks are available for multi-channel video transmission (up to 64 channels/fiber). RS250C short-haul performance, self-healing redundancy with automatic switchover and digital signal switching. Compact, low-cost single channel systems are featured that digitally interface with C-COR's multi-channel networks. SINGLE CHANNEL PRODUCTS: C-COR offers a family of Single Channel products that enable a single uncompressed digital 9/10 bit video signal (NTSC, PAL) to be transported to a remote location over optical fiber. In addition to the video signal, four audio 20-bit signals and a full T1 or E1 with four low speed data channels are available. MULTI-CHANNEL PRODUCTS: C-COR offers a family of uncompressed digital video/audio modules to enable up to (32) 8-bit or (16) 9/10 bit uncompressed digital video (NTSC, PAL) signals to be transported over a single optical fiber wavelength. In addition to the video signals, four 20-bit audio and T1 or E1 with four

low speed data channels are available.

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MMW

International Business Information Agents/Distributors

C-Cube MicrosystemsM4528

1778 McCarthy Boulevard Milpitas, CA 95035 Phone: 408-944-6300 FAX: 408-944-6314

C-Cube is showcasing its MPEG 2 encoding and decodng solutions for the post production, broadcast and multimedia production markets. Featured are production mastering equipment for digital video disc, satellite uplink equipment for direct broadcast applications, satellite receivers, and multimedia authoring equipment.

Export Information

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2002 Ford Ave. Springdale, AR 72764 Phone: 501-750-0277 FAX: 501-751-3761 Internet: emr@artran.com Contact: Eileen Reinhardt

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N-2

N-1



LBA Technology 210 W. Fourth Street Greenville, NC 27835 Phone: 919-757-0279 FAX: 919-752-9155 Contact: Javier Castillo

We are interested in marketing our product in: Canada, Central America, Mexico, South America

International Business Information Direct Sales, Joint Ventures

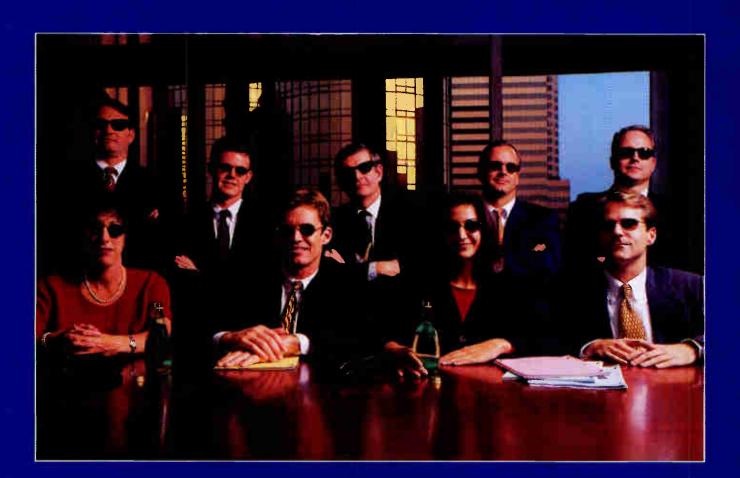
Explanada, 4-6 E-28040 Madrid SPAIN Phone: 34-1 533-2508 FAX: 34-1 553-7888 Contact: Miguel Bustamante

Central Tower Inc.	1515
2855 Highway 261	N-2
Newburgh, IN 47630-	
Phone: 812-853-0595	
FAX: 812-853-6652	
Contact: Tim Ryan	

Century Precision Optics11035

10713 Burbank Blvd. North Hollywood, CA 91601 Phone: 818-766-3715 FAX: 818-505-9865 Contact: Jeff Giordano

Specializing in add-on attachments to expand capabilities of zooms. For wider angles, there's the .5X and .7X Wide Angle Adapter Set and .8X "Zoom-Thru" Wide Converter. The .6X Double Asphere Wide Angle Adapter offers minimal distortion, reduced chromatic aberration and outstanding edge resolution. The



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Export Information

Mr. Jeff Giordano **Century Precision Optics** 10713 Burbank Blvd. N. Hollywood, CA 91601 Phone: 818-766-3715 FAX: 818-505-9865

We are interested in marketing our product in: Africa, Central America, Indian Ocean, Middle East, Pacific Ocean, South America, Worldwide

SFC

International Business Information Direct Sales, Agents/Distributors

1315 Industrial Park Drive	
Smithfield, NC 27577	
Phone: 919-989-2241	
FAX: 919-989-2200	
Contact: John Chrisey	
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VSAT compression-molded reflectors, mounts, and feeds that are designed for receive/transmit data, audio, and video applications.

Export Information

Mr. Greg Hurt, Sales Manager 1315 Industrial Park Drive Smithfield, NC 27577 Phone: 919-989-2241 Fax:919-989-2200 Internet: greghurt@nando.net

We are interested in marketing our product in: Asia, Australia, Canada, Central America, Middle East, Mexico, South America

International Business Information Agents/Distributors

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821 Tavern Road Alpine, CA 91901 Phone: 619-445-2691 FAX: 619-445-3293 Contact: Stephen Castle

Channelmatic is the world's leading manufacturer of television automation systems for the application of analog and digital ad insertion, custom switching and program playback for the cable and broadcast television markets. Whether your application is a small, single channel automation system or a market-wide, multi-headed advertising

interconnect, Channelmatic can develop a cost effective solution for you.



We are interested in marketing our product in: Worldwide

International Business Information Direct Sales, Agents/Distributors

Chapman/Leonard Studio

Equipment Comapnies S2338, G101 12590 Raymer Street..... SEC 0 North Hollywood, CA 91605 Phone: 818-764-6726 FAX: 818-764-2728 Contact: Christine Huenergardt

Chapman/Leonard Studio Equipment Companies manuafacture, rent, lease & sell custom camera support equipment worldwide. New products include the PEDOLLY® PEDESTAL. The Pedolly® acts as a pedastal and dolly in one. This unit utilizes a four-stage telescoping lift with a vertical travel of 39 degrees and can be removed from the chassis. The chassis incorporates variable chassis legs and can be used both on and off track, operating on either straight or curved. The Pedolly® has new SofLube tires for use both on and off track. Chapman will feature the Sport ATB, an electric powered crane with a linear actuated arm perfect for use in sports coverage. The CS Base is a hot new item perfect for mounting remote or manned arms. The CS Base can be disassembled manually for easy transportation and can work on or off track. Large balloon tires allow the Cs Base to be used on most terrains. The new LENNY MINI is Chapman's smallets remote arm for use within tight guarters, allowing a variety of camera movements. Chapaman;s SUPER PEEWEE®III is another new product, featuring our patented new UNIVERSAL STOP VALVE SYSTEM, which allows smooth & precise feathured stops at your chosen position. Another feature to complement the Super PeeWee® III is the uNIVERSAL HEAD MOUNT, which allows four different vertical camera positions without camera dismounting and incorporates our new "XOX" Leveling SYSTEM. The HYBRID II dolly will be displayed. This unit features the Universal Stop Valve System and faster, smoother arm movement. The HUSTLER III will be on display, showing its new quick-release floating wheels that work on both curved and straight tracks. The Hustler III incorporates a new, conveniently located, battery tray and Universal Stop Valve for smooth stops at your choosen position. Chapman also carriesa wide variety of accessories to complement all of their cranes, dollies, remote arms, bases, rrmote cameras and pedestals. We encourage you to stop by for a demosntartion of all our latest products and meet our team of trained technicians.

Chapman/Leonard Studio &

SEC O 9460 Delegates Drive Orlando, FL 32837 Phone: 407-851-3456 FAX: 407-855-1653 Contact: Christine Huenergardt

Chapman's new state-of-the-art sound stage and facility is conveniently located ten minutes from the Orlando Airport and features a complete and update line of Chapman equipment, including the Titan II, Olympian, Sport ATB, ATB & CS Base, Sidewinder, Zeus, Nike, Lenny Arms, HY HY Base, Hybrid II, Hustler II, Super Pee Wee III, Pedolly, Pedestal, Power Pod, Hot Head and Matthews Cam Remote Systems. This facility serves as an East Coast training and maintenance center. Within the 112' x 80' sound stage, complemented by hardwood floors and climate control, is a 50' x 60' corner hard CYC. This seamless background has a height of 26' with completely adjustable lighting from above. Ceiling height is 29' with 9' square grids. The stage is rated for an audience of 250, plus a 50-member crew, making it ideal for live audience shows. Adjacent to the sound stage are two drdessing rooms complete with showers. bathrooms, illuminated makeup mirrors and wardrobe space. Complementing the stage and dressing room area is over 2,000 sq. ft. of production office area complete with a fully equipped kitchen and a spacious greenroom. Support service housed within the center include BEC Technologies, Vaughn Duplication & Broadcast Rentals, Continental Film Labs, David Alfonso - Composer. Chapman/Leonard Studio & Production Center offers a complete package for all production needs within a conveniently located, state-of-the-art facility. ASK FOR OUR DEMO VIDEO.

Export Information

David Oreben/Cherie Arnall, Leasing Dept./Sales 12950 Raymer Street North Hollywood, CA 91605 Phone: 818-764-6726 Phone: 213-877-5300 FAX:818-764-2728

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International Business Information Direct Sales, Agents/Distributors

Charter Equipment Leasing

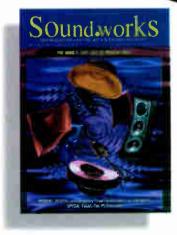
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Suite 614	
Beverly Hills, CA 90211-2465	
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FAX: 213-655-2724	
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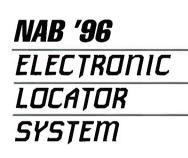
S-2

Cheetah Systems	
109 Fourier Avenue	SEC
Fremont, CA 94539-000	0
Phone: 510-656-0700	
FAX: 510-656-0527	
Contact: Cedric Braun	

2432 Southeastern Avenue Indianapolis, IN 46201 Phone: 317-636-3351 FAX: 317-635-5140 Contact: John Shaw

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CHRISTIE's microprocessor-based CASP Systems maintain Video Batteries at peak amp-hour performance. CASP analyzes and charges any rechargeable battery, and electrochemically rejuvenates Nickel-Cadmium types, even if badly faded. CASP/2000H is a versatile model, programmable from its own keyboard. CASP/1200 is cost effective preprogrammed, Go-No Go model. Both models incorporate CHRISTIE's exclusive ReFLEX charger, have six channels for battery processing, can be programmed for up to 32 different batteries, indicate the process step on an LCD display, and operate unattended. CHRISTIE ELECTRIC has over six decades experience manufacturing Battery Chargers and Analyzers. PRO BATTERY will be displaying their full line of Pro-Video Batteries.

Export Information

Mr. Scott Marvel, Director, Sales & Marketing CHRISTIE ELECTRIC CORP/PRO BATTERY 18120 South Broadway Gardena, CA 90248 Phone: 310-715-1402 FAX: 310-618-8368

We are interested in marketing our product in: Australia, Canada, Eastern Europe, Europe, Indian Ocean, Mexico, Pacific Ocean, South America, Southeast Asia, Western Europe, Worldwide

International Business Information Direct Sales, Agents/Distributors

Chyron Corporation10700 S-3 5 Hub Drive

Melville, NY 11747 Phone: 516-845-2000 FAX: 516-845-3895 URL: http://www.chyron.com Contact: Larry Mincer

ChyronGraphics will showcase a complete networkable graphics system using the iNFiNit! family of products. The iNFiNiT! will have New version 3.5 message compose software that supports Korean, Thai, Japanese and Chinese fonts and includes new operating features. The iNFiNET:, Chyron's video file server, and ImageStor!, a complete standalone still store, are networkable. A New dedicated recall panel for ImageStor! provides guick access to images. Chyron PictureWare products for Silicon Graphics workstations include Liberty 64, Liberty 32 and Liberty Paint. New 5.1 Liberty software supports Indigo 2 IMPACT Video, Real Time Image Processing, Plug In Interface, and improved storyboard display. Chyron CMX will showcase New version 14.0 software with advanced disk recorder interface

World Radio History

and improved lookahead performance. CMX offers a complete line of editing systems including Aegis, OMNI 1000E, OMNI 850 and OMNI 500. (Contact: Ron Witko, Steve Sloane, John Shike) Chyron VideoComputer products on display will include the CODI character and graphics generator, the pc-CODI, an ISA board for single or multi-channel character and graphics generation, the CODI EAS System for broadcast and cable emergency alerts, CODI Pro, a New Windows application for operating CODI and pc-CODI, and additional New software for remote, multi-channel display applications.



S-1

Export Information

Mr. Steve Sloane, VP International Sales 5 Hub Drive Melville, NY 11747 Phone: 516-845-2000 FAX:516-845-3896

We are interested in marketing our product in: Africa, Asia, Australia, Canada, Central America, Commonwealth of Ind. States, Eastern Europe, Europe, Middle East, Mexico, Pacific Ocean, South America, Western Europe

International Business Information Agents/Distributors

Chyron/Videofax	M5258
5 Hub Drive	MMW

Melville, NY 11747 Phone: 516-845-2000 FAX: 516-845-3895 URL: http://www.chyron.com Contact: Larry Mincer

Chyron Corp. videoComputer Systems will display the CODI EAS System. This fully integrated system is FCC certified. Chyron is accepting orders and scheduling deliveries. This system includes the TFT 911T decoder. Also on display is Chyron's CODI Pro software interfacing with both Chyron CODI and pre-CODI. Pc-CODI is an ISA board for single or multi-channel character generation. Several developers for the pc-CODI and CODI will be displaying their products for broadcast and cable applications in the Chyron booth. Chyron Corporation in concert with the VIDEOFAX Company market pc based software/systems for video information display. Broadcast, Cable and CCTV are ideal environments for these mulit-media authoring and playback systems. The entire VIDEOFAX product line is on display in the Multimedia Area.

Cine 60, Inc.	
630 Ninth Avenue	S-4
New York, NY 10036	
Phone: 212-586-8782	
FAX: 212-459-9556	
Contact: Robert Kabo	

Cine 60 has been a leading manufacturer of rechargeable nickel cadmium battery systems



for over 35 years. Products include battery belts & packs and fast charging systems. Lighting products include a 30 Volt Sun-Gun Lighing system and a miniature 12 Volt on-camera light, the "Spider-Lite."

Export Information

Mr. Robert Kabo, General Manager Cine 60, Inc. 630 Ninth Avenue New York, NY 10036 Phone: 212-586-8782 FAX: 212-459-9556

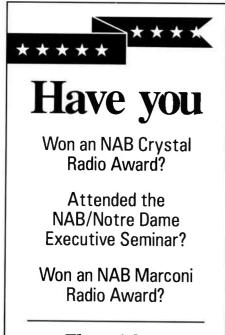
We are interested in marketing our product in: Africa, Asia, Canada, Central America, Middle East, Mexico, South America

International Business Information: Direct Sales

Cinebase Software/

2716 Erie Avenue SEC Suite 2W Cincinnati, OH 45208 Phone: 513-321-8644 FAX: 513-321-8722 Contact: Wesley Hein

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Ms. Maura L. Timko, Intl. Sales/Marketing Mgr. Cinebase Software/Integrated Research 2716 Erie Avenue, Suite 2W Cincinnati, OH 45208 Phone: 513-321-8644 FAX: 513-321-8722 Internet: maura@iresearch.com

We are interested in marketing our product in: Africa, Australia, Canada, Central America, Commonwealth of Ind. States, Europe, Indian Ocean, Middle East, Pacific Ocean, South America, Southeast Asia, Worldwide

International Business Information Direct Sales, Agents/Distributors

#2 Avon Court Thornlie, WA 6108 AUSTRALIA Phone: 619-459-3690 FAX: 619-493-2168 Contact: Mike Young

Cinekinetic manufactures portable grip equipment and camera support gear. Products include the Saddlecam, McJib, Microjib Pro SX, Nunano, Sawed Board, Pocket Dolly, Rolling Wonder, Jib Stix, Clever Clamp, Climbing Column. Clayton's Head and the One Man Grip Kit. Accessories include Sand Sacks. Sand Wedges, Leveller, Incredible Spreadable and Track Connectors. Each is designed to enhance the utility of each product. All equipment is designed to provide the small production unit with the versatility of the largest film studio and prices are geared to the lowest budget.

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3211 S LaCienega Blvd	S-2
Los Angeles, CA 90016	
Phone: 310-836-7991	
FAX: 310-836-9512	
Contact: Janet M. DeVita	

Cinema Products will exhibit its line of Steadicams for Video and Film; Wireless Lens Control Systems and the Vidiflex Video Tap. Video Steadicams offer different camera weight capacities from 9 to 45 pounds all equipped with the patented "Iso-Elastic Arm" with either double or single articulation. Perfect for videographers shooting industrial videos, commercials and broadcast-quality television work (with optional Triax Interconnect). The LC3 is the first Wireless Lens Control System featuring bi-directional communication between the operator and the camera. Communication status and lens position information are provided to the operator via a

LCD Display. The Vidiflex Fiber-Optic Based Video Tap provides the sharpest image ever in any lighting situation. Available in color or flicker-free black & white.



Mr. Ronald Lenney, President Cinema Products Corp. 3211 S. La Cienega Blvd. Los Angeles, CA 90016 Phone: 310-836-7991 FAX: 310-836-9512

We are interested in marketing our product in: Africa, Asia, Australia, Canada, Central America, Eastern Europe, Middle East, Mexico South America, Western Europe, Worldwide International Business Information Agents/Distributors

.5332
S-1

S-5

Plymouth, MN 55441 Phone: 612-551-4000 FAX: 612-551-4002 Contact: Suzanha Burmeister

CIPRICO, INC., an ISO certified company, designs, manufactures, markets and services RAID disk arrays for the video production and broadcast industries. Developed around industry standard SCSI-2, Ciprico disk arrays provide: Real-time performance with transfer rates up to 100 MB/second with one disk array, Storage capacity can range between 8 GB to 72 GB per disk array, Hot swap drives and power supplies ensure no downtime plus no performance degradation. At NAB96, Ciprico announces the highest performing RAID disk array. The 7000 SERIES FIBRE CHANNEL disk array transfers video data at 100 MB /second. Ciprico is a member of the Fibre Channel Association (FCA).



7 Clerewater Place, Lowerway Newbury, Berkshire RG13 4RF England Phone: 441635873666 FAX: 441635871996 Contact: Chris Gerrard

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International Business Information Agents/Distributors, Joint Ventures

N-1

Circuit Research Labs Inc 2522 West Geneva Drive

Tempe, AZ 85282-3192 Phone: 602-438-0888 FAX: 602-438-8227 Contact: Bruce Mowers

2008
N-2

Clark Wire & Cable1414, S1404

N-2 SEC

1355 Armour Blvd. Mundelein, IL 60060-4401 Phone: 708-949-9944 FAX: 708-949-9595 Contact: Susan Clark

Clear-Com Intercom

Systems	
945 Camelia St.	S-5
Berkeley, CA 94710-1484	
Phone: 510-527-6666	
FAX: 510-527-6699	
Contact: Milton McNally	

C-MAC Microcircuits, Inc. .M3937 MMW

P.O. Box 640662 461 Menker Ave. San Jose, CA 95164-0662 Phone: 408-453-0804 FAX: 408-453-0804 Contact: Bill Johnson

15210 Industrial Parkway Cleveland, OH 44135-3308 Phone: 216-267-2233 FAX: 216-267-3142 Contact: John Ittel



Mr. John R. Ittel, Sales Manager Coaxial Dynamics, Inc. 15210 Industrial Parkway Cleveland, OH 44135 Phone: 216-267-2233 FAX: 216-267-3142

We are interested in marketing our product in: Australia, Canada, Central America, Mexico, South America, Western Europe

International Business Information **Direct Sales**

Coffey Sound Services1621

N-2 3479 West Cahuenga Blvd. Hollywood, CA 90068 Phone: 213-876-7525 FAX: 213-876-4775 Contact: Abel Vidana Coffey Sound Services sells and rents all

products used for sound recording on motion

pictures and television production. These prodcuts include Ambient, Anchor, Audio Developments. Audio Limited, Audio Technica, Beyer Dynamic, Comtek, Cooper, Countryman, DAT, Deneke, Duracell, Electrovoice, Fannon, Fostex, HHB, Lightwave, LittleLite, LTM, Motorola-Radius, Nagra, Nalpak, Pelican, Radius, Riptie, Rycote, Sanken, Schoeps, Sennheiser, Shure, Soundcraft, Sony, Stella-DAT, Telex, Tram, United States Broadcast and all other products used in field recording.



We are interested in marketing our product in: Worldwide International Business Information

Direct Sales

Coherent

28245 Avenue Crockerr, Suite 200 Valencia, CA 91355 Phone: 805-295-0300 FAX: 805-295-0090 Contact: William C. Allison

SEC

Coherent Communications will be introducing the Producer's Friend Wireless Video and Audio System. Producers and production



personnel can now enjoy broadcast quality picture and sound without the worries that normally burden the camera operator and restrict his or her movement. These very reasonably priced units are made in the USA and feature advanced technology such as a true Diversity Video & Audio Receiver (Model CVR-3500) to absolutely minimize the picture and sound dropouts that are so common with competing products. Other features include a built in operational SMPTE/EBU Time Code Reader and Generator that puts time code in the video signal (VITC), and a switchable window, 10 user selectable channels, Receiver signal strength meter, AC/DC power, Mic & Line audio inputs, Low battery warning, and much more. Two versions are available: one without license under FCC Part 15, and a higher power for licensed users, US g=Government or export (PAL or NTSC) Prior models have been employed over the past 14 years for air to ground, Motion Picture, TV documentary & sports, and Military / Law enforcement.



William C. Allison, Sales Manager 28245 Avenue Crocker, Suite 200 Valencia, CA 91355 Phone: 805-295-0300 FAX:805-295-0090 We are interested in marketing our product in: Worldwide

International Business Information Agents/Distributors

1015 Chestnut Street Burbank, CA 91506-9983 Phone: 818-843-1200 FAX: 818-972-5599 Contact: Christopher Gubisch

Columbine JDS Systems, Inc. ...8521

S-4

1707 Cole Blvd. Golden, CO 80401-3215 Phone: 303-237-4000 FAX: 303-237-0085 Contact: Mike Oldham

Columbine JDS Systems, Inc. is the world's leading provider of media software and services, with over 2,000 radio, television and cable installations in thirty countries. Service and support are provided from offices in Denver, Hong Kong, London, Memphis, New York and Sydney. Major products include: Traffic Systems that automate the creation of the log and commercial insertion, and prepares advertisers' billing statements. SalesLine is an integrated television sales management system that links the sales department PCs to the traffic computer and streamlines the order clearing and approval process. Sales Analysis Plus gives you real-time access to past, present and future revenue information and lets you react to rapidly changing revenue conditions. TV Works allows salespeople to maximize the value of inventory sold through effective proposal presentations. Master Control Automation.automates the playback of all scheduled events by controlling your switchers, routers, tape decks, cart machines, and video servers to provide a cleaner on-air look, a reduced number of makegoods, and more optimal use of operations staff. Program Control provides an integrated solution for management to purchase, analyze, promote, schedule, report on, expense, and pay for your program inventory.



Mr. Neil Hamilton, Director, European Ops. Columbine JDS Systems, Inc. 15 Harwood Road, 3rd Floor Fulham, London SW6 4QP Phone: 44-171-371-7676 FAX: 44-171-371-7194

We are interested in marketing our product in: Africa, Asia, Australia, Canada, Europe, Mexico, Pacific Ocean, South America Southeast Asia, Western Europe

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COMARK

P.O. Box 506 Colmar, PA 18915 Phone: 215-882-0777 FAX: 215-882-9129

Comark, inventor and acknowledged world leader in IOT transmission technology, will show its IOW line of IOT transmitters. Since their introduction in 1991, these transmitters have been chosen by more stations worldwide than all other manufacturers' products combined. The IOW series, designed and built in the United States, features Comark's patented technologies and innovate features including AURAL CARRIER CORRECTION, ADVANCED FULL BAND LINEARITY COR-RECTION, MODULARIZED CLASS A DRIVER AMPLIFIERS, ADVANCED TECHNOLOGY MODULAR/EXCITER AND IEC 215 COMPLI-ANCE. Introducing... SECOND GENERATION ATV TRANSMITTERS. This product line, designed and built in the U.S., includes new innovations that set this transmitter apart from all previous TV transmission products and will set the standard that others must eventually follow. The new ATV product design draws on the experience during two years of field testing by the Grand Alliance in North Carolina. Comark's IOT transmitter was the only test standard for ALL of this field testing. It was "the standard by which the ATV standard was measure." This new ATV transmitter will set the standard for the future. Introducing ... a new and innovate line of cost-effective AM medium wave transmitters, designed in Switzerland but built in the United States.

4800 Wheaton Drive Fort Collins, CO 80525-9483 Phone: 970-225-7435 FAX: 970-226-6761 Internet: debora_reinert@cc.com Contact: Deborah Reinert

Comlinear announces a next-generation Serial Digital Video transmission chip set designed to conform to the SMPTE 259M standard. The chip set includes cable drivers, an adaptive cable equalizer for high-speed data recovery and a data retimer with automatic rate select designed for high-speed serial clock and data recovery. Comlinear's exhibit includes high-speed amplifiers, multiplexors and data converters ideal for compenent and composite video, high-resolution workstation graphics and LCD display applications. Comlinear, now a part of National Semiconductor Corporation, has been an innovative supplier of high-performance, analog signal processing components for over 15 years. Comlinear products are designed into worldwide applications including video imaging, telecommunications, data communications and instrumentation.



Ms. Karen Nutter, Sr. Export Admin. 4800 Wheaton Drive Fort Collins, CO 80525 Phone: 970-225-7535 FAX: 970-226-6761 Internet: karen_nutter@cc.com

We are interested in marketing our product in: Asia, Australia, Canada, Central America, Europe, Southeast Asia, Western Europe, Worldwide

International Business Information Direct Sales, Agents/Distributors, Joint Ventures

6 Tyler Park P.O. Box 968 Haverhill, MA 01830 Phone: 508-373-0657 FAX: 508-374-0154 Contact: Donald Sicard

DISTRIBUTION AMPLIFIERS/SPLITTER FAMILY - Communications Specialties, Inc. manufactures seventeen models of distribution amplifiers with units that support VGA, MAC, 13W3, RGB, S-Video and Composite Video. These splitters enable the user to connect multiple computer or video monitors to a single computer or video source at distances up to 250 feet. Each splitter can be used individually or as part of an elaborate distribution system employing multiple units. SCAN DO PRO and SCAN DO PRO/C - Scan Do Pro and Scan Do Pro/C provide professional-quality, high-resolution conversion of computer images to NTSC or PAL TV. In addition to Scan Do Pro's unique feature of genlock with timing, it has an available upgrade to add a Betacam/MII output for video production and editing requirements. And an optional RS-232 Control, which provides remote operations of all front-panel functions, can be added with an upgrade kit to both the Scan Do Pro and Scan Do Pro/C. Other features: 16.8 million color representation, 2level anti-flicker filter, switchable image freeze, switchable underscan/overscan modes, H & V positioning, test pattern generator and more.

Communicacion

SEC

Integral	
Huela, 8	S-5, MMW
28002 Madrid SPAIN	
Phone: 3414137497	
FAX: 3414169914	
Contact: Imna Blanquer	

1765 N. Juniper Broken Arrow, OK 74012-1455 Phone: 918-258-6502 FAX: 918-251-0175 Contact: Donna Albright

Communications & Power

Industries	7131
G/O CPI, Eimac Division	S-3
607 Hansen Way	
Palo Alto, CA 94303	
Phone: 415-846-3645	
FAX: 415-846-3276	
Contact: Mark Kushner	

Communications & Power Industries, Inc., formerly the Electron Devices Business Division of Varian, is a world leader in the development, manufacture and distribution of electron tubes, component and sub systems used to amplify and transmit high-power/highfrequency microwave and radio frequency signals. End use applications of these systems include the transmission and amplification of voice, data and video signals for broadcasting and telecommunications.



S-2

Mr. Alan Maffei, Int'l Sales Manager Communications & Power Industries 607 Hansen Way Palo Alto, CA 94303-1110 Phone: 415-846-3645 FAX: 415-846-3276 Internet: mark.kushner@pgtp.varian.com

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International Business Information Direct Sales, Agents/Distributors

6105 Arlington Blvd., Ste.E Falls Church, VA 22044 Phone: 703-534-0034 FAX: 703-534-5497 Contact: Roger Skinner

Communications

<u>Specialties, Inc</u>	M4745
89A Cabot Court	MMW
Hauppauge, NY 11788	
Phone: 516-273-0404	
FAX: 516-273-1638	
Internet: info@comspecial.com	
URL:http://www.comspecial.com	
Contact: Krista DeMaria	

Communications Specialties, Inc. is a leading manufacturer of a full line of computer-to-video scan converters and distribution amplifiers. Used to convert computer graphics to a TV/ video monitor, the Scan Do line of computerto-video scan converters is known for its unmatched price performance, quality conversion and array of user-friendly features. The features include: high resolution conversion, two-stage anti-flicker filter, overscan/underscan, switchable image freeze, image magnification with panning and, on the high-end units,

genlock with timing, component video output and an optional RS-232 remote control. Their comprehensive line of distribution amplifiers include splitters for VGA, MAC, 13W3, RGB, Video and S-Video.



Export Information

Mr. Paul Sieden Communications Specialties, Inc. 89A Cabot Ct. Hauppauge, NY 11788 Phone: 516-273-0404 FAX: 516-273-1638 Internet: info@commspecial.com

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MMW 3250 Wilshire Blvd. #1505 Los Angeles, CA 90010-1605 Phone: 213-487-8222 FAX: 213-487-9251 Internet: compix@delphi.com Contact: Harris Kim

Compix Media, Inc. presents a New, Broadcast Quality, and Professional multimedia video titling software, a Character Generator, and video titling tool-kit called VideoCG. VideoCG provides an affordable alternative for those who need professionalism, but budget minded. The PC based Character Generator, Titler board, is a Video Adapter board that produces NTSC (PAL optional), and S-Video signal I/O. Composite I/O for your high quality output. External Key Signal is also available in Video CG. Available in DOS and Windows, VideoCG provides 40 different broadcast quality Truetype Anti-Aliased fonts that can be adjusted to 389 different sizes. Along with 15,560 different styles of characters, 59 different Variable Wipe and Fade effects, Roll & Crawl, Adjustable Shadow-Process, and other numerous functions and features, VideoCG also provides 100 different high quality digital graphic background images on CD-Rom, included in the package. 32,768 colors supports VideoCG to ensure optimum output quality. With unlimited pages, and other professional features, VideoCG allows maximum creativity with broadcast quality, broadcast quality Truetype Anti-Aliased fonts that can be adjusted to 389 different sizes. Along with 15,560 different styles of characters, 59 different Variable Wipe and Fade effects, Roll & Crawl, Adjustable Shadow-Process, and other numerous functions and features, VideoCG also provides 100 different high quality digital graphic background images on CD-ROM, included in the package. 32,768 colors supports VideoCG to ensure optimum output quality. With unlimited pages, and other professional features, VideoCG allows maximum creativity with broadcast

quality professional output, affordably. Domestic & International distributors' inquiries welcome. OEM available. Rack mounting system kits are also available at your request.



3250 Wilshire Blvd., #1505 Los Angeles, CA 90010 Phone: 213-487-8222 FAX: 213-487-9251 Contact: Kenneth Kim

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International Business Information Agents/Distributors

<u>Comprehensive Video</u>

Group10721 55 Ruta Ct. South Hackensack, NJ 07606 Phone: 800-526-0242 FAX: 800-527-3564

The NEW 1996 Comprehensive Video Group Catalog will be available with a large selection of video, audio and multi-media cables, connectors and adapters, desktop video products and a wide assortment of video and audio products and accessories. Kramer electronics will be exhibiting their complete line and introducing 15 new products.

Compression Labs,

<u>Inc. (CLI)</u>	10175
2860 Junction Ave.	S-5
San Jose, CA 95134-0000	
Phone: 408-435-3000	
FAX: 408-922-4633	
URL: http://www.clix.com	
Contact: Brooke Oliver	

CLI develops technology which digitizes and compresses full-motion video signals to improve the economics of transmitting them over communication networks. CLI's Broadcast Group offers Magnitude™, an MPEG-2, DVb based broadcast system used for the delivery of entertainment and information services over satellite and terrestrial lines. The Magnitude System consists of a choice of encoders and decoders created to support a variety of broadcast applications. Applications include Cable Head-End Delivery, Direct to Home Services and Video on Demand.



2860 Junction Ave. San Jose, CA 95134 Phone: 408-232-6048 FAX: 408-922-4633 Contact: Beatriz Padilla We are interested in marketing our product in:

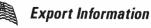
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International Business Information Direct Sales, Agents/Distributors, Joint Ventures, Licensing Agreements

S-3

1707 Main Street Ste 113 S-5 La Crosse, WI 54601 Phone: 608-785-7766 FAX: 608-784-5013 Contact: Ralph W. King

NEW PRODUCT: ENR for Windows (Windows 95 based Electronic NewsRoom system): Comprompter introduces the first newsroom system designed specifically for the Microsoft Windows 95 operating system. ENR for Windows provides the complete base for all news ingest, scripting, producing and prompting. .using ASCII, HTML or Rich Text files, thus allowing direct access to internet file exchange. News Automation: ENR for Windows provides multi-tasking scripting links to, and control of, Still Stores, Character Generators, Captioners, Studio Lighting, Digital Video and Digital Audio. Station Automation: Comprompter partners with several Digital Video Manufacturers to provide a complete solution to Non-Linear Commercial Playback, News Editing and News Playback. Available as Software only, or as Turnkey Systems. ENR for Windows runs on PC computers using NEtworks like Novell, Windows NT, Lantastic, & others, ESTABLISH PRODUCTS: ENR Electronic NewsRoom: Our popular DOS-based ENR system has been given greater powers. New Features: Release Version 3.3 with pull-down icon windows offering keyboard and/or mouse control; built-in User Interface Windows and Spellchecker (DPMI and Windows 95 compliant). OTHER PRODUCTS: PPS - Production Prompting System for Corporate and Production Company tele-video production facilities. Scoremaster - an ENR add-on module that provides automatic CG updating of Sports scripts and CG scoreboards! Votemaster - Election Software with automatic election result updating, winner/loser projections; candidate profiles. Interfaces to most CG models; Displays full-screen, lower third, or Crawl; in manual or unattended modes. VoteMaster runs as a stand alone system or as an add-on to ENR.



Mr. Ralph King, President COMPROMPTER, Inc. 1707 Main St., Ste. 113 La Cross, WI 54601 Phone: 608-785-7766 FAX: 608-784-5013 Internet: enrnews@ad.com

We are interested in marketing our product in: Australia, Canada, Central America, Mexico,

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For more information call (800) 342-2460 or (202) 775-4970



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OCTOBER 10–12, 1996 Los Angeles Convention Center Los Angeles, California USA

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Export Information

Bill Truesdell Phone: 614-457-8600 Internet: wtruesdell@csi.compuserve.com

Computer Assisted Technologias

Technologies	S1041
847A 2nd Ave., Suite 1750	
New York, NY 10017-0000	
Phone: 212-687-2226	
FAX: 212-687-4380	
Contact: J. Mahedy	

Computer Concepts

Corporation 8375 Melrose Drive Lenexa, KS 66214 Phone: 800-255-6350 FAX: 913-541-0169 Contact: Della Northcutt

On display at NAB '96 will be DCS, the leading hard disk audio storage system, as well as our full range of integrated digital products including digital audio cart replacement, computerized newsroom systems, and digital multi-track audio production. Traffic and billing for radio and digital integration for TV will also be demonstrated.

Export Information

Mr. Steve Sampson, International Director PO Box 2826 College Station, TX 77841 Phone: 409-268-7441 FAX:409-268-7751

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International Business Information Direct Sales, Agents/Distributors

Computer Engineering Assoc. ...8280 S-5

8227 Cloverleaf Drive #308 Millersville, MD 21108 Phone: 410-987-7003 FAX: 410-987-6710 **Contact: Paul Keys**

Computer ExpressionsM5235

4200 Mitchell Street MMW Philadelphia, PA 19128-3593 Phone: 215-487-7700 FAX: 215-487-7728 Internet: tmansfield@compexpress.com Contact: Toni Mansfield

Computer Expressions specializes in custom-imprinted high-tech promotions. Our CD clocks transform your existing imprinted CD into a simple low-profile clock or an elegant matte-black A-frame model. (We'll also custom-print blank CD clocks.) Other great promotional options include custom-shaped mouse pads, Combo ™ pads (deluxe mouse pad with detachable wrist support) or keyboard wrist rests. We'll reproduce your logo or artwork in dazzling, full-color, high-resolution detail. Want to tell the world your new product is the proverbial "better mouse trap?" We'll print your advertising message on our patented wood-and-wire Mouse Trap ™ computer mouse holder.

Export Information

4200 Mitchell St. Philadelphia, PA 19128-3593 Phone: 215-487-7700 FAX: 215-487-7728 Internet: ACROMWELL@compexpress.com Contact: Alf Cromwell

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International Business Information Direct Sales, Agents/Distributors

Computer Prompting

& Captioning Co.	10949
1010 Rockville Pike	S-4
Suite 306	
Rockville, MD 20852	
Phone: 800-977-6678	
Phone:301-738-8487	
FAX: 301-738-8488	
Internet: captions@cpc-usa.com	
URL:http://www.cpc-usa.com/captions	
Contact: Sidney Hoffman	

Since 1985, CPC has been the leader in

CLOSED CAPTIONING, SUBTITLING and TELEPROMPTING systems. CPC is also the leading provider of closed captioning and multi-language subtitling services. Our SMPTE time code based CPC-700 captioning/ subtitling software is for video professionals. and features frame precise caption/ subtitle placement. Our CPC-600 captioning/subtitling software is for novices and pros alike, and is easy to learn and use. Both interface to the CHYRON Codi to produce broadcast quality multi-language subtitles. The new CPC-800 produces REAL-TIME captions. Our CPC-1000 teleprompting software features: notebook compatibility, 15 proportionally spaced fonts, spell check, and scrolls scripts from any word processor.



Sid Hoffman, Project Manager 1010 Rockville Pike, Suite 306 Rockville, MD 20852 Phone: 800-977-6678 Phone: 301-738-8487 FAX:301-738-8488 Internet: captions@cpc-usa.com URL: http://www.cpc-usa.com/captions We are

interested in marketing our product in: Worldwide

International Business Information Direct Sales, Agents/Distributors, Joint Ventures

<u>Comrex Corporation</u>	
65 Nonset Path	S-1

Acton, MA 01720 Phone: 508-263-1800 FAX: 508-635-0401 Contact: Kris Bobo

COMSAT Corp.	.6958
6560 Rock Spring Drive	S-1
Bethesda, MD 20817	

Phone: 301-214-3000 FAX: 301-214-7100 Contact: Tish Fonda

COMSAT Mobile Communications is a provider of reliable, high-quality broadcast communications for mobile users. A wide range of services utilizing portable satellite equipment through the Inmarsat global satellite system are featured. Value-added services for voice, fax and telex include 24-hour operator availability, technical assistance, lease programs, credit card calling, STU-III secure lines, and Internet access, COMSAT RSI manufactures microwave antennas, broadcast antennas and satellite earth stations. Complete systems for both fixed and transportable applications are available. Transmit and receive earth stations complete with remote control systems are supplied for video, voice and data networks.

Terrestrial microwave products include a

complete line of grids and solids. VHF and UHF broadcast antennas are manufactured for both low- and high-power systems. Systems include integration, installation and testing. COMSAT World Systems provides high-quality analog and digital broadcast services for news, entertainment and information between the U.S. and countries worldwide. Through the INTELSAT global satellite system, we offer a wide range of digital broadcast applications including newsgathering, digital TV program distribution, digital audio distribution, and business TV.



Export Information

We are interested in marketing our product in: Africa, Australia, Canada, Central America, Commonwealth of Ind. States, Europe, Indian Ocean, Middle East, Pacific Ocean, South America, Southeast Asia

International Business Information Direct Sales, Joint Ventures

ComSonics, Inc. 10938

1350 Port Republic Road	S-4
Harrisonburg, VA 22801	
Phone: 540-434-5965	
FAX: 540-432-9794	
Contact: Linda Wood	

10180 Barnes Canyon Road San Diego, CA 92121 Phone: 619-657-5416 FAX: 619-657-5404 Internet: creutter@comstream.com Contact: Chick Reutter

Comstream is an industry leader in digital transmission technologies and products for satellite and cable network applications. Comstream has enabled companies in over 80 countries to build successful broadcast operations. These products transmit high-quality audio, video and data in efficient, adjustable bandwidths, for maximum network transmission utilization, be it satellite transponder or coaxial cable. Come to the Comstream booth to see demonstrations of how these products are working for television, radio, and data service producers who are building the most advanced broadcast systems in the world.

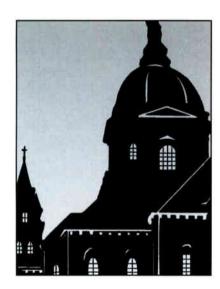


Sal Benti, VP Worldwide Sales 10180 Barnes Canyon Road San Diego, CA 92121-2788-17 Phone: 619-657-5416 Fax:619-657-5404 Internet: sbenti@comstream.com

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Comtech antenna

3100 Communications Road St. Cloud, FL 34769 Phone: 407-892-6111 FAX: 407-957-3402 Contact: Thomas C. Christy



Comtech manufactures a complete line of satellite antenna systems from 35" to 7.3 meters. TV broadcasters have a choice of 3.8. 5.0, and 7.3 meter motorized systems for receive applications. The Comtech 3.8 meter is used by hundreds of radio stations for high guality SCPC reception. The Offsat antenna is an ideal product for SCPC uplink requirements. A fleet of transportable systems are also available including the new 1.8 meter 'C' or 'Ku' Fly-away antenna for SNG type applications.



Export Information

3100 Communications Rd. St. Cloud, FL 34769 Phone: 407-892-6111 FAX: 407-957-3402 Cotact: Thomas C. Christy

We are interested in marketing our product in: Worldwide

International Business Information Direct Sales

357 West 2700 South Salt Lake City, UT 84115 Phone: 800-496-3463 FAX: 801-484-6906 Contact: Steve Dupaix

COMTEK manufactures a complete line of hi

Exhibit Hall Floorplans

Sands Expo Center Exhibits-SEC (Sands Exhibitors), NET (internet @NAB'96), MMW (MultiMedia World).....Pull-out between pages 16 & 17 Also see pull-out section between pages 16 & 17 for overview floorplans of Sands meeting rooms and lobby areas.

Las Vegas Convention Center Exhibits-

N-1Se	e floorplan, page 97
S-1Se	e floorplan, page 98
S-2Se	e floorplan, page 99
S-3Se	e floorplan, page 100
S-4Se	e floorplan, page 101
S-5Se	e floorplan, page 102
O (Outdoor Exhibits)Pull-out between
	pages 96 & 97

Also see pull-out section between pages 96 & 97 for overview floorplans of LVCC & Las Vegas Hilton meeting rooms and lobby areas.

fidelity systhesized and fixed frequency wireless communication products, including wireless IFB systems, wireless Cuing systems, and portable wireless microphone systems. New Products: Frequency agile, high-fidelity IFB systems that include digitally systhesized base station transmitters with IFB controller (BST-25, BST-50b); and sytthesized personal receivers (PR-25). These products satisfy the growing demand for frequency agile on-camera and on-stage talent cuing systems with over 115 user selectable channels. Existing Products: The camera companion, an ultra miniature high-fidelity on-camera wireless microphone system with lavaliere or handheld microphone (MRC-82 system). Professional wireless microphone systems that include lavaliere or handheld microphones featuring an all metal housing, exceptional audio fidelity, and AA battery life of up to 50 hours (MR-182 system).



Steve Dupaix, Sales Director 357 West 2700 South Salt Lake City, Utah 84115 Phone: 801-466-3463 FAX:801-484-6906

We are interested in marketing our product in: Africa, Asia, Australia, Canada, Central America, Eastern Europe, Middle East, Mexico South America, Western Europe, Worldwide

International Business Information Direct Sales, Agents/Distributors

COMWAVE10545

S-5

P.O. Box 69 395 Oakhill Rd. Mountaintop, PA 18707 Phone: 717-474-6751 FAX: 717-474-5469 Contact: Nancy Bonar

COMWAVE is the recognized leader in the design, manufacture, installation and field service of MMDS/ITFS wireless cable systems and equipment worldwide. The company offers a complete line of microwave transmitters, amplifiers, repeaters, and signal boosters in all frequency standards and power levels, many of which represent breakthrough technology. Innovative firsts like Comview, a Windows-based real-time status monitoring and control system, exemplify COMWAVE's commitment to industry-leadership and excellence.



Nancy Bonar PO Box 69 395 Oakhill Rd. Mountaintop, PA 18707 Phone: 717-474-6751 FAX: 717-474-5469

We are interested in marketing our product in: Africa, Australia, Canada, Central America,

Commonwealth of Ind. States, Europe, Indian Ocean, Middle East, Pacific Ocean, South America, Southeast Asia, Worldwide

International Business Information Direct Sales, Agents/Distributors

Concept W Systems, Inc.	S2909
3302 West 6th Ave.	SEC
Emporia, KS 66801-0000	
Phone: 316-342-7743	
FAX: 316-342-7405	
Contact: J. Thomas Webb	

Conifer Corp.	8670
1400 N. Roosevelt	S-5
Burlington, IA 52601	
Phone: 800-843-5419	
Phone: 319-752-3607	
FAX: 319-753-5508	
Contact: Joyce Vance	

Conifer designs and manufactures wireless cable equipment featuring integrated receivers with low noise figures, high & low gain, radar filtering and ultra low phase noise for use with digital services. Integrated antennas are light weight, corrosive resistant and feature excellent F/B and cross pole rejection. Equipment is compatible with NTSC/PAL/SECAM formats. Conifer also features product for MMDS interactive 2-way services.



1400 N Roosevelt Burlington, IA 52601 Phone: 319-752-3607 FAX: 319-753-5508 Contact: Joyce Vance

S-4

We are interested in marketing our product in: Africa, Australia, Canada, Central America, Commonwealth of Ind. States, Europe, Indian Ocean, Middle East, Pacific Ocean, South America, Southeast Asia, Worldwide

International Business Information Direct Sales, Agents/Distributors

Connectronics Corporation8335

300 Long Beach Blvd. Stratford, CT 06497-0000 Phone: 203-375-5577 FAX: 203-375-5811 **Contact: Richard Chilvers**

Continental Electronics Corp. ...2605 N-1

4212 S. Buckner Blvd. Dallas, TX 75227 Phone: 214-381-7161 FAX: 214-381-3250 Contact: Steve A. Claterbaugh

For 50 years Continental Electronics has provided superior guality RF transmission equipment, designed and built to meet the industry's highest standards, to commercial and government customers in 75 countries throughout the world. Our commitment to

N-2

excellence is reflected in the products which bridge the spectrum from ELF to UHF, S-Band and beyond; with powers from watts to megawatts. Systems engineering and support are just part of the total dedication to broadcasting throughout the world. To obtain this expertise for your station contact Continental first.



Mr. Steve A. Claterbaugh 4212 S. Buckner Blvd. Dallas, TX 75227 Phone: 214-381-7161 FAX: 214-381-3250

We are interested in marketing our product in: Africa, Asia, Australia, Canada, Central America, Commonwealth of Ind. States, Eastern Europe, Europe, Indian Ocean, Middle East, Mexico, Pacific Ocean, South America Southeast Asia, Western Europe, Worldwide

International Business Information Direct Sales, Agents/Distributors, Joint Ventures

Control Concepts Corp/

Liebert	
328 Water Street	S-4
P O Box 1380	
Binghamton, NY 13902	
Phone: 800-288-6169	
FAX: 607-722-8713	
Contact: Oral Evans	

Control Concepts/Liebert "Islatron" is an Active Tracking Filter for proven power line protection of sensitive electronics. The Active Tracking Filter protects from power line disturbances and lightning induced voltages. Proven M.T.B.F. (Mean Time Between Failure) is over 100,000 hours or ten (10) years. See the new Isla Guard at NAB or ask for details on this fine protection system. All types of power protection systems are available. Designed and proven best. Call 1-800-288-6169 for details.

Export Information

Kathy Doty, Marketing Coordinator 328 Water Street, P.O. Box 1380 Binghampton, NY 13902 Phone: 800-288-6169 FAX:607-722-8713

We are interested in marketing our product in: Asia, Canada, Commonwealth of Ind. States, Europe, Indian Ocean, Mexico, Pacific Ocean, South America, Southeast Asia, Western Europe

.6055

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International Business Information Direct Sales, Agents/Distributors

Cool-Lux Lighting

409 Calle San Pablo, Unit 105 Camarillo, CA 93012 Phone: 805-482-4820 FAX: 805-482-0736

Cooper Sound Systems 1901

31952 Paseo de Tania San Juan Capistrano, CA 92675 Phone: 714-248-1361 Fax:714-248-5256 Contact: Janet Cooper

Cooper Sound System designs and manufacturers top quality audio equioment for location recording. Featured products: CS 104 'ENG' style audio mixer - Four channels independently linked for stereo applications, ergonomic design, quality components (analog meters, Jensen transformers...), internal/ external powering, multiple output connectors, housed in a custom machined metel chassis weighing under 5 lbs. CS 106 + 1 audio mixer ('Cooper' mixer) available with 4-7 modular mono/stereo input channels and a comprehensive communications system.



Janet Cooper 31952 Paseo de Tania San Juan Capistrano, CA 92675 Phone: 714-248-1361 FAX: 714-248-5256

We are interested in marketing our products in: Worldwide

International Business: Agents/Distributors, Direct Sales

<u>Countryman</u>

Associates Inc	
417 Stanford Avenue	S-5
Redwood City, CA 94063	
Phone: 415-364-9988	
FAX: 415-364-2794	
Contact: Sales Manager	

New, very small, unidirectional and omnidirectional lavalier microphones will be on display featuring low handling noise and strong but highly flexible cable. The small size of these new microphones makes them exceptionally well suited to theatrical, television and motion picture production applications.

Export Information

Ms. Rosa Pimentel Countryman Associates, Inc. 417 Stanford Avenue Redwood City, CA 94063 Phone: 415-364-9988 FAX: 415-364-2794 Internet: sales@countryman.com

We are interested in marketing our product in: Africa, Australia, Canada, Central America, Europe, Middle East, South America Southeast Asia, Worldwide

International Business Information Direct Sales, Agents/Distributors

4872 Topanga Canyon Blvd Suite 201 Woodland Hills, CA 91364 Phone: 818-710-0100 FAX: 818-992-4755 Contact: Vencil Wells

Creative Controls	
9928 Fleming Avenue	SEC

9928 Fleming Avenue Bethesda, MD 20814 Phone: 301-897-2749 FAX: 301-493-5767 Contact: David Lent

Creator and manufacturer of the SteadyBag, PicupStix, FlashPac, LensEnd, GelFile and more. Innovative designs and engineering, along with high quality materials make CreativeControls' products essential for video professionals. Responding to the changing styles of field production toward smaller, more

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compact and lightweight equipment and one-person crews, CreativeControls' products make production more efficient, less cumbersome and more fun. Visit us at booth S1413 at the Sands and be the first to see five new product introductions. Pick up the latest issue of Shooter's World. Product demonstrations run continuously during the show.



Export Information

David or Susan Lent, President 9928 Fleming Avenue Bethesda, MD 20814 Phone: 301-897-2749 FAX: 301-493-5767 Internet: 73513_350@compuserv.com

We are interested in marketing our product in: Africa, Australia, Canada, Europe, Pacific Ocean, South America

SEC

International Business Information Direct Sales, Agents/Distributors

<u>Creative Equipment</u>

5555 West Flagler Street Miami, FL 33134 Phone: 305-266-2800 FAX: 305-261-2544 Contact: Dawn Miller

Finally, an all inclusive desktop video system that is broadcast quality, powerful and affordable. The CEI Blossom Systems are fully integrated non-linear editing solutions incorporating the latest Pentium and custom processors for stellar performance. Record and edit video, add stunning special effects, create breathtaking 3D animations, overlay professional titling and precisely mix digital audio. It's all here ... the computer, the monitor, the software and hardware ... in an easy to use package. The Blossom Desktop System, completely configured and ready to plug in and edit, is priced at \$14,999.



Export Information

Ludys Murphy VP International Sales 5555 West Flagler Street Miami, FL 33134 Phone: 305-266-2800 FAX:305-261-2544 Internet: cei@gate.net

We are interested in marketing our product in: Africa, Asia, Australia, Canada, Central America, Commonwealth of Ind. States, Eastern Europe, Europe, Indian Ocean, Middle East, Mexico, Pacific Ocean, South America Southeast Asia, Western Europe, Worldwide

International Business Information Direct Sales, Agents/Distributors

Crestron ElectronicsM4058

101 Broadway Cresskill, NJ 07626 Phone: 800-237-2041 Phone: 201-894-0660 FAX: 201-894-1192 URL: http://www.crestron.com/crestron Contact: Roseanne Lang

CRESTRON designs and manufactures integrated remote control systems to manage virtually any multimedia device that can be operated electronically. Crestron's has the widest range of touchscreens and PC-based control panels including Crestron VisionTouch, VisionPC, ColorTouch, VideoTouch, and BriteTouch. Crestron's SchoolNet Media Retrieval & Distance Learning System will also be displayed. Crestron's commitment to keeping you linked to the newest technologies and products, programming flexibility and the industry's best customer support has made it the market leader for corporate boardrooms, training facilities, teleconferencing centers, educational facilities and high-end homes.

Export Information

Ms. Rosanne Lang, Mgr. Sales & Marketing Crestron, 101 Broadway Cresskill, NJ 07626 Phone: 201-894-0660 FAX: 201-894-1192

We are interested in marketing our product in: Africa, Australia, Canada, Europe, Southeast Asia, Worldwide

International Business Information Agents/Distributors

P.O. Box 155999 Ft. Worth, TX 76155-0999 Phone: 817-283-7700 FAX: 817-283-8133 Contact: Mark Bradford

1718 West Mishawaka Road	N
Elkhart, IN 46515-1000	
Phone: 219-294-8050	
FAX: 219-294-8222	
Contact: Mark Potterbaum	

3280 McEver Road Bufords, GA 30518 Phone: 770-932-0970 FAX: 770-932-3577 Internet: sales@crystalcc.com Contact: Thomas Harrison

Monitor and Control for TV Stations, Teleports, and Mobile Systems To include: Antennas, Up/Down Converters, Exciters, HPA's, Redundancy Switching, VTR's, Parallel Devices. Antenna Control Units for 5-18 Meter Satellite Antennas



N-2

Export Information

We are interested in marketing our product in: Worldwide

International Business Information **Direct Sales**

CSI Camera Support

<u>International</u>		-1
P.O. Box 681	S-	2

Woodland Hills, CA 91365 Phone: 818-887-5430 FAX: 818-887-5727 Contact: Bert Rosenberg

CTE International

Via R. Sevardi, 7 Mancasale 42100 Reggio Emilia ITALY Phone: 522-516-660 FAX: 522-921-248 Contact: Antoniazzi Enrico

Custom Mobile

Products, Inc.	E101
29900 Westminster Drive	0
N. Olmstead, OH 44070-0000	
Phone: 216-362-1844	
FAX: 216-362-1844	
Contact: Malcolm Laning	

Cutting Edge Technology	4023
2101 Superior Avenue	N- 3
Cleveland, OH 44114	
Phone: 216-241-3343	
Fax: 216-241-4103	
Internet: info@cuttingedge.zephyr.com	
Contact: Customer Support	

Cutting Edge will demonstrate the Unity 2000i FM and the Unity AM broadcast transmission processors. The units provide the widest range of processing settings appropriate for every format. NAB attendees are invited to hear how much better Unity processors sound when compared with other products. Both come with Unity Remote Software for processor control from anywhere by modem. Cutting Edge is also showing the Dividend Composite Filter, which provides full spectral protection, including RBDS and other SCA signals. The Dividend can boost main channel modulation and reduce multipath distortion.

Export Information

Neil Glassman, Marketing Director Cutting Edge Technologies 2101 Superior Avenue Cleveland, OH 44114 Phone: 216-241-3343 FAX: 216-241-4103 Internet: info@cuttingedge.zephyr.com

We are interested in marketing our products to: Worldwide

International Business Information: Agents/ Distributors, Direct Sales, Joint Ventures

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<u>t</u>10<u>1</u>83 S-5

119 John K. Hanson Drive Forest City, IA 50436 Phone: 515-582-6999 FAX: 515-582-6998 Contact: Tom Mikkelren

Since 1986, Cycle Sat has been the leading distributor of spot television commercials in the US via satellite. This year Cycle Sat introduces its digital delivery system that uses the patented Cyclecypher technology for automated distribution of video product to stations nationwide. Cycle Sat employs current satellite and fiber optics technology. In addition to spot commercial delivery, Cycle Sat delivers news programming to television stations via systems nationwide. Cycle Sat has offices in New York, Chicago and Los Angeles; a serivce center in Detroit; and a national tape duplication and distriubtion hub in Memphis. Cycle Sat, Inc. is a division of Winnebago Ind., Forest City, Iowa.

Dalet Digital Media Systems4007 N-1

285 West Broadway, #605 New York, NY 10013 Phone: 212-226-2424 FAX: 800-257-1223 Internet:101350.1734@compuserve.com Contact:Matt Appelbaum

The Dalet Digital Audio System provides broadcasters with power and flexibility for all their operations, from the control room to the production room: satellite automation, liveassist, full walkaway music automation, automated recording, and multi-track editing. With its non-proprietary hardware and open architecture, Dalet uses proven technology to let stations grow with ease. New additions include: PowerSat (for remote control of several stations from one locations), Surfer4/8 (non-destructive multi-track editing) and Dalet's new optional modular keyboards (control your on-air or production activities without the mouse or computer keyboard).



Export Information

We are interested in marketing our product in: Australia, Canada, Central America, Europe, Indian Ocean, Pacific Ocean, South America Southeast Asia

International Business Information Direct Sales, Agents/Distributors

Dan Dugan Sound Design1901

N-2

290 Napoleon St. San Francisco, CA 94124-1017 Phone: 415-821-9776 FAX: 415-826-7699 URL:http://www.dandugan.com Contact:Dan Dugan

The Dan Dugan Sound Design automatic mixing controllers are eight-channel line-level audio processors that patch into the insert points of audio line-level audio processors that patch into the insert points of audio mixing consoles. Dugan's patented cross-fading

algorithm helps a sound operator handle multiple live mikes without going crazy chasing the faders and missing cues. The system is transparent: there is no gating, natural low-level room tone is preserved, and talkers who go off-mike are not cut off. The Model D-1 "Live Mikes Processor" is intended for broadcast news, panel discussions, talk and game shows, and multiple wireless mikes on stage. The original Model D has additional functions for music performance.



Mr. Dan Dugan, Proprietor Dan Dugan Sound Design 290 Napoleon Street San Francisco, CA 94124 Phone: 415-821-9776 FAX: 415-826-7699 Internet: dan@dandugan.com

We are interested in marketing our product in: Africa, Australia, Canada, Central America, Commonwealth of Ind. States, Europe, Indian Ocean, Middle East, Pacific Ocean, South America, Southeast Asia, Worldwide

International Business Information Direct Sales, Agents/Distributors, Joint Ventures, Licensing Agreements

Daniels Publishing Group, Inc. ...8447 S-4

9221 Flint Street Overland Park, KS 66214 Phone: 913-492-9900 FAX: 913-492-2085 Contact:Charles H. Sheehan

Daniels Publishing Group, Inc. is a full-service publisher of information on electronic equipment. Daniels produces sales and rental catalogs; direct-mail pieces and company brochures for equipment dealers. The company also publishes catalogs, brochures, spec sheets, price lists, operation manuals, catalog inserts, newsletters and marketing bulletins for manufacturers. In addition, Daniels designs marketing support programs for clients. The company's services include lead fulfillment, lead qualification, data base management, cooperative advertising programs, 800 line service, literature inventory management, literature distribution and mailing services. Daniels also publishes and distributes the International Communications Industries Association's 1996-97 Directory of VIdeo, Multimedia and Audio-Visual Products.

Export Information

Mr. Charles Sheehan, President Daniels Publishing Group, Inc. 9221 Flint St. Overland Park, KS 66214 Phone: 913-492-9900 FAX: 913-492-2085

Direct Sales, Agents/Distributors

We are interested in marketing Worldwide

International Business Information

World Radio History

Data Center

Management, Inc.	
841 Baxter Street, Suite 108	S-5
Charlotte, NC 28202	
Phone: 704-377-1496	
FAX: 704-377-6336	
Contact:Rick Summers	

9918 Via Pasar San Diego, CA 92126 Phone: 619-578-0101 FAX: 619-578-9215

SEC

Contact:William L. Acosta

Data Check, a long time manufacturer of Multi-Channel Monitors and Instrumentation Tape Recorder Test Equipment in the Military/ Aerospace market, is introducing the Model 2000 NTSC/PAL Digitizing Waveform Monitor. The Model 2000 is designed for use where it is highly desirable to monitor many signals simultaneously in a very compact, cost efficient package. The use of a DSO technique provides for a very bright, clear view of any selected line. A plug compatible vector scope and picture monitor will be released soon.

Export Information

William L. Acosta 9918 Via Pasar San Diego, CA 92126 Phone: 619-578-0101 FAX: 619-578-9215

We are interested in marketing our product in: Africa, Australia, Canada, Central America, Commonwealth of Ind. States, Europe Indian Ocean, Middle East, Pacific Ocean, South America, Southeast Asia, Worldwide

International Business Information **Direct Sales**

N-2

P.O. Box 3078, 508 So. 7th St. Opelika, AL 36801 Phone: 334-749-5641 FAX: 334-749-5666 Internet:dcount@opel.mindspring.com Contact: Debbie Hamby

DARTS- Datacount Accounts Receivable and Traffic Scheduling computer software for broadcasters. DARTS is the choice of over 1750 stations and over 84 national groups. DARTS is a PC-based system available in single and multi-user versions that encompasses all aspects of logging, traffic, co-op billing, accounts receivable, and sales and management reporting. DARTS also offers a multi-station version to facilitate the operation of LMAs and duopolies. Automation interfaces to major automation/digital supplliers are available as well as exports to popular spreadheet applications. A downsized version of DARTS called DARTS EL (Entry Level) is also available for smaller market stations. Datacount Music Box is a music scheduling and management software system for radio and will be exhibited

along with DARTS. It compares favorably with industry leaders with user definable categoreies, themes, dayparts, songtypes, tempos, moods and clocks variable to 999. It's easy to learn and use and is seamlessly integrated with most digital automation systems. Unlike "rent forever" competitive products, Music Box can be purchased or leased with updates and support available at low quarterly rates. Music Box is already in use by more than 100 stations who have realized you don't have to pay more to get more.



Export Information

We are interested in marketing our product in: Australia, Canada, Europe

Data General	S1427
Park 80 West, Plaza 1	SEC
Sattle Brook, NJ 07663	
Phone: 201-712-5111	
FAX: 201-712-9009	
Contact:David Padilla	
Data Sagurity Ing	5050

S-2

S-3

S-5

729 Q St. Lincoln, NE 68508-1331 Phone: 402-434-5959 FAX: 402-434-3291 Contact:Eric Schafer

Data Security manufactures bulk tape degaussers for the professional video industry and the United States Government including military contractors and agencies. Our MP-14 degausser is designed for effective erasure of metal particle tape formats with coercivities through 2000 Oersteds, including Betacam SP, MII, D-2, Hi-8, and high speed duplicating tape. Data Security's TC-14 is designed for quick erasure of all conventional and oxide tape foramts including S-VHS, D-1, and U-Matic SP. Data Security also features a complete line of degaussers approved by the Department of Defense to purge tape formats with coercivities through 1700 Oersteds and hard disk media.



Export Information

We are interested in marketing our product in: Canada, Central America, Europe International Business Information Direct Sales, Agents/Distributors

Datatek Corporation10324

1121 Bristol Rd Mountainside, NJ 07092 Phone: 908-654-8100 FAX: 908-232-6381 Contact:Rick J. Rainey

100 Locke Drive Marlboro, MA 01752-0000 Phone: 508-481-3700 FAX: 508-481-8627 Contact:Pat O'Toole

Data Transmission NetworkS1267 SEC

9110 W. Dodge Road, Suite 200 Omaha, NE 68114 Phone: 402-390-2328 FAX: 402-390-7188 Contact:Reed Moormeier

4833 Rugby Ave, Ste 300	N-2
Bethesda, MD 20814	
Phone: 800-368-5754	
Phone: 301-652-8822	
FAX: 301-656-5341	
Internet:john@dataworld.com	
Contact:John T. Neff	

DATAWORLD is an industry-leading information company with more than 24 years of software development and data-processing experience. DATAWORLD provides information services and solutions to the communications industry in the form of printed reports, data files, retrieval software, graphs and customized maps. Product and service offerings are based on a vast library of topographic, geographic, ethnic, demographic and psychographic data. Map and report detail range from the national down to the ZIP code and census block group level. Analysis services for broadcasters range from single station reports to complete network maps. DATAWORLD's client list includes financial executives, investors, advertisers, broadcasters, consulting engineers and many Fortune 500 companies.



4833 Rugby Ave., Ste 300 Bethesda, MD 20814 Phone: 301-652-8822 FAX: 301-656-5341 Internet: HANK@DATAWORLD.COM Contact: Henry W. Brandenburg

We are interested in marketing our product in: Worldwide

International Business Information Direct Sales, Agents/Distributors, Joint Ventures, Licensing Agreements

Davicom Technologies, Inc. 8657

2765 De L'Industrie Trois-Rivieres, Quebec, CANADA GBZ 3XL

Broadcast antennas, RF filters, Circulators, remote site monitoring equipment and interfaces. Sideband response analysers, Group delay test sets, TV test modulators, Professional TV demodulators and monitoring demodulators, analog, TV group delay correctors and SAW/VSR Exciter improvement kits.

3340 S. Lapeer/Box 9 SEC Lake Orion, MI 48360 Phone: 810-391-9200

FAX: 810-391-9207 Contact: John A. Joslin

1620 West 32nd Place Hialeah, FL 33012-0000 Phone: 901-149-8700x588 FAX: 011-394-9870x074 Contact:Luciano Ditadi

<u>d b m Systems, Inc.</u>2826

1375 Beasley Road Jackson, MS 39206 Phone: 601-856-9080 FAX: 601-853-9976 Internet:gthomas@cartworks.com Contact:George Thomas

DDA8026 448 Post Road Buchanan, MI 49107 Phone: 800-695-1010 FAX: 616-695-0470 **Contact: Allan Nichols**

QII console featuring true LCR panning. Forum MUTE console 6 full time auxes, 8 groups, 8 mute groups. Interface console 6 auxes, 4 groups, 8 tape returns.

216 Little Falls Road S-4

Cedar Grove, NJ 07009 201-857-8118 FAX: 201-857-3756 Contact: Paul Tepper

Dedotec USA, Inc. is exhibiting the film and television industry's most innovative and versatile line of lighting equipment. Dedotec's complete line of precision optical lighting instruments will be on display. Fixtures include both AC and DC operated lights for location and studio applications. Complete line of projection attachments and special effects accessories will also be on display.



Paul Tepper 216 Little Falls Road Cedar Grove, CA 07009 Phone: 201-857-8118 Fax: 201-857-3756

We are inetersted in marketing our product in: Worldwide

SEC

International Business Information: Agents/Distributors, Direct Sales

1 Saramia Crescent Concord Ontario L4P 3C8 CANADA Phone: 416-669-2476 FAX: 416-669-6869 Contact:H. Roy W. Ham

World Radio History

Delta Designs	M4254
391 Thor Place	MMW
Brea, CA 92621	
Phone: 800-368-9700	
FAX: 800-832-4888	
Contact:Len Dozier	

5730 General Washington Dr. Alexandria, VA 22312 Phone: 703-354-3350 FAX: 703-354-0216 Contact:Joseph S. Novak

Denon Electronics	
222 New Road	N-2
Parsippany, NJ 07054-42	09
Phone: 201-575-7810	
FAX: 201-808-1608	
Contact:Mark Kaltman	

The Denon line of MiniDisc Recorders, CD Players, and Cassette Players set broadcast industry standards. The DN-1100 MiniDisc Recorder/ Player is rack mounted with 10 "Hot Start" buttons... Perfect for Bumpers, ID's, Sound Effects, etc. The DN-981, DN-990, and DN-995 MiniDisc feature "Hot Start" functions enhanced by PC editing software. The DN-045 MiniDisc Replicator makes exact MiniDisc copies at 3.5X speed. There is no other medium with the Recordability, Portability, Instant Access, and Performance that the MiniDisc can provide! The DN-951, DN-961, and DN-650 CD players can be found in thousands of facilities worldwide.

DeSisti Lighting	(DESMAR)	9183
1109 Grand Avenue		S-5

1109 Grand Avenue North Bergen, NJ 07047 Phone: 201-319-1100 FAX: 201-319-1104 Contact:Lowell Achziger

N-2

13256 W. 98th Street Lenexa, KS 66215 Phone: 913-599-1900 FAX: 913-599-4024 Contact:Jodi Potter

Deutsche TelekomA101

Berliner Allee D-79114 Freiburg GERMANY Phone: 497618802320 FAX: 497618802329 Contact:Bernd Furstos

DGS Pro Audio

P.O. Box 170426 Arlington, TX 76003-0000 Phone: 800-292-2834 FAX: 817-473-7712 Contact:A. T. White

DGS Pro-Audio will be displaying an extensive line of Deltron connectors and Gotham Audio Cable. The Deltron line includes XLR's, RCA's midi's, 1/4" phone plugs, cable assemblies, and storage boxes. Deltron's new channel Identification system for XLR's will also be introduced. Gotham Audio offers ultra-flexable prfessional audio cables with a double shield for high RF and noise rejection. Products include digital and analog cables and multipair cables for both formats. New from gotham, will be its Halogen free (flame retatdant) installation cables.

.1423 **N-2**



A.T. White P.O. Box 170426 Arlington, TX 76003 Phone: 800-292-2834 FAX:817-473-7712



is pleased to sponsor the

POLICYMAKERS BREAKFAST

Tuesday, April 16, 1996 7:30 a.m. - 8:45 a.m. Las Vegas Convention Center

Dickstein, Shapiro & Morin, L.L.P. 2101 L Street, NW • Washington, D.C. • (202) 785 9700

DG Systems	
150 Spear Street	N-1
Suite 1850	
San Francisco, CA 94105	
Phone: 415-546-6600	
FAX: 415-276-6601	
Contact: Sue Kelly	
·	

DH Satellite	J101
600 N Marquette Road	0
Prairie Du Chien, WI 53821	
Phone: 608-326-8406	
FAX: 608-326-4233	
Contact:Michael Doll	

Diaquest Inc.	M3622
1440 San Pablo Avenue	MMW
Berkeley, CA 94702	
Phone: 510-526-7167	
FAX: 510-526-7073	
Contact:Dan Lindheim	

Diaguest Inc, the industry leader in frame accurate animation recording, video capture and networked video device control, introduces a suite of new, frame accurate, real-time products for animation, multimedia, and digital video applications for PC, Macintosh and SGI platforms. Diaguest also demonstrates new versions of its popular Animag QuickPass and Animag/DIGITAL software applications for recording and capturing uncompressed graphics and video with VTRs and networked DDRs for desktop and broadcast productions. New and expanded plug-ins for Adobe, Truevision and Autodesk products are also being showcased.



Export Information

Mr. Dan Lindheim Diaguest 1440 San Pablo Ave. Berkeley, CA 94702 Phone: 510-526-7167 FAX: 510-526-7073 Internet: dl@diaguest.com

We are interested in marketing our product in: Africa, Asia, Australia, Canada, Central America, Eastern Europe, Europe, Middle East Mexico, Pacific Ocean, South America, Southeast Asia, Western Europe, Worldwide

International Business Information Direct Sales, Agents/Distributors, Joint Ventures, Licensing Agreements

500 Frank W. Burr Blvd. Teaneck, NJ 07666 Phone: 201-692-7700 FAX: 201-692-7757 Contact:Kevin Kennedy

DIC Digital will introduce the ULTRA DAT, a completely re-engineered digital audio tape cassette. The ULTRA DAT will consist of a new US made shell with features such as double hub locks, new washer system and 100% anti-static components and design. The cassette will feature DIC Digital's new MicroFinity Plus tape formulation to ensure efficient tape to head interface and drop out free performance. ULTRA DAT will be available in 10-, 30-, 60-, 75-, 100-, 130- and 180 minute lengths. DIC Digital will also be exhibiting Betacam SP, 8mm video tape, Recordable Compact Disc's, 4mm DDS & 8mm CBU cartridges, 1/4" Data Cartridges, and Magneto Optical Disks.



Kevin Kennedy, Vice President, Marketing **DIC Digital** 500 Frank W. Burr Blvd. Teaneck, NJ 07666 Phone: 201-692-7700 FAX 201-692-7757

We are interested in marketing our product in: Worldwide

International Business Information Agents/Distributors

Dielectric Communications8016 S-3

Tower Hill Road Raymond, ME 04071 Phone: 207-655-4555 FAX: 207-655-7120 Contact:Constance Eldridge

Dielectric Communications is the nation's largest manufacturer of UHF and VHF Television and FM Broadcast antennas, Transmission Line and RF Components. Dielectric offers complete systems from the transmitter to the tower top including filters, combiners, switches and patch panels. Dielectric is at the forefront in developing products for television's digital HDTV future. Dielectric's custom NTSC/HDTV broadcasts and tomorrow's digital HDTV transmissions. Dielectric's patented broadband transmission line "digiTline" will allow transmission of any television or FM channel.

Export Information

Tower Hill Rd. Raymond, ME 04071 Phone: 207-655-4555 FAX: 207-655-7120 Contact: Sally Rich We are interested in marketing our product in:

Canada, Europe, Worldwide

Digidesign, Inc.

SEC

For information on Digidesign products please visit Avid Technology booth #9338.

Parc de Pre-Milliet F-38330 Montbonnot FRANCE Phone: 3376524747 FAX: 3376521844 Internet:berger@digigram.alps-net.fr Contact:Christelle Berger

S-5

Broadcasters worldwide have installed more than 10,000 systems incorporating Digigram PCX digital audio technology - operated on the PC platform, run in linear or compressed (ISO/MPEG) mode, and available in several models. Professional interfaces and carefully crafted design deliver outstanding audio performance and feautres. Applications for radio, television, recording studios, multimedia. Of special interst to OEM's who want to develop their own applications, Digigram's cards are available with complete software development packages. Digigram provides technical support to enhance product development. Debuting at NAB, the Xtrack audio workstation, with up to 32 tracks and eight input/outputs.



Ms. Christelle Berger, Sales Assistant Parc de Pre Milliet Montbonnot 38330 France Phone: 3376524747 FAX: 3376521844

We are interested in marketing our product in: Asia, Australia, Canada, Central America, Eastern Europe, Middle East, Mexico, South America, Western Europe, Worldwide

International Business Information Direct Sales, Agents/Distributors, Licensing Agreements

MMW

150 James Drive East #140 St. Rose, LA 70087 Phone: 504-468-7898 FAX: 504-468-5494 Contact:LaVina Larkey

Digimation is one of the largest developers and dealers for 3D Studio products in the world. Stop by our booth this year to see demonstrations of the latest high-end PC software including: AnimaTek's World Builder -Nothing less than a complete breakthrough in computer generated 3D landscapes; Bones Pro - Skeletal Deformation for 3D Studio. Allows users to animate unjointed meshes with ease: LenZFX 2 with Inferno - Special Effects tour de force, with LenZFlare, Glow, Hilite Focus and Inferno, all in one integrated package; Fractal Flow - Create an unlimited variety of image distortions and natural phenomena like fire, smoke and clouds; Aurora Mapping - Give your objects true 3D atmospheres, magic fields or auras; Illustrate! -Imagine being able to take your 3D animations

World Radio History

and have them instantly converted to 2D line drawings; OrganiXPro - The most powerful MetaBalls modeler on any platform; Refraction Mapping - Give your transparent objects the Ray-Traced look without a Ray Trace renderer; "In the Studio" Training Tapes - A complete line of video tutorials to help get new 3D Studio users up to speed quickly. Also, please don't miss as Digimation rolls out a new line of Plug-Ins and training materials for 3D Studio MAX.



Export Information

Lavina Larkey, Vice President 150 James Drive East, #140 Saint Rose, LA 70087 Phone: 504-468-7898 FAX:504-468-5494 URL: http://www.digimation.com

We are interested in marketing our product in:

Worldwide International Business Information Direct Sales, Agents/Distributors

Gomera 12 28700 S.S. de los reyes (Madrid) SPAIN Phone: 3416636244 FAX: 3416519613 Contact:D. Jorge Huete

DIGIMEDIA VISION

	.10344
34 A-C Parham Drive	S-4
Boyattwood Industrialest	
Eastleigh S0504NU	
United Kingdom	
Phone: 441703498000	
FAX: 441703498004	
Contact:Joanne Emmerson-Bennett	

147 Hymus Blvd.

Pointe Claire, Quebec, CANADA H9R 1G1

Sahara Series Routing Switchers: Video, Audio & Serial Digital; Any matrix size up to [16 x 16] 1RU or up to [32c32] 2RU, and new modular design [64x64] 6RU; Powerful software based control systems (8 levels); Alpha-numeric control panels provide switcher status & more; Serial Digital model available with "built-in" input/output monitoring feature; RS232 and RS422; Navagus Encoder: converts D1 to NTSC/PAL, plus two additional outputs of D1 (reclocked) and one output of Y&C; Serializer/Deserializer: Single model of each type hanles all standards of both 4:2:2 and 4sfc.

Export Information

Mr. Bob Woolward Digipath Video, Inc. 147 Hymus Blvd.

Pointe Claire, Quebec, CANADA H9R 1G1 Phone: 514-697-0810 FAX: 514-697-0224

We are interested in doing business in: Worldwide

International Business Information: Agents/Distributors

24445 Northwestern Highway Suite 105 Southfield, MI 48075 Phone: 810-354-0890 FAX: 810-354-0796 Contact: Karen Gregory

Digital Courier

8618 Commerce Court Burnaby, BC V5A 4N6 CANADA Phone: 800-488-2021 FAX: 604-473-5835 Internet: dci@mprgale.mpr.ca Contact:Marketing & Sales

SEC

Digital Courier International is the only two-way digital audio network service connecting radio

stations, production studios, advertising agencies, dub houses, and record companies, It was designed specifically for the broadcast industry and is a cost-effective alternative to traditional courier and satellite distribution. With the PC and network connections that we provide; you can ship and receive CD-quality audio spots with attached traffic instructions over phone lines. Commercials can now be delivered across the continent in as little as one hour. There's no charge for receiving spots and we pay for the lines. Join DCI today!

N-1

2833 Junction Avenue Suite 110 San Jose, CA 95134 Phone: 408-232-0700 FAX: 408-232-0707 Contact: Eiichiro Tsuchida

Digital DJ. Inc. (DDJ) has developed a High-Speed Data Transmission System that utilizes a FM Subcarrier. The system, called the FM Subcarrier Information Service (FMSS), allows for the transmission of text and graphic information at the rate of 16 kbps (1,200 characters/second after error correction). DDJ is working with several manufacturing firms such as Sanyo, Sharp,



SEC

N-2

Digital Courier

RNATIONAL

DIGIMEDIA

DIGIMEDIA: A Spanish company specializing in new and advanced computer technologies. DIGIMEDIA is your exclusive contact for:

*BRAINSTORM MULTIMEDIA; B.EST. (Brainstorm Estudio) a software which generates and manipulates virtual sets in real time for television stations. This product has been used by many stations including Antena 3 TV, the #1 private television in Spain, for almost two years. There's a total of eight B.EST. installed all over the world. *EPTRON: INTERACTOR ®LIVE it's a system to control virtual actors based on artificial vision.

***TV.TOUR**; used to explore the CDi World

Visit us at Sands Booth #S2648

DIGIMEDIA

Gomera, 12 28700-San Sebastian De Los Reyes Madrid-Spain

TLF: (34) 1-663 6244 FAX: (34) 1-651 9613 E-MAIL: DIGIMEDIA@MAD.SERVICOM.ES

World Radio History

Goldstar, Oki Electronics, Panasonic and others to develop receivers and computer peripherals for the FMSS system, Digital DJ is also working with major "content providers" that include: Headline News, Financial News, Stock Information, Sports, Weather, Traffic and other customized local information. In the first quarter of 1996 we will begin the commercial launch of the FMSS in the San Francisco Bay Area.



Export Information

We are interested in marketing our product in: Asia, Worldwide

International Business Information Licensing Agreements

Digital Equipment Corp./

Digital Semiconductor5053, S2612 1 Digital Drive S-2 SEC Mailstop MK1-2C3 Merrimack, NH 03054 Phone: 603-884-1129 FAX: 603-884-3160 Contact:Mike Humphries

6 Forest Avenue Paramus, NJ 07652 Phone: 201-845-8900x271 FAX: 201-845-8063 Internet:mhs:jpalma@dgx Contact:John Palma

PRODUCT 1 - TYPEDEKO: The New Industry Standard! TypeDeko is a fully featured professional and broadcast quality character generator. It is based on a powerful PC and runs

Exhibit Hall Floorplans

Sands Expo Center Exhibits— SEC (Sands Exhibitors), NET (internet @NAB'96), MMW (MultiMedia World).....Pull-out between pages 16 & 17 Also see pull-out section between pages 16 & 17 for overview floorplans of Sands meeting rooms and lobby areas.

Las Vegas Convention Center Exhibits-

N-1	See floorplan, page	97
S-1	See floorplan, page	98
S-2	See floorplan, page	99
S-3	See floorplan, page	100
	See floorplan, page	
S-5	See floorplan, page	102
	bits)Pull-out betwee	
·	pages 96 &	

Also see pull-out section between pages 96 & 97 for overview floorplans of LVCC & Las Vegas Hilton meeting rooms and lobby areas.

platform makes it exceptionally cost-effective and easier to support, maintain and upgrade than a dedicated hardware-based system. TypeDeko's adherence to open standards make it highly compatible with other graphics systems. Windows NT not only provides a familiar graphical user interface, but also provides excellent networking capabilities, making it easy to transfer files from system to system, PRODUCT 2 - NETDEKO: The Consolidated Graphics Suite! NetDeko offers a way to ensure that the graphics tools in a production facility can be accessed from every suite, by every operator. It is a simple concept that allows the relatively inexpensive Creation Stations located in every suite to share the use of high powered back end systems via a standard computer network. In the NetDeko environment, the back end systems would typically be installed in the machine room, and these are referred to as Video Processing Engines (VPE). NetDeko as offered today, is the first phase of a series ofproduct developments planned by Digital GraphiX. PRODUCT 3 -IMPACT: The Vroadcasters DVE! IMPACT performs real-time, True-3D shape manipulation and live video mapping. True-3D allows the viewers to see a realistic 3-D view of a composed effect from any angle, escaping from the constraints of old-fashioned "warplike" systems which only allow viewing from certain orientations. The new Series 5XP allows effects to be created based on three live video inputs, and provides the ability to assemble events or sequences using objects with up to 512 polygons, for real-time playback with live video. Events based on objects with 64 polygons can be assembled in real time. The Series 5XP comes standard with Serial Digital Inputs and Outputs and offers excellent video performance and signal transparency. An upgrade path is available from all currently installed IMPACT systems.

Export Information

Mr. Mike Salzarulo, Intl. Sales Mgr. Digital Graphix, Inc. 1280 Blue Hills Ave. Bloomfield, CT 06002 Phone: 203-242-4242 FAX: 203-242-5321

We are interested in marketing our product in: Worldwide

International Business Information Direct Sales, Agents/Distributors

<u>Digital Processing</u>

line of traditional and desktop video production products, including digital video disk recorders, frame synchronizers, time base correctors and test signal generators. A record number of new products will be introduced, including the Perception A4V multi-track digital audio recorder and a serial D-1 I/O option for the Perception Video Recorder (PVR). The PVR will be demonstrated with a variety of third party editing and animation applications. New in the DPS studio line is the DPS-465 serial digital frame synchronizer. Designed to interface between analog video sources and digital environments, the DPS-465 features serial D-1, component, S-Video and composite inputs and outputs.

Digital Video Arts 715 Twining Bd MMW

715 Twining Rd Suite 107 Dresher, PA 19025 Phone: 215-576-7920 FAX: 215-576-7932 Internet:info@dval.com URL:http://www.dval.com Contact:George Breen

Digital Video Arts, Ltd. will be featuring its new WakeBoard™, a high performance PCI bus video capture and compression board for the PC. It offers high-quality digital capture from composite and S-Video inputs at resolutions up to 640x480 at 60 fields/second. Captured video can be edited and output directly to video tape or played back on a PC without additional hardware. The WakeBoard currently supports the capture and compression of a new wavelet-based video compression technology. A software upgrade will be available in Q2 of 1996 adding MPEG 1 support to the board. The board comes bundled with Adobe Premiere[™] 4.0, Crystal Graphics Flying Fonts Pro[™] 3.0 and Caligari trueSpace2[™].



715 Twining Rd. Ste 107 Dresher, PA 19025 Phone: 215-576-7920 FAX: 215-576-7932 Contact: George Breen

We are interested in marketing our product in: Worldwide

International Business Information Direct Sales, Agents/Distributors, Joint Ventures, Licensing Agreements

<u>Digital Video</u>

BroadcastingSpecial Tech Exhibit DVB Project Office 17A Ancienne Route CH-1218 Grand Saconnedx/Geneva Switzerland Phone: 41227172719 Fax: 41227172727 Contact:Lou Dutoit

Digital Video Magazine	
80 Elm Street	MMW
Peterborough, NH 03458-0000	
Phone: 603-924-0100	
FAX: 603-924-0379	

232 Santa Ana Ct. Sunnyvale, CA 94086 Phone: 408-732-1700 FAX: 408-732-8889 Contact:Dale K. Hitt

Contact:Wendie Marro

MMW

Digital Vision's advanced image enhancement products are established as industry standard in the film-to-tape and tape-to-tape grading. Now we also have taken our knowledge into the area of compression codecs. PRODUCTS ON DISPLAY (BOOTH S2326): Image Processing: Advanced Colour Correction System (CSP and CVP) controlled by MSP1010 and dedicated panels. Image enhancement System with ANR - Adaptive Noise Reducer, AAc - Advanced Aperture Corrector, CSR - Continuous Scratch Remover, ASC - Advanced film dust and Scratch concealer, BWF - Brick Wall Filter and DIS -Digital Image Stabiliser. AFC1000 -Anamorphic Format Converter and Film Mastering System. MPEG2 Authoring Station. TV345 - 8-45 Mbit/s Broadcast Codec

Export Information

Per-Olov Nilsson Upplagsvagen 1-5 Stockholm s-117 43 Sweden Phone: 468182465 FAX:468182466 Internet: 100316.1467@compuserve.com

We are interested in marketing our product in: Africa, Australia, Canada, Central America, Commonwealth of Ind. States, Europe Indian Ocean, Middle East, Pacific Ocean, South America, Southeast Asia, Worldwide

International Business Information Direct Sales, Agents/Distributors

Box 2070 300 Jeanette Drive Tappahannock, VA 22560-2070 Phone: 804-443-9000 FAX: 804-443-3632 Contact:David Broad

Mountain High Maps offers a unique collection of relief and outline maps of the world's

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continents, countries and ocean floors. This collection, 74 flat projections and 39 global views (over 1,000 images total), provides detailed and accurate relief views which can be used as a base for an extensive range of applications: artwork & advertising, newspaper & television, publication & presentation, education & reference, multimedia software & video use. Additional geo-olitical editable layers are also provided in Illustrator EPS and FreeHand internal format. Layers include coastlines, country borders, rivers, city locations and city names, longitude and latitude. MOUNTAIN HIGH MAPS can be quickly loaded into any desktop design or publishingprogram and customized to your own requirements. The high resolution images (typically 2250 x 2600 pixels) can be used for the very highest quality output and are referenced in an extensive catalog. Reproduction rights granted with your purchase of MOUNTAIN HIGH MAPS allow almost unlimited commercial use. MOUNTAIN HIGH MAPS are published as a two disk CD-ROM set.

Export Information

We are interested in marketing our product in: Africa, Australia, Canada, Central America, Commonwealth of Ind. States, Europe, Indian Ocean, Middle East, Pacific Ocean, South America, Southeast Asia

International Business Information Direct Sales, Agents/Distributors, Licensing Agreements

7668 Executive Drive Eden Prairie, MN 55344 Phone: 800-572-430 Phone:612-937-6283 FAX: 612-937-6285 Contact: Michael Graham



We are a reseller of mass storage products including hard drives, optical drives, tape and CD technology. Brands such as Seagate, Quantum, Conner, Fusitsu, Hitachi, Sony, Ricoh, Philips, NEC, Exabyte, Yamaha, Panasonic, Toshiba, Adaptec, Atto, etc... We have sales and technical expertise in Unix, Dos, Windows, and Macintosh.

Disc Manufacturing Inc.

(DMI)M3926 1409 Foulk Road MMW Suite 102 Wilmington, DE 19803 Phone: 302-479-2500 FAX: 302-479-2527 Contact:Lori Magno

Disc Manufacturing, Inc. is the largest independant manufacturer of CD formats and has two manufacturing facilities in the US; Anaheim, CA and Huntsville, AL. DMI masters and replicates all CD formats, including CD-ROM, enhanced audio, CD Plus, DVD, Sega, 3DO, Photo CD, and has special expertise in multimedia products. Both manufacturing sites have extensive technical support, consultation, fulfillment and drop shipment services. Call or fax to request free interactive, multimedia demo disc "DMI Interactive Gallery" which explains compact disc technology, CD-ROM data input guidelines, and CD technical booklets. 800-433-DISC, Fax: 302-479-2527.



Nancy Klocko 1409 Foulk Rd., Ste 102 Wilmington, DE 19803 Phone: 302-479-2500 FAX: 302-479-2527

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We are interested in marketing our product in: Worldwide

International Business Information Direct Sales

<u>)iscreet</u>	Logic	
505 Boul S	t Lauro	ot Blud S-5

5505 Boul St. Laurent Blvd. Suite 5200 Montreal, Quebec H2T 1S6 CANADA Phone: 514-272-0525 FAX: 514-272-8735 Internet:remi_makhoul@discreet.com Contact:Remi Makhoul

Discreet Logic develops and supports non-linear, on-line image processing, digital sound and studio systems for creating, editing and compositing special effects for film, video, audio and broadcast. The Company's systems are used by creative professionals for a variety of applications: feature films, television programs, commercials, music videos, interactive game production, and live broadcasting. Through direct contact with digital artists, editors, audio engineers, production and broadcast specialists, Discreet Logic consistently offers technology meeting the present and future needs of content creators.



We are interested in marketing our product in: Worldwide

International Business Information Direct Sales, Agents/Distributors

Display Devices, Inc.	M4030
975 E. 58th Avenue	MMW
Unit 0	
Denver, CO 80216-0000	
Phone: 303-297-1754	
FAX: 303-297-9072	
Contact:Roger Miller	

A complete line of video projector DataLifts is

available for lightweight LCD projectors up to the real heavyweights. Standard features include a cable management system, low-voltage trigger, multiple show positions and a projector power outlet. Numerous custom options and stationary mounts are also available. The DataCart provides a floor positioning system for the largest video/data projectors. This hydraulic mobile cart features a 15 degree pitch and 3 degrees yaw system for ease in setting up. AVPAC is a stackable projector cage with the same tilt and pitch controls of the DataCart. Perfect for rentals and hotels.



Export Information

Mr. Roger Miller, General Manager 975 E. 58th Avenue, Unit 0 Denver, CO 80216 Phone: 303-297-1754 FAX: 303-297-9072

We are interested in marketing our product in: Worldwide

International Business Information Direct Sales

Di-Tech Inc

48 Jefryn Boulevard Deer Park, NY 11729 Phone: 516-667-6300 FAX: 516-595-1012 Contact:Tony Bolletino

DiviCom, Inc. M4836

1708 McCarthy Blvd. Milpitas, CA 95035-0000 Phone: 408-944-6700 FAX: 408-944-6705 Internet:bnatwick@divi.com Contact:Bob Natwick

Divicom develops and integrates products and components that make digital video networking possible. Products include audio/video encoding and decoding systems, and integration consulting and implementation services. Based on the MPEG-2 and DVB international standards, DiviCom's products enable digital video broadcasting over a variety of networks including satellite, wireless, fiber, cable, and twisted pair wiring. Divicom can be reached by phone at 1-800-286-1600 or by fax at 1-408-944-6705.



Export Information

Mr. Bob Natwick 1708 McCarthy Blvd. Milpitas, CA 95035 Phone: 408-944-6700 FAX: 408-944-6705 Internet: bnatwick@divi.com

We are interested in marketing our product in: Africa, Asia, Australia, Canada, Central

America, Eastern Europe, Europe, Middle East Mexico, South America, Western Europe, Worldwide

International Business Information Direct Sales, Agents/Distributors, Joint Ventures, Licensing Agreements

1032 North Sweetzer Avenue	S-4
Suite 212	
West Hollywood, CA 90069	
Phone: 213-650-5256	
FAX: 213-650-6639	
Contact:Dan Fogel	
5NE1 1 11 11 11 01	0144

DNF Industries will introduce a new SLOW MOTION CONTROLLER and a Two machine CUTS ONLY EDITOR. The SLOW MOTION CONTROLLER, for less than \$3000, will offer the features and functional typically found on \$8000 to \$10,000 controllers. DNF Industries is a leading manufacturer of high quality, low cost Control Solutions for all RS422 VTRs and most RS232 VTRs. A wide range of models are available to match your control requirements.

Export Information

Glenn Young 1032 N. Sweetzer Ave., Ste 212 West Hollywood, CA 90069 Phone: 213-650-5256 FAX: 213-650-6639

S-2

We are interested in marketing our product in: Worldwide

International Business Information Agents/Distributors, Joint Ventures, Licensing Agreements

Dolby Laboratories Inc. 10552

100 Potrero Avenue San Francisco, CA 94103 Phone: 415-558-0200 FAX: 415-863-1373 Contact:Kevinn Tam

For the past 31 years, Dolby Laboratories has been the industry leader in research and development of digital and analog sound processing technology for film, video post-production, and professional audio recording. Of interest at NAB '96 will be the Dolby Fax system, which allows you to send high-quality digital audio in real time, and available to customers for the first time, Dolby Surround encoders for \$2,000.



We are interested in marketing our product in:

We are interested in marketing our product in Asia, Australia, Canada, Central America, Eastern Europe, Mexico, South America, Western Europe

International Business Information Direct Sales, Agents/Distributors, Licensing Agreements

Dongseo Electronics

M4752
MMW

We, Dongseo Electronics Co., Ltd., are a Korean company which have been manufacturing a variety of broadcast-related equipments & systems since it's founding in 1978. Our main business is to manufacture and export Dongseo product lines below: Audio mixers, Audio/Video routing & monitoring switcher, Telephone hybrid & switcher, Audio distribution amplifier, Stereo headphone amplifier, Master clock system, Camera control system, Audio/Video monitor, Video monitor, Audio monitor. Tally control system, TVR remote control, Commentator box.



284-12 2GA, Sungsu-Dong, Sungdong-Ku, Seoul 133-120 Korea Phone: 824634876 FAX: 8224630700 Contact: S.D. Son

We are interested in marketing our product in: Australia, Canada, Central America, Europe, Pacific Ocean, South America, Southeast Asia, Worldwide

International Business Information Direct Sales, Agents/Distributors, Licensing Agreements

Doremi Labs, Inc.	
3631 Cahuenga Blvd. W.	N-2
Suite 101	
Los Angeles, CA 90068	
Phone: 213-874-3411	
FAX: 213-874-3401	
Contact:Camille Rizko	

Dorrough Electronics	10953
20434 Corisco St.	S-4

20434 Corisco St. Chatsworth, CA 91311 Phone: 818-998-2824 FAX: 818-998-1507 Contact:Kay Dorrough

Originator and manufacturer of Multi-band processors, stereo generators, video and audio test and measurement devices, and the Dorrough peak and average loudness meter. Introducing: "Big LED", giant Dorrough audio meters for scoring, re-recording, and concert/location situations. Featuring: AES/EBU digital reading audio meters 280/380-D; analog audio loudness meter Model 40-A2, and all new software version; 280/380-A analog loudness meters for multiple metering points; Stereo Signal Test Sat Model

Industries, Ltd. Drake Automation Ltd.

NAB '96 stand shared with McCurdy Radio

Welwyn, Garden City, Herts, UK

Phone: 441707333866

FAX: 441707393530

The Hydeway

AL7 SUQ

S-1

Drake Automation, Ltd. 6612

specialises in the design, supply and installation of single and multiple channel broadcast automation systems. Products exhibited at NAB '96: D-MAS - Drake Multi-Channel Automation System. D-MAS provides reliable fault resilient control of multi-channel broadcast transmission equipment. The system architecture is designed to ensure that D-MAS can operate simultaneously and in real time multiple channel outputs, the broadcast equipment can be shared or dedicated to each individual channel. D-MAS will be demonstrating a wide range of multiple channel broadcast transmission capabilities including control of a video server. McCart - Audio Storage and Replay System: The McCart digital audio storage, record, playback and editing system is designed for multi-user and multi-channel operation, single terminals can replace the traditional audio tape recorders and cart machines used in broadcast stations.



Mr. Barry Goldsmith Drake Automation, Ltd. The Hyeway Welwyn Garden City, Herts, UK AL7 3UQ Phone: 441707333866 FAX: 441707393530

We are interested in doing business in: Worldwide

International Business Information Agents/Distributors, Direct Sales, Joint Ventures, Licensing Agreements

SEC 37 Kodiak Crescent, Unit 6 Downsview, Ontario M3J 3E5 CANADA Phone: 416-636-4444 FAX: 416-636-4454 Contact:Bill Samagalsky

D&R Electronics USA1414

Route 3 Box 184-A Montgomery, TX 77356 Phone: 409-588-3411

Contact:Paul Westbrook

DSC LaboratoriesS1668

SEC 3565 Nashva Drive Mississauga, Ontario L4V 1R1 CANADA Phone: 905-673-3211 FAX: 905-673-0929 Contact:Susan Corley

DTS - Digital Theatre

S-1

NAB '96 Exhibitors/145

Systems	M5141
31336 Via Colinas	MMW
Suite 101	
Westlake Village, CA 91362	
Phone: 818-706-3525	
FAX: 818-706-0980	
Contact:Marlene A. Chavarria	
	Suite 101 Westlake Village, CA 91362 Phone: 818-706-3525 FAX: 818-706-0980

Dubner International	
13 Westervelt Place	SEC

13 Westervelt Place Westwood, NJ 07675-0000 Phone: 201-664-6434 FAX: 201-358-9377 Internet:73247.2334@compuserve.com Contact: Evelyn Bronson

SCENE STEALER PC products on display for automatic scene detection, videologging and archiving, transcription, broadcast signal monitoring, and film-to-tape applications. Scene Stealer output files compatible to relational databases for archiving, non-linear editors for EDLs and rough-cuts. Broadcasters new product introduction, VIDEO ALERT, monitors level of broadcast video and audio signals and triggers alarm when signals fall below parameter. Requires only 286 IBM-compatibles. Technology applied to MPEG PRODUCT DEVELOPMENT for determining 3:2 pulldown cadence in film-to-tape transfers. Dubner invites development and product integration inquiries.

Export Information

Ms. Evelyn Bronson, Marketing Manager Dubner International, Inc. 13 Westervelt Place Westwood, NJ 07675 Phone: 201-447-9365 FAX 201-447-9342 Internet: 73140.2463@compuserve.com We are interested in marketing our product in: Worldwide International Business Information Agents/Distributors

D-Vision Systems, Inc.8823, X101

S-3 O

8755 W. Higgins Road Second Floor Chicago, IL 60631-2708 Phone: 312-714-1400 FAX: 312-714-1405 Internet:info@dvision.com Contact:Sharon Fulton

N-2

D-Vision PostSUITE-XED[™], a new fully integrated professional workstation with broadcast quality non-linear editing for video and film professionals. Using dual Pentiums, high speed SCSI hard drives and powerful D-Vision OnLINE software, PostSUITE provides full CCIR-601 video resolution with compression ratios as low as 2:1 and serial D1 inputs and outputs. It also has two or four channels of analog or DAT audio I/O and up to

1200; Video Luminance Meter Model 40-N/4-PAL/SECAM: and, the CATV Model 1800, a video and audio level test set for cable headend.



Kay Dorrough 20434 Corisco St. Chatsworth, CA 91311 Phone: 818-998-2824 FAX: 818-998-1507

We are interested in marketing our product in: Worldwide International Business Information

Direct Sales, Agents/Distributors

Doty Moore Tower Services

Services	S2832
1570 W. Beltline Road	SEC
Cedar Hill, TX 75104	
Phone: 214-293-1200	
FAX: 214-293-1255	
Contact:Marlo Schrader	

3563 Sueldo Street, Unit E San Luis Obispo, CA 93401-7590 Phone: 805-541-8292 FAX: 805-541-8293 Internet:dove@dovesystems.com Contact:Evan Campbell

Dove Systems is a manufacturer of dimming and control equipment for broadcast facilities, schools, and churches. As of December 31, 1995 Dove Systems acquired the manufacturing assets of Hallikainen & Friends, which include such products as the DRC200, a remote data logger well known in the braodcast industry. Other products include 1.0, 1.2, 2.4, 6.0 kw analog and digital dimmers, analog and digital control consoles, interface equipment, as well as the ability to do a variety of custom applications for new and existing facilities.



Export Information

We are interested in marketing our product in: Canada, Western Europe, South America International Business Information

Agents/Distributors

The Downtown Group	
236 West 27th Street	S-1
New York, NY 10001	
Phone: 212-675-9506	
FAX: 212-675-3276	
Contact:Vin Gizzi	

<u>DraCo Systems</u>	M5230
3591 Nyland Way	MMW

Lafavette, CO 80026 Phone: 303-499-1975 FAX: 303-499-1979 Contact:Eric Kloor



Associate Membership has its advantages...

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24 more tracks of editable, mixable audio. And PostSUITE performs alpha channel keying for broadcast quality titles and graphics. So you get everything you need to produce professional quality video directly from your workstation.

Export Information

Sales Department 8755 West Higgens Road, Second Floor Chicago, IL 60631 Phone: 312-714-1400 FAX:312-714-1405 Internet: info@division.com

International Business Information Agents/Distributors, Joint Ventures, Licensing Agreements

DVS Digital Video

Systems GmbH11069 Krepenstr. 8 D-30165 Hannover GERMANY Phone: 49-511-678-070 FAX: 49-511-630-070 Contact:Peter Spoer

DVS offers systems for Digital Video, HDTV, Digital Film Processing and Industrial R&D applications including: ISP500 - Multi-Standard RAM-Recording System for Industrial and R&D applications; MovieVideo - Multi-Standard RAM-Recorder for High Definition Video and Digital Film Processing; ProntoVideo - D1/4:2:2 Digital Disk Recorder with 2.5-60 min. Uncompressed Recording Time, Audio, Key and M-JPEG; SCSI/Video - D1/4:2:2 Video to SCSI Computer Interface with M-JPEG and Digital Audio Option; Sphinx3D - Software Package for Automatic 3D Modeling of Real Objects: VideoConnect - Serial D1/4:2:2 Monitoring D/A-Converter



Export Information

Mr. Peter Spoer, VP Krepenstr. 8 Hannover D-30165 Germany Phone: 49511678070 FAX:49511630070 Internet: spoer@DVS-Hannover.DE

We are interested in marketing our product in: Canada, Europe, Pacific Ocean, Southeast Asia, Worldwide

International Business Information Agents/Distributors

Dwight Cavendish Company10733 S-4

3775 W. Arthur Ave. Lincolnwood, IL 60645 Phone: 708-673-0937 FAX: 708-673-1389 Internet:dwcaveaol.com Contact:Lary Sommers

Manufacturers and designers of videocassette duplication systems, Dwight Cavendish offers routers, distribution amplifiers and machine

remote controls for virtually any VCR. The new VS628 series modules offer remote control combined with video/audio QC switching. which integrates nicely into any existing system. The recently introduced UNATTENDED DUPLICATOR affords the ability to dub without operators. Cavendish offers components or pre-assembled and tested turnkey systems. Dwight Cavendish has recently introduced the COMPACT DUPLICATOR. Designed for Post-production houses and in-house corporate departments, the COMPACT DUPLICATOR features simple operation and cost-effective hardware. The complete, turnkey duplicator is on casters and may be moved from room to room. The system features easy expansion up to 20 slaves and may be run as an unattended duplicator using industrial slaves and autoloaders.



S-5

We are interested in marketing our product in: Central America, Mexico, South America, Worldwide

S-5

International Business Information Agents/Distributors

Dynatech Video Group10163

4750 Wiley Post Way Salt Lake City, UT 84116 Phone: 801-575-8801 FAX: 801-575-3299 Internet:info@dvg.com Contact:Rollin Stanford

Dynatech will introduce a number of significant products that range from the most sophisticated routing control system available to the latest in character generator technology with the Delta 6.0 and Antero for broadcast. The top-rated UTAH-300 will be available in a 32X32 frame for the most compact and efficient routing matrix available. Dynatech's NewStar division will show the latest enhancements to their EditStar system as well as Ccapture which monitors and captures four channels of closed captioning simultaneously. Dynatech da Vinci will introduce a new set of control panels for the Renaissance 8:8:8, and a color enhancement module of Kodak's Cineon.



Rollin Stanford, V.P. Slaes 4750 Wiley Post Way Salt Lake City, Utah 84116 Phone: 801-575-8801 FAX:801-575-3299 Internet: info@dvg.com

We are interested in marketing our product in: Africa, Asia, Australia, Canada, Central America, Eastern Europe, Europe, Middle East Mexico, South America, Southeast Asia, Western Europe, Worldwide

International Business Information Direct Sales, Agents/Distributors

Earthwatch

Communications, Inc	7665
17113 Minnetonka Blvd.	S-5
Suite 120	
Minnetonka, MN 55345-0000	
Phone: 612-476-9005	
FAX: 612-476-9010	
Internet: janf@earthwatch.com	

Contact:Jan Foster EarthWatch, innovators of 3-D weather graphics, is proud to announce a new product line at NAB '96. "Reality" is the next step in weather visualization, permitting real-time fly-by's with current data. Photo-quality, texture-mapped city skylines show REAL skies. Forecast 2000 shows predicted weather, for your market or the nation, in 2-D or 3-D. A RadarVision interface brings LIVE doppler radar data from Enterprise and Collins into your system. With a Virtual WeatherSet your talent can be IN the weather, interacting with fronts, clouds and tomorrow's weather. MetWatch is a powerful meteorological tool that harnesses the full power of the internet.

EASI-Efficient Antenna Systems Inc.F101

2810 Highway 18 West West Delta Park, Ste. 200 Clear Lake, IA 50428 Phone: 800-666-9531 FAX: 515-923-2451 Contact:Tim Hedrick

EASI is a satellite system analysis and integration company experienced in providing cost effective satellite communication solutions for today's marketplace. After evaluation of client needs, complete satellite acquisition systems can be supplied and installed anywhere in the world by EASI personnel. High quality products from proven manufacturers are chosen to best suit the needs of the client from broadcast systems to complete networks using conventional equipment or or the exotic. Satellite antennas, receivers, positioners, related electronics, transportables, deployables and the versatile "Flat Antenna" are all available from EASI. Call us for a quote on your upcoming project.

S-4

6700 Santa Monica Blvd. Hollywood, CA 90038 Phone: 213-468-4480 FAX: 213-468-1568 Contact:Robert Militello

The Cineon Digital Imaging System provides the tools for digital compositing, special effects, color correction and restoration of film or video originated-images, with output to motion picture film or other formats. The full product line consists of the Genesis Digital Film Scanners, now for 16mm as well as 35mm and 65mm film; a range of Cineon ImageStations, configured with Cineon Image Enhancement and Retouching Software running on the SGI

Challenge server for a multi-seat environment, or on the Onyx or Indigo 2 as individual seats or stand-alone stations; and the Lightning Digital Film Recorder, or a Cineon version of the Solitaire Cine III FLX film recorder.



European Cineon Sales 97-99 Dean St. London, W1V 5RA, England Phone: 441714324000 FAX: 441714324019 Contact: Brian Kercher

We are interested in marketing our product in: Worldwide

International Business Information Direct Sales, Agents/Distributors

175 Bedford Road	S-2
Burlington, MA 01803	
Phone: 617-273-1512	
FAX: 617-273-3275	
Contact: Ted Whittaker	

New Products: MVS Series of Switchers -MVS9 - 20 input modular switcher..Composite, Y/C and Component formats. Full program/preset mixer, advanced multi-layer keys. Aux bus outputs. M/E outputs. Re-entrant effects. Established Products: MVS5 and MVS6 modular analog switchers that are re-configurable in the field from Composite to Y/C to Component. Key matrix gives maximum flexible use to keying requirements.

Export Information

Mr. Ted Whittaker, President 175 Bedford Road Burlington, MA 01803 Phone: 617-273-1512 FAX: 617-273-3275

We are interested in marketing our product in: Africa, Asia, Canada, Central America, Eastern Europe, Europe, Middle East, South America, Southeast Asia, Western Europe, Worldwide

International Business Information Direct Sales, Agents/Distributors

Econco	3911
1318 COMMERCE AVE	N-1
WOODLAND, CA 95776	
Phone: 800-532-6626	
Phone: 916-662-7553	
FAX: 916-666-7760	
Contact:Debbie Baker	
Quality rebuilt power tubes and klystrons	for

radio and TV transmitters.



Ms. Debbie Baker, Sales 1318 Commerce Avenue Woodland, CA 95776

Phone: 916-662-7553 FAX:916-666-7760

We are interested in marketing our product in: Africa, Asia, Australia, Canada, Central America, Eastern Europe, Middle East, Mexico South America, Western Europe, Worldwide

International Business Information Direct Sales, Agents/Distributors

Edac Inc.	3902
40 Tiffield Road	N-1
Scarborough, Ontario	
M1V 5B6 CANADA	
Phone: 416-754-3322	
FAX: 416-754-3299	
Contact:Bob Cavford	

Edac Inc. manufactures a full line of rack & panel connectors. This 516 style has been the connector of choice for audio and sound mixing applications. There are many options available, including coloured insulators and both shielded and unshielded covers. Edac offers the only contact of this type that can be crimped to 26 guage Mogami TM cable without additional soldering required. Edac's 516 connectors are available from 14 to 120 contact positions. Also available are other connectors styles using this special Edacon ™ style contact from two to twelve contacts. The product offering includes many other audio and PCB connectors.



Craig Kopsky 40 Tiffield Rd. Scarborough, ONT M1V 5B6 Canada Phone: 416-754-3322 FAX: 416-754-3299

We are interested in marketing our product in: Asia, Australia, Central America, Eastern Europe, Mexico, Middle East, South America Western Europe

International Business Information Direct Sales, Agents/Distributors

Editing	Technologies	9484

11992 Challenger Court Moorpark, CA 93021-0000 Phone: 805-529-7074 FAX: 805-529-6744 Contact:Jeff Comer

S-5

EDITING TECHNOLOGIES CORPORATION high power, professional pc-based edit controllers. The Ensemble Pro series priced from \$2,995 to \$9,995. The Stiletto series priced from \$1,995 to \$3,495. Introducing the Ensemble Gold Multi-Linear ™, series. You know linear, you know non-linear, now know Multi-Linear [™]. Ensemble Gold, the next generation in edit controllers. Ensemble Gold eliminates the need for time comsuming pre-digitizing and pre-selecting of scenes and footage. Clips can be rolled in from tape or randomly accessed from the hard drive.

Ensemble Gold is available to control the Tektronix Profile, and internal or a variety of external Video Disk arrays.



Export Information

Jeff Comer 11992 Challenger Ct. Moorpark, CA 93021 Phone: 805-529-7074 FAX: 805-529-6744

We are interested in marketing our product in: Worldwide

International Business Information Direct Sales, Agents/Distributors

P.O. Box 1547 Eugene, OR 97440-1547 Phone: 541-345-0019 FAX: 541-345-8145 Contact:Jennifer Duncan

A new RF system planning tool for Windows 95 ™ including coverage and interference analysis using the most advanced propagation models, and results plotted along with terrain features, land use, roads, political boundaries and demographic data. AMW ™, the first AM medium-wave spectrum management software that predicts the performance of DAB, FMSR [™], a comprehensive program for FM and TV allocation and coverage studies. POP-90 ™. multifeatured software that performs population and other demographic analysis. Terrain elevation databases covering the U.S., Mexico, Canada, and Great Britain.

1 Rome Street Farmingdale, NY 11735 Phone: 516-293-7472 FAX: 516-293-7417 Internet: eegent@aol.com Contact:William Posner

EEG announces the introduction of its new family of 2 FIELD, CLOSED CAPTION ENCODERS & DECODERS. The EN 470 SMART ENCODER III, is a broadcast quality encoder occupying only 1 rack unit of space. It provides two language captioning, Extended Data Service (XDS) encoding and many new features including multiple data ports, multiple modem ports and PAL capability. EEG now provides Digital Caption Encoding capability through the addition of a digital upgrade board to EEG's Smart Encoder. The new Component Serial Digital upgrade is being introduced at NAB '96. The EN 370 Series of origination encoders is available in Desk Top or PC versions. They provide portability and low cost in an origination encoder. The 370 Series Encoders feature two field encoding capability and a built in display decoder. The new family of DE 241 TWO FIELD DECODERS feature decoding & display of all the Line 21 Data

Channels, XDS and PAL capability plus: DE 241A - Two Line 21 Activity Display modes; DE 241AR - Remote Control of the CC1/CC3 display modes; DE 241DR - Data Recovery; DE 241CG - Two Character Generator modes. EEG can also supply special application decoders. For example, we have available the DE 241LS Line Selectable Decoder which provides caption display capability (CC1/CC3) for video signals that have encoded Line 21 format captioning on multiple VBI lines.

FEV Inc

EEV Inc	10906
4 Westchester Plaza	S-3
Elmsford, NY 10523	
Phone: 914-592-6050	
FAX: 914-682-8922	
Contact:Ann Sayers	

7625 Hayvenhurst Avenue, #27 S-5 Van Nuys, CA 91406-0000 Phone: 818-787-4295 FAX: 818-787-6195 Contact:Keith Bailey

Manufacturer of internationally acclaimed camera support equipment. Camera Cranes -Piccolo; VIP, Sky-King, SkyMote; Super SkyMote; and Javelin. Large Assortment of Dollies - Including the new Hi-Lo platform and Sports Dolly. Jib Arms - Mini Jib Classic, Mini Jib Long and the Maxi Jib. Various accessories and tracking systems, Remote Control Systems - Hot Head, Hot Shot, Mini-Shot and Microshot. Egripment's booth will be staffed sells remote by Keith Bailey, General Manager of Egripment USA and Ron Zirkzee, General Sales Manager from Egripment BV.

Export Information

S-4

Mr. Keith Bailey, General Manager 7625 Hayvenhurst Avenue, Unit 27 Van Nuys, CA 91406 Phone: 818-787-4295 FAX: 818-787-6195

We are interested in marketing our product in: Africa, Asia, Australia, Canada, Central America, Commonwealth of Ind. States, Eastern Europe, Europe, Indian Ocean, Middle East, Mexico, Pacific Ocean, South America Southeast Asia, Western Europe, Worldwide

International Business Information Direct Sales, Agents/Distributors

Elantec

SEC 1996 Tarob Court Milpitas, CA 95035-0000 Phone: 408-945-1323 FAX: 408-945-9305 Internet: pmayer@elantec.com URL: http://www.elantec.com Contact:Pat Mayer

Elantec designs, manufactures and markets

high performance analog integrated circuits for the worldwide video/multimedia, data processing, and communications markets, where there is a demand for high speed, high performance and low power consumption.



Bud Reed 1996 Tarob Ct. Milpitas, CA 95035 Phone: 408-945-1323 FAX: 408-945-9305 Internet:breed@elantec.com We are interested in marketing our product in: Worldwide International Business Information Direct Sales Agents/Distributors

117 East Colorado Blvd. SEC Suite 300 Pasadena, CA 91105-0000 Phone: 818-577-1627 FAX: 818-577-2426 Internet:wendy.bozigian@electricimg.com Contact:Wendy Bozigian

Electric Image, Inc. is the developer of the ElectricImage[™] Animation System, the 3D rendering and animation powerhouse created for animation professionals. ElectricImage runs on the Power Macintosh and includes full 3D Inverse Kinematics, Network rendering, Sync Sound, Smart Deformations, various special effects plug-ins, light rays and much more. ElectricImage was developed to be a practical tool for the non-technical animator -specifically graphic artists looking for unrivaled rendering speed, powerful features and the finest image quality in an easy-to-learn-and-use interface. The ElectricImage Scholastic Edition is a reduced feature set version of the Animation System. This low-priced product is designed to be a training tool developed for the fledgling animator.



Mr. John Kasper, Dir., Intl. Sales Electric Image, Inc. 117 E. Colorado Blvd., Ste. 300 Pasadena, CA 91105 Phone: 818-577-1627 FAX: 818-577-2426 Internet: john.kasper@electricimg.com

We are interested in marketing our product in: Africa, Asia, Australia, Canada, Central America, Eastern Europe, Europe, Indian Ocean, Middle East, Mexico, Pacific Ocean, South America, Western Europe, Worldwide

International Business Information Joint Ventures

Electric Works Corp./ dba The Management

3535 NW Jim Wright Freeway Ft. Worth, TX 76106 Phone: 817-625-9761 FAX: 817-625-4975 Contact: Adrian Charlton

The AXS digital system on display this year offers modular units for Live, Live Assist. News/Talk, Satellite, CD's and hard disk music. All have integrated on-screen text handling. Options include multiple simultaneous foreground and background recording, remote operation and telco interfaces. The DLR Digital Long Form Recorder is a unique system that can record or playback up to four stereo broadcast quality signals simultaneously with full real-time or closure activation. The DLR

system eliminates cumbersome tape or cassette recorders and timing devices. These and other systems will be operating and on display.



Mr. Pete Charlton Electric Works/dba The Management 3535 NW Jim Wright Freeway Fort Worth, TX 76106 Phone: 817-625-9761 FAX: 817-625-4975

We are interested in marketing our product in: Worldwide

International Business Information Direct Sales, Agents/Distributors

Electrogig USA, Inc. M3825 50 Osgood Place San Francisco, CA 94133 Phone: 415-956-8212 FAX: 415-956-8213 Contact:Nancy Mogavero

Electrohome Limited	M5157
809 Wellington St. North	MMW
Kitchener, ON N2G 4J6 CANADA	
Phone: 519-744-7111	
FAX: 519-749-3136	
Contact:Jeff Ward	

MMW

Electrohome's Visual Communications Group designs, manufactures and markets sophisticated electronic projectors and monitors to customers around the world. Projection applications include training,

Congratulations

To the winners of NAB's 1995 Service To Children Television Awards. We salute and recognize your efforts and commitment to producing quality programs for the children in your communities.

.3523

N-1

KCBA Fox 35, Salinas, CA KING, Seattle, WA KMSP-TV, Eden Prairie, MN KRON-TV, San Francisco, CA KTVU, Oakland, CA WBBM-TV2, Chicago, IL WCPO-TV, Cincinnati, OH WDIV, Detroit, MI WISH-TV, Indianapolis, IN WNOL-TV, New Orleans, LA WTIC FOX 61, Hartford, CT



The Service to Children Television Awards were established by NAB to recognize locally produced children's programming. The Service to Children Symposium, held in conjunction with the Awards, brings together top broadcasters, FCC staff and legal experts to discuss and share ideas on the state of children's television today... and tomorrow.

Friday, May 17 is the deadline to submit your station's 1996 entry!

To receive the Call for Entries guidelines and brochure, complete this coupon and fax it to (202) 775- 3516. For more information on the Awards and Symposium, call NAB Television at (202) 429-5425, check NAB's home page - http://www.nab.org, or e-mail vcullen@nab.org. Awards will be presented in Washington, DC on October 1, 1996, and the Symposium will be held the following day.

Name			
Title		 	
Station			
Call Letters			
Address			
City,		_	
State	Zip		
Phone			
Fax			_
E-mail			

How many hours per month does your station air locally produced children's programming?

AT&T Capital Corporation was the proud sponsor of the 1995 Service to Children Television Awards.

CAD/CAM and engineering design, trade shows, mapboard systems, sales meetings, public information displays, and entertainment. The company is recognized for its innovative technology and is a leader in the large screen projection industry. It has been first with a number of projection innovations, including the first monochrome CRT data projection system in 1979. Of more recent note, the company announced a relationship with Texas Instruments, whereby it would incorporate Texas Instruments Digital Micro-Mirror Device (DMD)[™]-based digital display engine in future projection display systems for multimedia, large-screen, professional and other display markets. Featured at NAB will be the Marquee® CRT-based projector series, along with ShowStar, a high-brightness LCD light-valve projector. The new Marquee® series delivers the most advanced video, data and graphics-compatible projectors available today. ShowStar®, with its new features, including optional lenses, and enhanced video guality, is the projector of choice for large screen presentations in high ambient light environments.



Export Information

We are interested in marketing our product in: Worldwide

International Business Information Agents/Distributors, Joint Ventures, Licensing Agreements

8800 W.H. Burges El Paso, TX 79925 Phone: 915-595-3103 FAX: 915-857-5261 Contact:Mike McGill

Electronics

Diversified Inc.	
1675 NW 216th Ave.	S-5
Hillsboro, OR 97124	-0000
Phone: 503-645-553	3
FAX: 503-629-9877	
Contact:Lin Bedard	

Electrophysics

Corporation	.10983
373 Route 46 West	S-5
Bldg. E	
Fairfield, NJ 07004	
Phone: 201-882-0211	
FAX: 201-882-0997	
Internet:733533.3272@compuserve.cor	n
Contact:Frank Vallese	

Electrophysics will be exhibiting its newest line of high performance ASTROSCOPE night vision modules for use on ENG Cameras and certain Professional Camcorders. These new modules offer the night-time news photographer the absolute highest possible viewing performance available for this configuration. Because of the use of a state-of-the-art high performance image intensifier, the ASTROSCOPE is able to transform dark, moonlit or starlit nights (as low as 10(-6) lux) into bright, high resolution scenes easily recorded by the camera sensor. Because the ASTROSCOPE incorporates electronic lens technology, full electronic control capability of lens iris and zoom are maintained.



Sal Marinello 373 Rte. 46W Bldg. E Fairfield, NJ 07004 Phone: 201-882-0211 FAX: 201-882-0997

We are interested in marketing our product in: Asia, Australia, Canada, Central America, Europe, Middle East, South America, Western Europe, Worldwide

International Business Information Direct Sales, Agents/Distributors

Electrorack Products

 Company, Inc.
 S2930

 1443 S. Sunkist St.
 SEC

 Anaheim, CA 92806
 Phone: 714-776-5420

 FAX: 714-776-9683
 Contact:Mike Deming

19" Racks, "DEC" type enclosures, heavy duty and custom weldments, seismic tested equipment, RFI-EMI shielded cabinets and computer furniture.

Export Information

Mr. Mike Deming, VP, Sales & Marketing Electrorack Products Company 1443 S. Sunkist St. Anaheim, CA 92806 Phone: 714-776-5420 FAX: 714-776-9683

We are interested in marketing our product in: Canada, Mexico

Electrosonic

 Systems, Inc.
 7677

 10320 Bren Road East
 S-5

 Minneapolis, MN 55343-9048
 Phone: 612-931-7500

 FAX: 612-931-9311
 Contact:John Doyle

Electrosonic will be showcasing the new 2xView, a low cost, modular video display system for environments where space and budget are limited. The 2xView exhibits such features as a 30" depth, 106" diagonal screen, front accessibility for service, and much more. In addition, Electrosonic will be presenting large screen video displays using the state-of-the-art ProCube AC 40" diagonal

projection cube and the PICBLOC multi-source control system.



Mr. John Doyle, Vice President 10320 Bren Road East Minneapolis, MN 55343 Phone: 612-931-7500 FAX: 612-938-9311

We are interested in marketing our product in: Worldwide

International Business Information Direct Sales, Agents/Distributors

Electro-Voice, Inc.	
448 Post Road	S-3
Buchanan MI 40107	

Buchanan, MI 49107 Phone: 616-695-1010 FAX: 616-695-0470 Contact: Allan Nichols

New Product Introductions: RE1000 - Studio condenser (little Brother to the RE2000); RE200 - True condenser, probe microphone for studio and live work; CO2 - Omnidirectional, mini-lavalier microphone.; 635L - The 635A with better reach!; CT30 - Boundry microphone for stage and table micing. Current Product: RE series of microphones including the RE27N/D and the RE38N/D. Sentry series of studio monitors. S-Series of studio monitors, including the S-40, S-60B, and the S-80B.

Elenos S.r.l.	
Via G. Amendola, 9	N-1
I-44020 P. Renatico	
ITALY	
Phone: 395-328-2996	
FAX: 395-328-2917	
Contact: C. Garbo	

Product Offerings: FM Power Amplifiers - Best Quality/Price Ratio, up to 30,000W; FM Solid State Amplifiers - Excellent Quality, Competitive Price, up to 1,200W; Complete FM Transmitters; Exciters; Radio Links; Filters; Combiners; Antenna Systems; RF Accessories and Components.

Export Information

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International Business Information Agents/Distributors

Elettr	onica	Industriale	S3336

SEC

20035 Lissone (MI) via Filippo 20035 Tureti 7 ITALY Phone: 393973981 FAX: 39397398450 Contact: Angelia Cheng

70 New Hyde Park Rd. New Hyde Park, NY 11040 Phone: 516-775-3200 FAX: 516-775-3297 Contact:Kevin R. Baisley

Booth #M4245, ELMO Mfg. Corp., leading manufacturer of Audio Visual and Video Products will be showcasing a complete line of single chip and three chip Video Document Cameras and Slide to Video Converters. Other products include a new Video Document Camera for X-Ray use along with an entire line of high resolution CCD Micro Color Cameras and Accessories.

171 South St Hopkinton, MA 01748 Phone: 508-435-1000	S1666 SEC
Contact:Steve Walsh	

EMC's Media Server represents an innovative approach to multimedia system design that overcomes many of the limitations present in more conventional servers intended for general purpose applications. The EMC design supports sustained, very high data transfer rates, has a high degree of tolerance for variance in signal quality, guarantees variable signal service levels and maintains the ability to support both interactive and continuous data transfer requirements within the same subsystem.



Export Information

Mr. Steve Walsh, Director, Multimedia Sales **EMC** Corporation 171 South Street Hopkinton, MA 01748 Phone: 508-435-1000 Internet: walsh.steve@isus-emc.com

We are interested in marketing our product in: Worldwide

International Business Information Direct Sales, Agents/Distributors

EMCEE BROADCAST

PRODUCTS 10313 S-3 PO Box 68 White Haven, PA 18661 Phone: 717-443-9575 FAX: 717-443-9257 Contact: Jim Zaroda

Since 1960 EMCEE has supplied the world with quality television transmission products for Low Power and wireless cable applications. This year's product line will feature the new DIGACOM Series of wireless cable transmitters which will operate in the analog and/or digital formats. EMCEE will introduce its new "Freedom" series of UHF low power transmitters. Power ranges in 20, 100, 300, 500, and 1000 watts. All are frequency synthesized. A special feature will be EMCEE's TTV1000 International VHF transmitter. 1,000 watts of

power, frequency agile across bands I & III (Ch 2-13), International Standards agile (NTSC, PAL, & SECAM), and has mobile applications.



MMW

Export Information

Contact: Perry Spooner

We are interested in marketing our product in: Africa, Australia, Canada, Central America, Commonwealth of Ind. States, Europe, Indian Ocean, Middle East, Pacific Ocean, South America, Southeast Asia, Worldwide

International Business Information Direct Sales, Agents/Distributors

1600 4th Avenue, N.W. Rochester, MN 55901 Phone: 507-289-3371 FAX: 507-287-3405 Contact: Tom Regnier

MODULAR ELECTRONIC ENCLOSURE SYSTEMS, UNLIMITED MODULAR CONSOLE ASSEMBLIES, SEISMIC QUALIFIED ENCLOSURES, CUSTOM DESIGN CAPABILITIES, CHASSIS SLIDES, PACKAGED BLOWERS, FAN TRAYS, FAN PANELS, COMPUTER SUPPORT FURNITURE AND A LARGE COLOR OPTION FIVE DAY QUICK SHIP PROGRAM.

24403 Halsted Road Farmington Hills, MI 48335 Phone: 810-453-0060 FAX: 810-476-5712 Contact: Larry Lamoray

PO BOX 84583 SEATTLE, WA 98124 Phone: 206-467-7101 FAX: 206-467-8179 Contact: Brenda Kashmir-Whitaker

Energy-Onix41	00
752 Warren St.	I-1
Hudson, NY 12534-0000	
Phone: 518-828-1690	
FAX: 518-828-8476	
Contact: Ernie Belanger	

New for '96 - Energy-Onix unveils its FREQUENCY AGILE, DIGITAL, STL SYSTEMS at two power levels. Also on display "The Best Selling Transmitter in America", the Eco Series grounded grid, triode tube FM transmitters in powers from 1KW to 11KW. The MK series of FM grounded grid, triode tube transmitters from 1.5 KW to 50 KW. FM solid state transmitters: the SST series of low power transmitters from 30 watts to 500 watts and legend series available from 1 KW to 10 KW. Multiple preset dual frequency shortwave transmitters also displayed.



Mr. Bernard Wise Energy-Onix, Inc. 752 Warren Street Hudson, NY 12534 Phone: 518-828-1690 FAX: 518-828-8476

We are interested in marketing our product in: Worldwide

International Business Information Direct Sales, Agents/Distributors, Joint Ventures

E-N-G Mobile Systems, Inc.7143

2245 Via De Mercados Concord, CA 94520 Phone: 510-798-4060 FAX: 510-798-0152 Contact: Dick A. Glass

S-5

N-1

SEC

Ensemble Designs	S3209
870 Gold Flat Road	SEC

870 Gold Flat Road Nevada City, CA 95959 Phone: 916-478-1830 FAX: 916-478-1832 Contact: Lisa Cowden

Enterprise Systems

5475 Tech Center Drive SEC Suite 300 Colorado Springs, CO 80919 Phone: 719-548-1800 FAX: 719-548-1818 Contact: Rose Monday

Sales, Traffic, Programming and Business systems are provided by Enterprise Systems to

Exhibit Hall Floorplans

Sands Expo Center Exhibits-SEC (Sands Exhibitors), NET (internet @NAB'96), MMW (MultiMedia World).....Pull-out between pages 16 & 17 Also see pull-out section between pages 16 & 17 for overview floorplans of Sands meeting rooms and lobby areas.

Las Vegas Convention Center Exhibits-

N-1See floorplan, page 97 S-1See floorplan, page 98 S-2See floorplan, page 99 S-3See floorplan, page 90 S-4See floorplan, page 101 S-5See floorplan, page 102 O (Outdoor Exhibits)Pull-out between 90	3) 2
pages 96 & 97	

Also see pull-out section between pages 96 & 97 for overview floorplans of LVCC & Las Vegas Hilton meeting rooms and lobby areas.

SEC

S-5

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International Business Information **Direct Sales**

Entertainment Digital

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The Equipment Broker, Inc./

Isaia and Company10582 4650 Lankershim Blvd. North Hollywood, CA 91602 Phone: 818-752-3104 FAX: 818-752-3105 Contact: Roy Isaia

POWER-POD - Manufactured by A&C Services Ltd., London, Remote camera head with 360 degree continuous pan/tilt. Remote control for camera t/over, focus, zoom, iris and two picture video return. This remote unit is designed for use with all film cameras. PEE-POD 1000 - Manufactured by A&C Services, Ltd., London. Remote head with 360 degree continuous pan/tilt. Remote control for all camera functions, programmable and repeatable. Triax, RS232 Compatable. This unit is designed for use with all broadcast quality video cameras. POWER-POD 2000 -First time shown in the U.S., this unit will work with both film and video heads. Three axis, continuous 360 degree pan/tilt/roll over. RS232 compatable, programmable and repeatable in all three modes. Triax, broadcast quality. **RONFORD-BAKER - Complete line of tripods** and fluid heads for both the film and video market. CINERENT-SWITZERLAND - Cinejib and Swissjib camera cranes up to 42'. Hotdog, swiss dollires and crane bases. CINEPOWER, LTD. - Complete line of D/C power supplies for camera and lighting.



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Mr. Roy Isaia, President Isaia & Company 4650 Lankershim Blvd. N. Hollywood, CA 91620 Phone: 818-752-3104 FAX: 818-752-3105

We are interested in marketing our product in: Worldwide

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We are interested in marketing our product in: Worldwide

International Business Information Agents/Distributors

N-1

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Export Information

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We are interested in marketing our product in: Africa, Asia, Australia, Canada, Central America, Mexico, South America

International Business Information Direct Sales, Agents/Distributors

FSF

142 Sierra Street
El Segundo, CA 90245
Phone: 310-322-2136
FAX: 310-322-8127
Contact: Brian Way

ETC/Electronic

SEC

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International Business Information Direct Sales, Agents/Distributors

ETM-Electromatic, Inc.	S1658
35451 Dumbarton Court	SEC
Newark, CA 94560	
Phone: 510-797-1100	
FAX: 510-797-4358	
Contact: Chuck Hayse	
Eurhanix	0400

Euphonix	3123
220 Portage Ave	N-1
Palo Alto, CA 94306	
Phone: 415-846-1121	
FAX: 415-855-0410	

Evans & SutherlandS2011 SEC

600 Komas Drive Salt Lake City, UT 84108 Phone: 801-588-1564 FAX: 801-588-4511 URL:http://www.es.com Contact: Jodi Bradshaw

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International Business Information Direct Sales, Joint Ventures, Licensing Agreements

One Alsan Way Little Ferry, NJ 07643 Phone: 201-641-1200 FAX: 201-641-1640 Contact: Gil Griffith

Event Promotion

Supply Inc.	
11420 E. 51st Avenue	
Denver, CO 80239	
Phone: 303-371-1717	
FAX: 303-371-8149	
Contact:Perry Johnson	n

Evertz Microsystems Ltd. 10181 3465 Mainway S-5

3465 Mainway Burlington Ontario L7M1A9 CANADA Phone: 905-335-3700 FAX: 905-335-3573 Contact:Carter Lancaster

Evolving Video

Technologies	S1958
7850 Vance Drive	SEC
Suite 210	
Arvada, CA 80003	
Phone: 303-456-1450	
FAX: 303-456-1434	
Contact:Kendall N. Fuhrman	

EVS Broadcast EquipmentS1224 Rue Courtois 22

Rue Courtois 22 4000 Liege BELGIUM Phone: 324-122-0070 FAX: 324-122-2298 Contact: Laurent Minguet

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Laurent Minguet, Managing Director Rue Courtois, 22 Liege 4000 Belgium Phone: 324-122-0070 FAX:324-122-2298 Internet: evsbe@mail.interpac.be

We are interested in marketing our product in: Africa, Asia, Australia, Canada, Central America, Commonwealth of Ind. States, Eastern Europe, Europe, Indian Ocean, Middle East, Mexico, Pacific Ocean, South America Southeast Asia, Western Europe, Worldwide

International Business Information Direct Sales, Agents/Distributors

Extron Electronics	M4532
1230 South Lewis Street	MMW
Anaheim, CA 92805-0000	
Phone: 714-491-1500	
FAX: 714-491-1517	
Internet: support@extron.com	
URL:http://www.extron.com	
Contact: Ivan Perez	

Extron Electronics, a leading manufacturer of computer-video interfaces, switchers, distribution amplifiers, scan converters and high resolution cable, now offers a variety of product lines to meet the needs of the growing multimedia industry. The SUPER EMOTIA™ is a Super VGA/XGA and high resolution Macintosh converter that outputs to NTSC/PAL S-Video and RGBS. The system 4LD ™ is a universal projector control switcher witha built-in, four input-line doubler that improves the quality of standard NTSC or PAL video. The Emotia JR™ is a hand held, PC to TV (VGA to NTSC/PAL Video) converter. These and other Extron products will be on display at NAB.



Export Information

Angela McCrong 1230 South Lewis Street Anaheim, CA 92805 Phone: 714-491-1500 FAX: 714-491-1517 We are interested in marketing our product in:

Worldwide

International Business Information Agents/Distributors

E-Z Up International, Inc.	4014
1601 Iowa Ave.	· N-1
Riverside, CA 92507	
Phone: 909-781-0843	
FAX: 909-781-0586	

Contact: Marty Dotterweich E-Z UP Instant Shelters - Eclipse and Encore Models - Used to keep cool on remote locations and grab attention as a trade show booth with highly visible silk screened call letters! Both models were developed from the original E-Z- UP Instant Shelter, setting up in less than 60 seconds, requiring no attachments or assembly. New features included a high peak, additional sizes for versatility, larger and stronger outer legs and a lighter, stronger frame. The new Eclipse features a powdercoated white frame for a more elegant look. Sizes range from 5X5 to 10X20 feet, 23 colors, accessories and silk screening available.



Mr. Brad Smith, Director 1601 Iowa Avenue Riverside, CA 92507 Phone: 909-781-0843 FAX:909-781-0586

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Factory Direct Sales	S1047
17194 Preston Road	SEC
Suite 123	
Dallas, TX 75248	
Phone: 214-335-3425	
FAX: 214-377-4625	
Contact: Jimmie Joynt	

Fairlight ESP P I Y	LID766
5 Skyline Place, Unit B	<i>S</i> .
French's Forest	
Sydney 2100	
AUSTRALIA	
Phone: 61-29975-1230	
FAX: 61-29975-1368	
Contact: Kim Ryrie	

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DaD - DaD stands for Digital Audio Dubber. DaD is a hard disk playback system for audio tracks for film, television and music mix down applications. Supplied standard with a compact remote control and up to 24 CPU storage devices, up to 576 tracks of playback may be controlled from a single remote control. F.A.M.E. - F.A.M.E. is Fairlight's Audio Mixer Editor. It provides a hardware control surface with moving fader automation, integrated within Fairlight's MFX3 hard disk recording platform. F.A.M.E. can easily be configured for stereo and all surround sound mixing applications. The system provides an assignable architecture and can be supplied in 8, 16 or 24 fader versions. New Software for MFX3 -Fairlight will be launching several new software features to its range of MFX3 hard disk recording and editing platforms. These include Audio Base (for sound file library management), High Speed Networking (for connection between MFX3 systems and Server), an interface with Yamaha's 02R console allowing all automation data to be stored within the MFX3 project file and OMF file compatibility. Fairlight will be demonstrating further editing enhancements to the MFX3 systems. For more

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information please contact John Lancken at the following address:P.O. Box 942, Brookvale, Sydney NSW 2100 Australia, 612-9975-1230 FAX:612-99751368.

Export Information

Mr. David Hannay Fairlight ESP LTD 3855 Hughes Ave., 2nd Floor Los Angeles, CA 90232 Phone: 310-287-1400 FAX: 310-287-0200

We are interested in marketing our product in: Worldwide

International Business Information Agents/Distributors

Faraday Technology Ltd.11083

Croft Road Industrial Estate **S-5** Newcastle Staffs ST50QZ United Kingdom Phone: 441782661501 FAX: 441782630101 Contact: C.T. Craig

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International Business Information Direct Sales, Agents/Distributors

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750 Palomar Avenue Sunnyvale, CA 94086 Phone: 408-735-1492 FAX: 408-735-8571 Contact: Theresa Doll

DFD-U Family of PAL/NTSC Decoders uses 10bit digital adaptive comb filter technology to convert PAL, NTSC or Y/C inputs into RGB, component, or D1 serial and parallel outputs. Options are available, including a frame synchronizer, full time-base correction, ACC & APC, and RS-232 control. The DFD-U is particularly suited as a first stage for video compression (MPEG or other) encoding. Retail price: \$12,450.00 - \$19,950.00. CFD-SN Decoder with patented comb-filter design, provides suppression of color-subcarrier dot crawl. Includes S-VHS inputs and outputs. Retail Price: \$6,550.00. CTC-2 Bi-directional Transcoder multi-standard transcoder with .1% precision and completely transparent processing. Includes a color-bar generator. Retail Price: \$3,600.00. LD100 Line Doubler accepts standard NTSC inputs and converts them into artifacts-free, high resolution signals. PAL/NTSC ALSO AVAILABLE. Retail Price: \$14,950.00. LD2000 Line Doubler offers superior image quality using patented Faroudja technology including Adaptive Decoding, Bandwidth Expansion, and Film/Video Motion Algorithms. Controls include on-screen

graphics from both IR and RS-232 commands with eight presets. Inputs: NTSC composite, Y/C and VGA pass-through. Retail Price: \$9,950.00. VP400 Video Processor quadruples the number of horizontal scanning lines while providing superior NTSC decoding and horizontal bandwidth expansion increasing details, brightness, depth, and equalling 35mm film in dramatic impact. PAL/NTSC ALSO AVAILABLE. Retail Price: \$20,000.00.

Fast Electronic U.S. Inc. 10475 393 Vintage Park Drive \$-5

393 Vintage Park Drive Suite 140 Foster City, CA 94404 Phone: 415-345-3400 FAX: 415-345-3447 Internet:marsha_lash@fastusa.com Contact: Marsha Lash

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eous switching between nonlinear/linear and online/offline video editing. The FAST Video Machine DP/R integrated with Pinnacle's Alladin Media Printer provides users with more than 500 pre-created state-of-the-art 2D and 3D digital video effects, including titling and character generation. FPS 60 is the first all-in-one solution to combine 60 fields/second Motion-JPEG encoding/decoding in S-VHS quality, with MPEG playback capability on a single board. FPS 60 also features live video overlay. FPS 60 is shipped with Adobe Premiere 4.0 LE, XingMPEG Encoder for CD-ROM mastering, and Simply 3D animation software.



Mr. Bill Ludwig AMPAC Sales Manager 393 Vintage Park Drive Ste. 140 Foster City, CA 94404 Phone: 415-345-3400 FAX: 415-345-3447 Internet: BILL LUDWIG@fastusa.com

We are interested in marketing our product in: Asia, Australia, Canada, Central America, Mexico, South America

International Business Information Agents/Distributors

Fast Forward Video	
18200 West McDurmott St	
Suite C	
Irvine, CA 92714	
Phone: 714-852-8404	
FAX: 714-852-1226	
Contact: Ty Estes	

80 Orville Drive Bohemia, NY 11716 Phone: 516-567-8320 FAX: 516-567-8322 Contact: Fred Scott

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including RS232, RS422, T-1 and SMPTE 207M & 18-bit digital audio over a single fiber.



Export Information

Steve Clarke 8A Legrams Terrace, Fieldhead Bus. Centre Bradford, West Yorkshire BD7 1LN United Kingdom Phone: 44-1274-739139 FAX: 44-1274-738797

We are interested in marketing our product in: Worldwide

International Business Information Direct Sales, Agents/Distributors, Joint Ventures, Licensing Agreements

Post Office Box 808 Moorestown, NJ 08057 Phone: 609-235-3900 FAX: 609-235-7779 Contact: Dave Strode

SEC

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2919 West Burbank Blvd., Suite B Burbank, CA 91505 Phone: 818-842-1631 FAX: 818-842-0711 Contact:Nigel Varian

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Export Information

Nigel Varian 2919 West Burbank Boulevard, Suite B Burbank, CA 91505 Phone: 818-842-1631 FAX:818-842-0711

We are interested in marketing our product in: Canada, Mexico, South America

International Business Information Direct Sales

FirstCom Music8276

13747 Montfort Drive Suite 220 Dallas, TX 75240 Phone: 214-934-2222 FAX: 214-404-9656 Contact: Cecilia Garr

Flash Technology Corporation Of America1408

P.O. Box 1549 Brentwood, TN 37024 Phone: 615-377-0600 FAX: 615-377-2383 Contact: Larry Montuori

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George Mandeville, Export Sales P.O. Box 329 Nashua, NH 03061 Phone: 603-883-6500 FAX:603-883-0205

We are interested in marketing our product in: Worldwide International Business Information Direct Sales

Florical Systems, Inc.10383

1206 NW Eight Avenue Gainesville, FL 32601 Phone: 904-372-8326 FAX: 904-275-0859 Contact: Traudi Buchanan

SEC 2959 Donald Douglas Loop North Suite L-101 Santa Monica, CA 90405 Phone: 310-581-9276 FAX: 310-581-9278

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3877 South Main St. Santa Ana, CA 92707 Phone: 800-235-6960 FAX: 714-979-0913 Contact: Tom Corwin

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Focal Press.....NAB Bookstore

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313 Washington Street Newton, MA 02158-1626 Phone: 617-928-2500 FAX: 617-928-2620 Contact: Joan Dargan Internet: jdarg@bh.com

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We are interested in marketing our product: worldwide

International Business Information: Agents/Distributors

Folsom Research, Inc.	M4032
526 East Bidwell Street	MMW
Folsom, CA 95630-3119	
Phone: 916-983-1500	
FAX: 916-983-7236	
Contact:Ed Hart	
E - Nie A Lee e	

2504 North Hemlock Circle SEC Broken Arrow, OK 74012-1128 Phone: 918-251-5550 FAX: 918-251-7057 Contact: Richard Freeman

Footage	Net		i4075
30 Monume	ent Sa	Jare	NET

30 Monument Square Suite 155 Concord, MA 01742 Phone: 508-369-9696 FAX: 508-369-4688 URL: http://www.footage.net Contact: John Tariot

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S-2 825 Park Street PO Box 2045 Christianburg, VA 24073 Phone: 540-382-0462 FAX: 540-381-0392 Internet: force.inc@ber.net Contact: Ed Kopakowski

Force, Inc. is demonstrating many new and exciting products for fiber optic video, audio, and data transmission. The 250-C Short Haul VIdeo Link boasts digital stereo audio for NTSC, PAL, and SECAM television. The Serial Digital Video Link offers uncompressed digital video in compliance to the new SMPTE Pathological Code test, at 400 Mb/s, InfoBiway Fiber Optic Videoconference Transceivers transmit high-quality, full-motion, two way V/A/D transmission for applications in Metropolitan Area Networks and Campus environments. The CATVLite VSB/AM family of products transmit 5, 10, or 20 channels of video and audio signals over Multimode fiber! Other cutting edge fiber optic transmission products will also be demonstrated.

Export Information

Mr. Ed Kopakowski, VP, Sales & Marketing Force, Inc. 825 Park St. Christianburg, VA 24073 Phone: 540-382-0462 FAX: 540-381-0392 Internet: force.inc@ber.net

We are interested in marketing our product in: Canada, Mexico, Worldwide

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International Business Information Direct Sales

Fostex Corporation

15431 Blackburn Ave Norwalk, CA 90650 Phone: 310-921-1112 FAX: 310-802-1964 Contact: Budd Johnson

PO Box 35746 Los Angeles, CA 90035 Phone: 310-275-8420 FAX: 310-285-0797 Contact: Sean Gordon

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Video & Audio Services Business Unit 246 rue de Bercy 75584 Paris Cedex 12, France phone: (33) 1 48 15 71 16 fax: (33) 1 48 15 71 99 Contact: Bertrand Persehaye, Dep. Sales Dir.

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Export Information

Charley Conquest 34 Main St., Hanover, NH 03755 Phone: 800-545-0688 FAX: 603-643-1388

We are interested in marketing our product in: Worldwide

Intl. Business Information: Agents/Distributors

Frezzolini

SEC

(Division of Frezzi Energy Systems) 5 Valley Street Hawthorne, NJ 07506 Phone: 201-427-1160 FAX: 201-427-0934 Contact: Ed Kuhn

S-1

Frezzi has been manufacturing portable lighting and power products for the broadcasting industry for over 60 years. Frezzi offers a complete line of high capacity battery packs, micro-computer controlled advanced chargers, solar chargers, battery belts, lighting kits and accessories. Frezzi's latest developments are listed below and will be on display at NAB '96 Booth #5217-5218. Frezzi's Mini-Arc makes available for the first time a miniature HMI, high output, daylight temperature light, in a selfcontained unit. Accessories include a flip-down dichroic filter to provide 3200 K color temperature light for indoor shooting and connector of choice. The popular Mini-Fill is now available with built in dimmer control. This feature provides the performance of a 50 to 100 Watt bulb with a single 100 Watt bulb. Field tested and Network approved. The NP1 Battery Bracket System includes a Mini-Fill light with a NP1 battery holder that attaches to the back of the standard NP1 battery box holders found on most cameras that use NP1's. The purpose of this bracket is to be able to use NP1 type batteries to power your camera and your light to prevent the need for external battery packs. This year we celebrate James A. Frezzolini's 90th birthday with various discounts, gifts and promotions for NAB '96. In the late 40's, James A. Frezzolini invented the first conversion camera ("Big Bertha"), displayed at the Smithsonian. He is also the father of the first on-camera light (the "Frezzi-Lite"). The first televised Mt. Everest expedition, and the first from-the-field footage of the Vietnam war are just some of the historical events owing their televised broadcast to his innovations in portable lighting (the "Mini-Fill") and portable power. Thanks to Jim Frezzolini's spirit of innovation our company is what it is today. We aim to continue his relentless pursuit of better, more efficient, less expensive solutions for the broadcast industry.

Export Information

We are interested in marketing our product in: Asia, Central America, Worldwide

International Business Information **Direct Sales** Agents/Distributors

Frontline

Communications6761, C101 S-2, 0 8501 65th St. North Pinellas Park, FL 34665-0000 Phone: 813-541-4441 FAX: 813-541-7116 Contact: Doug McKay

Manufacturer of custom broadcast vehicles for

microwave ENG transmission, satellite uplink/ downlink and mobile field production applications. Specializing in custom design, fabrication and systems engineering. Frontline features a full line of ENG, SNV and EFP vans and trucks in rack ready to complete turnkey systems integrated configurations. Additional services include operation training, systems support and custom graphics. Frontline Communications, a proven leader of quality that the Broadcast Industry depends on.

Export Information

Ms. Lisa Robinson, Marketing Manager Frontline Communications 8501 65th Street North Pinellas Park, FL 34665 Phone: 813-541-4441 FAX: 813-541-7116

We are interested in marketing our product in: Asia, Canada, Central America, Middle East, South America

> 9724 S-3

> SEC

International Business Information Direct Sales, Agents/Distributors

FUJINON INC.

10 Highpoint Drive Wayne, NJ 07470 Phone: 201-633-5600 FAX: 201-633-0018 Contact:Reno Morabito

2301 Lucien Way, #395

Maitland, FL 32751 Phone: 407-667-2043 FAX: 407-667-2177 Contact: John Strickling

Fun Industries Inc.	2814 SEC
Future Productions 400 Corporate Drive Mahwan, NJ 07430-0000 Phone: 201-529-2920 Fax: 201-529-2693 Contact: David Hughes	5203 S-1
Future Tel Inc	4841 MW

1092 E. Arques Avenue
Sunnyvale, CA 94086
Phone: 408-522-1400
FAX: 408-522-1439
Contact: Cindy Hammond

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> *— Maxim Kalinin, Moscow* Television Company, Moscow, Russia

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Lincoln, NE 68504	
Phone: 402-434-9100	
FAX: 402-434-9133	
Contact: Ross Faubel	

GE American

4 Research Way Princeton, NJ 08540 Phone: 609-987-4000 FAX: 609-987-4517 Contact: Susan Bennett

GE Americom is a leading satellite service supplier with a diverse array of customers, including cable and broadcast television, broadcast radio, business information and government services. In business since 1973, the company operates the GE SATCOM fleetone hybrid, five C-band and two Ku-band satellites- as well as the Spacenet and G-STAR satellites formerly owned by GTE Spacenet. In 1996, GE Americom plans to launch two new hybrid satellites. GE-1 will be located at 103 degrees W.L. and GE-2 will be at 85 degrees W.L.



Export Information

We are interested in marketing our product in: Canada, Eastern Europe, Mexico, Western Europe

GEC Marconi

11800 Sunrise Valley Drive Suite 1000 Reston, VA 20165 Phone: 703-620-0333 FAX: 703-620-0415 Contact: Joy Montefiore

Marconi, a renowned worldwide manufacturer of broadcast transmitters, will be exhibiting the Eureka 147 Digital Audio Broadcast transmitter, and low and high power FM transmitters.



Export Information

David Cope, Sales Manager Marconi House New Street Chelmsford, Essex CM1 1PL UK Phone: 44(0) 1245-275094 FAX: 44(0) 1245-275985

We are interested in marketing our product in: Worldwide

International Business Information Direct Sales

6261 Variel Avenue Suite C Woodland Hills, CA 91367 Phone: 818-884-6294 FAX: 818-884-3108 Contact: Hagai Gefen

The TSE241 is hardware that allows one monitor and keyboard to switch between two different Macintosh computers, 500 feet away from the computers. The TSE100 & TSE150 extends monitors and keyboards 500 feet away from your Macintosh. Ideal for Avid, Studer, Digidesign, Sonic Solution, Dawn, etc. M&E Professional (M&E PRO) is a new Macintosh database software that organizes, locates and plays SFX on CD. The newly designed database contains listings of all libraries on CD. Runs on PowerPC native code, M&E Windows version 2.2 is software that organizes, locates and plays SFX libraries on CD. Plays CDs from the Pioneer 500 CDs Autochanger.

Export Information

We are interested in marketing our product in: Worldwide

International Business Information: Direct Sales, Agents/Distributors, Joint Ventures

Gendra Broadcasting

Corp/Broadcast System	
2800 Biscayne Blvd.	SEC
Suite 700	
Miami, FL 33137	
Phone: 305-372-8845	
FAX: 305-372-0757	
Contact: Michelle Cholodofsky	

N-2

SEC 5 Olvitie SF-74100 lisalmi FINLAND Phone: 358-77-13311 FAX: 358-77-12267 Contact: Lisa Kaufmann

Export Information

Lars Olaf Janflod, Intl. Sales Mgr. Genelec 5 Olvitie lisalmi, FINLAND Phone: 358-77-13311 FAX: 358-77-12267

S-4. 0

6262 Lusk Blvd. San Diego, CA 92121 Phone: 619-623-2927 FAX: 619-597-3954 Contact: Fred R. Farmer

SFC.

SEC

4141 Awenida de la Plata Oceanside, CA 92056-6002 Phone: 619-631-8021 FAX: 619-631-8031 Contact: Chris M. Durso

N-2

200 Town Centre Blvd., Suite 400 MMW Markham, Ontario L3R 8G5 CANADA Phone: 905-470-2742 FAX: 905-470-2447 Internet: rob@genesis-microchip.on.ca Contact: Robert Hunter

Genesis Microchip is rolling out its new "DICE" Video Line Doubler chip at NAB96. DICE is a single-chip, cost-effective, de-interlacing solution- the first single-chip DSP IC of its kind! It's available in 8 and 10-bit versions. Genesis. renown for leading-edge video scaling ICs (gm865x1, gm833x2, gm833x3 and the speedy gm833x3F "Bullet"), will also be displaying its PCI-833/560 "Edit Pro"- a joint reference design with C-Cube Microsystems combining state-of-the-art video scaling technology with high-performance compression/decompression processing. Other products include the gm2242B Half-Band Filter and the PC833x2 evaluation board.

2817 100th Street SW Everett, WA 98204 Phone: 1-800-546-2210 FAX: 1-800-546-2220 Phone: 206-353-7400 FAX: 206-347-7100 Contact: Cherie Hasson

The helicopter specialist in electronic news gathering for the television broadcast industry. Geneva Aviation is the cost-effective, "one-stop" source for ENG helicopters, broadcast video systems and related equipment. From aircraft avionics and ENG equipment installation, to the selling and leasing of new or used helicopters, Geneva Aviation has the financial stability and the engineering capacity to perform every aspect in-house. Our video systems are compatible with various helicopter models, although we specialize in products, custom-configurations and service for Astar AS350 helicopters.

Export Information

2817 100th St. SW Everett, WA 98204 Phone: 206-353-7400 FAX: 206-347-7100 Contact: Gaspar de Queiroz

We are interested in marketing our product in: Canada, Western Europe, Mexico, South America

International Business Information **Direct Sales**

970 Fraser Drive Burlington, ON L7L 5P5 CANADA Phone: 905-632-2996 FAX: 905-632-5946 Internet: ken s@gennum.com Contact: Ken Smith

Gennum Corporation provides high performance, integrated circuit solutions to the video industry. A broad range of products for both digital and analog video are available. The GENLINX[™] line of digital video products provides complete interconnect solutions for SMPTE 259M serial digital interfaces. The MultiGEN™ line provides DSP ICs focusing on high performance standards conversions, rate conversions and FIR filtering for the video and broadcasting industry. Gennum's ANALOG SIGNAL PROCESSING (ASP) product line includes a wide range of analog video ICs for broadcast quality sync separation, back porch and sync tip clamping as well as the switching and mixing of analog video signals. Gennum's line of analog video crosspoints provides low cost, high performance solutions for broadcast guality routing. Stop by booth #204 located above the concession area between South Hall 4 and 5 to view our product demonstrations, pick up our 1996 Data Book and discuss your product needs with our experienced staff.

Gentner

1825 Research Way Salt Lake City, UT 84119 Phone: 801-975-7200 FAX: 801-977-0087 Internet: info@gentner.com Contact: Sales Manager

Audio products for broadcast and teleconferencing applications including telephone hybrids, multi-line telephone systems; room conferencers; room conferencing systems; echo cancellers; automatic microphone mixers; audio distribution products. Also: site control system for transmitters and other facilities. System is networkable and expandable.



Gary Crowder, Sales Manager 1825 Research Way Salt Lake City, Utah 84119 Phone: 801-975-7200 FAX: 801-977-0087 Internet: gcrowder@gentner.com

We are interested in marketing our product in: Africa, Asia, Canada, Central America, Eastern Europe, Europe, Middle East, Mexico, Pacific Ocean, South America, Southeast Asia

International Business Information Agents/Distributors

2225 West Hubbard St. Chicago, IL 60612-0000 Phone: 312-733-9555 FAX: 312-733-6416 Contact: Larry Smith

Getris Images7768

S-4 SEC

Zirst De Grenoble 4403 23 Chemin des Pres 38944 Meylan Cedex FRANCE Phone: 3376909777 FAX: 3376907234 Contact: J. F. Miribel

The Getris Images product line covers a complete range of graphics systems, including videographic creation and animation systems (ECLIPSE, VENICE, HURRICANE), and automated broadcasting stations (BROADNEWS). These products are designed to fit the most varied and sophisticated needs of the broadcast market, ie video post-production companies and TV stations, whether it concerns paint, rotoscoping, animation, compositing or special effects. In 1996, Getris Images introduces at NAB a complete solution for Paint, Rotoscoping, Animation, Compositing Effects and Editing both audio and video, at full D1 quality.



N-2

Export Information

Contact: Marc-Audie Landreau Zirst De Grenoble 4403 23 Chemin De Pres 38944 Meylan Cedex FRANCE Phone: 3376909777 FAX: 3376907234

We are interested in marketing our product in: Africa, Asia, Australia, Central America, Commonwealth of Ind. States, Europe Indian Ocean, Middle East, Mexico, Pacific Ocean, South America, Southeast Asia

International Business Information Direct Sales, Agents/Distributors, Joint Ventures

G <u>iqawave</u>	2
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Gigawave	.S1241
Queen Street Business Centre	SEC
5 Queen Street	
Coggeshall, Essex GB-CO6ZEU United	
Kingdom	
Phone: 011441376563503	
FAX: 011441376563603	
Contact: Chris Lay	

New products: The MVL series outside broadcast microwave link - a comprehensively equipped system capable of up to 300m remote control via triax cable. Transmission capabilities include analogue video with multiple audio subcarriers or digital rates up to 34Mbps. Software controlled local and remote control systems for the complete Gigawave range of microwave links and central receive antenna systems will be on display for the first

time at NAB '96. Existing products: MTV series miniature transmission systems and PTV series portable high power ENG links will be on show along with our highly successful range of microwave antennas.

Gorman-Redlich Mfg.Co.	
257 W Union Street	N-1
Athens, OH 45701	
Phone: 614-593-3150	
FAX: 614-592-3898	
Contact: Jim Gorman	

Products manufactured by Gorman Redlich Mfg. Co.: EAS encoders, decoders and encoder-decoders; Model CRW N.O.A.A. weather radio. Covers all frequencies and responds to alert tone; Model CM digital antenna monitor for AM directional arrays where the studio is located at the transmitter site; Model CMR digital antenna monitor for arrays that are monitored by remote control equipment compatible with all remote control equipment.

Export Information

Mr. Jim Gorman. Owner 257 W. Union Street Athens, OH 45701 Phone: 614-593-3150 FAX: 614-592-3898

We are interested in marketing our product in: Africa, Asia, Australia, Canada, Central America, Commonwealth of Ind. States, Eastern Europe, Europe, Indian Ocean, Middle East, Mexico, Pacific Ocean, South America, Southeast Asia, Western Europe, Worldwide

International Business Information Direct Sales, Agents/Distributors

Graham-Patten

S-4 13366 Grass Valley Ave. P.O. Box 1960 Grass Valley, CA 95945 Phone: 916-273-8412 FAX: 916-273-7458 Contact: Sharon Thurman

Graseby Optronics	S2154
12151 Research Parkway	

Orlando, FL 32826 Phone: 407-282-1408 FAX: 407-273-9046 Contact: Dawn Novak

Graseby Optronics offers the next generation in CRT colorimeters. The SLS 9400 is the first handheld colorimeter to provide lab-grade accuracy and precision at an affordable price. Simple-to-use and portable, its unique proprietary sensor design closely mirrors the CIE tri-stimulus curves, resulting in highly accurate color measurements. Ergonomically designed to rest comfortably in one hand, it operates from simple menu driven commands. Measure-

ments can be displayed in either RGB bar graph or CIE numerical modes on the large back-lit graphics display. The SLS 9400 puts laboratory quality in the palm of your hand.



Export Information

Ms. Dawn Novak Graseby Optronics 12151 Research Parkway Orlando, FL 32826 Phone: 407-282-1408 FAX: 407-273-9046

We are interested in marketing our product in: Africa, Asia, Australia, Canada, Central America, Eastern Europe, Europe, Middle East Mexico, Pacific Ocean, South America, Southeast Asia, Western Europe, Worldwide

Intl. Business Information Direct Sales, Agents/Distributors, Licensing Agreements

Grass Valley Group, Inc. 9313

PO 1114, 13024	Bitney Springs Rd	. S-3
Grass Valley, CA	95945	
Phone: 916-478	-3996	
FAX: 916-478-4	020	
Contact: Ben St	anger	

The Great American

Market	
826 North Cole Avenue	S-1
Hollywood, CA 90038	
Phone: 213-461-0200	
FAX: 213-461-4308	
Contact: Joseph N. Tawil	

The Great American Market manufacturers and distributes a unique line of lighting equipment including special effects, Great American Patterns, GamColor deep dyed polyester color filters, the original Blackwrap, lighting control consoles, The Great American Scene Machine and many other special effects items for motion picture, television and theatre production. New in 95 - Gam Spin/FX animation wheels, Gam Tube T-12 correction gels, Gamfusion diffusion materials. GamNet DMX-512 Network Distribution & more. New for '96-X3 Flickermaster triple flicker generator, 21 new GamColor polyester filters, 56 new Great American Patterns and Shadowmaster color correction and shadow effects device.



Export Information

Joseph N. Tawil, General Manager 826 North Cole Avenue Hollywood, CA 90038 Phone: 213-461-0200 FAX: 213-461-4308

We are interested in marketing our product in: Africa, Asia, Australia, Canada, Central America, Eastern Europe, Europe, Middle East Mexico, South America, Southeast Asia, Western Europe, Worldwide

Intl. Business Information: Agents/Distributors

Grev Matter

Response, Inc.	M5045
1119 Pacific Avenue, Suite 300	MMW
Santa Cruz, CA 95060	
Phone: 408-423-9361	
FAX: 408-423-7324	
Contact: Christopher Nelson	
·	

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Habitech

Habitech	M3930
Post Office Box 860415	MMW
2601 Technology Drive	
Plano, TX 75074	
Phone: 214-424-6591	
Fax: 214-422-4548	
Contact: William Risdall	

Halland Broadcast Services.

Div. of Henry Engineering	
1289 East Alosta Avenue	N-1
Glendora, CA 91740	
Phone: 818-963-6300	
FAX: 818-963-2070	

New at NAB '96: Halland's "Hit Drive" service. custom music libraries pre-loaded on hard drive. Also, Halland's non-crashable magnetoptical drives hold 500 songs on one removable disk! Halland provides complete compact disc libraries for oldies, classic rock, 70's gold, AC, Hot-AC, and hot country radio formats

Export Information

Mr. Steve Steinberg Halland Broadcast Services 1289 East Alosta Avenue Glendora, CA 91740 818-963-6300 FAX: 818-963-2070

We are interested in doing business in: Africa, Mexico, Western Europe, Asia, Central America, Middle East, Australia/NZ Eastern Europe, South America

International Business Information: Direct Sales

Hardigq Cases10981 S-5

147 North Main St. P.O. Box 201 South Deerfield, MA 01373-0201 Phone: 413-665-2163x2108 FAX: 413-665-8061 Contact: Anne Heaslip

Booths #10981 & 10982 -- Hardigg Cases is an industry leader in design, engineering, and manufacturing of shipping and storage cases and offers a wide range of capabilities that are

based on 40 years of service. Hardigg cases are carefully engineered to exacting standards. Rotationally molded out of high quality polyethylene resins, Hardigg Cases are light yet durable. Hardigg offers over 250 standard cases as well as custom engineered systems. Product categories include, Foam Fabrication, Single Lid, Double Entry Shock mitigated, non shock mitigated racks, FlangeMount and Desk cases. Our cases are in use by the broadcast, electronic, commercial, military and hazardous material handling communities. Hardigg Cases is an industry leader in design, engineering, and manufacturing of shipping and storage cases and offers a wide range of capabilities that are based on 40 years of service. Hardigg cases are carefully engineered to exacting standards. Rotationally molded out of high quality polyethylene resins, Hardigg Cases are light yet durable. Hardigg offers over 250 standard cases as well as custom engineered systems. Product categories include, Foam Fabrication, Single Lid, Double Entry Shock mitigated, non shock mitigated racks, FlangeMount, and Deck cases. Our cases are in use by the broadcast, electronic, commercial, military and hazardous material handling communities.



lain Boyd, International Sales Mgr. 147 North Main Street South Deerfield, MA 01273 Phone: 413-665-2163 FAX: 412-665-8061

We are interested in marketing our product in: Australia, Canada

Harris Corporation,

Broadcast Division	
3200 Wismann Lane	N-1 S-1
P.O. Box 4290	
Quincy, IL 62305-4290	
Phone: 217-222-8200	
FAX: 217-222-1439	
Contact: Jack O'Dear	

Radio and Television RF Equipment: Medium Wave - Transmitters: Solid state 1 - 2000 kW; digital 10-2000 kW; Phasors; Diplexers; Stereo Generator, FM - Exciters: Digital; analog; Transmitters: Solid state 100 W - 20 kW; tube 3.5 - 35 kW; Antennas. VHF - Transmitters: Solid state 500 W - 60 kW; Antennas. UHF -Transmitters: solid state 10W - 40kW; IOT 15-240 kW; MSDC 60-280 kW; Antennas including NTSC/ATV antennas. DAB: Transmitters: For in-band/on-channel and Eureka 147 systems. Radio Studio/Pro Audio Products: Digital audio workstations; digital automation systems; most extensive radio studio/pro audio product range including over 200 digital products and many exclusives. Systems: Analog, digital-ready and digital systems; fixed and mobile production, satellite

and RF systems; ENG; post-production; master control studios; RF; radio studios; fiber optic links.



Mr. Jack O'Dear Director, International Sales Harris Corporation/Broadcast Division 3200 Wismann Lane, P.O. Box 4290 Quincy, IL 62305-4290 Phone: 217-222-8290 FAX: 217-224-2764

We are interested in marketing our product in: Worldwide

Harrison By GLW, Inc.	
7104 Crossroads Blvd.	S-1
Suite 118	
Brentwood, TN 37027	
Phone: 615-370-9001	
FAX: 615-370-9001	
Contact: Naoma Shipley	

Harrison by GLW builds professional audio consoles for Film, Television, Radio, and Music production and broadcast applications. We offer a variety of designs for application specific task such as Film mixing and re recording, Television production and broadcast, Radio

production and broadcast and Music recording and mixing. The Harrison line of audio consoles represents the state of the art in digital and analog, console technology.



7104 Crossroads Blvd. Brentwood, TN 37027 Contact: Carol Nash

We are interested in marketing our product in: Worldwide

International Business Information Direct Sales, Agents/Distributors

Helicopters Inc.	W101
14 Omega Drive	0
Cahokia, IL 62206	
Phone: 618-337-2903	
FAX: 618-337-7107	
Contact: Steve Dickens	

New at NAB '96: "Stereomixer", 8 channel stereo utility line mixer. Also...Matchbox II, Twinmatch, USDA, Micromixer, and other audio interface devices. Also digital audio storage units for telephone information, message-onhold, translator identifiers with spot-insert.



Mr. Hank Landsberg Henry Engineering 503 Key Vista Drive Sierra Madre, CA 91024 Phone: 818-355-3656 FAX: 818-355-0077 URL: www.broadcast.harris.com/henryeng/

We are interested in marketing our product in: Worldwide

International Business Information Agents/Distributors

Herman Electronics	
7350 NW 35th Terrace	S-2

7350 NW 35th Terrace Miami, FL 33122 Phone: 305-477-0063 FAX: 305-392-3377 Contact: Joseph Steinberg



World Radio History

MMW

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HEURIS/PulitzerM3822

2675 Scott Ave Suite G St.Louis, MO 63103 Phone: 800-923-9232 FAX: 314-534-4351 URL: http://www.heuris.com **Contact: Catherine Saccente**

HEURIS/Pulitzer offers high quality MPEG encoding and transcoding solutions for corporate, post-production, and multimedia professionals. This includes MPEG encoding software which runs on Windows NT/'95 and the Power Mac, accepting inputs from several major nonlinear editing system vendors. In addition, HEURIS/Pulitzer offers a premium MPEG encoding service where companies can send content on either video tape, DAT, or over a network connection -- to be MPEG encoded and put on a CD-ROM or video server.

5301 Stevens Creek Blvd. Santa Clara, CA 95052 Phone: 408-553-3945 FAX: 408-553-3001 Internet: cmartin@sc.hp.com **Contact: Christine Martino**

HP's next generation of Broadcast Video Server will be unveiled at NAB '96. This state-of-the-art, disk-based video server offers double the channels and storage capacity of our current platform at a very attractive price. Demonstrations will highlight the reliability, multiple channels and networking capabilities of this powerful and robust system. A variety of industry leading software automation vendors, all members of HP's Broadcast Strategic Partners Program, will be demonstrating complete on-air solutions with the HP Broadcast Video Server in HP's booth. HP will also be introducing its all new MPEG testing software, as well as demonstrating other industry leading test & measurement products. The power and versatility of HP's workstation platforms will be shown running 2D and 3D animation software. Other demonstrations will include the HP QA100 Quality Advisor for detecting and correcting illegal color and sparkle in broadcast video, the HP VidJet Pro video print manager and HP's industry leading MediaStream family of interactive television products.

295 Forest Avenue 121 Portland, ME 04101-2000 Phone: 207-773-2424 FAX: 207-773-2422 **Contact: Fraser Jones**

The world's leading independent manufacturer and distributor of DAT recorders and DAT media including the PORTADAT range of portable DAT recorders, Pioneer Hi-sampling DAT recorders, the HHB Advanced Media Products DAT tape and the revolutionary HHB

CDR74 recordable CD's. Distribution of the CEDAR range of Audio Restoration products. HHB's BitBox CD-R Optimiser, Coles microphones and ATC Studio Control Monitors. A number of exciting new broadcast audio, hardware and recording media products will be launched at NAB '96.



Mr. Fraser Jones, President 295 Forest Avenue, #121 Portland, ME 04101-2000 Phone: 207-773-2424 FAX:207-773-2422 Internet: 75671-3316@compuserve.com

We are interested in marketing our product in: Asia, Australia, Canada, Eastern Europe, Europe, South America, Western Europe

High End Systems	S2664
2217 W. Braker Lane	SEC
Austin, TX 78758	
Phone: 512-836-2242	
FAX: 512-837-5290	
Contact: Craig Burross	

298 N Smith Ave. Corona, CA 91720 Phone: 909-279-5770 FAX: 909-279-5773 Contact: Douglas Kanczuzewski

Rte 22 North

PO Box 414 Brewster, NY 10509 Phone: 914-279-8091x289 FAX: 914-279-2467 Contact: Jack McGuire

Line Voltage Regulation and Power Conditioning, medium to high power with a high quality output wave form. Models available that will correct to nominal voltage within +/- 1%, for voltage variations up to +15%/-40%. Models available for normal indoor or extreme outdoor climatic conditions.

SFC

Export Information

Mr. Jack McGuire, Product Manager Route 22 North, PO Box 414 Brewster, NY 10509 Phone: 914-279-8091 FAX: 914-279-2467

We are interested in marketing our product in: Africa, Asia, Australia, Canada, Central America, Commonwealth of Ind. States Eastern Europe, Europe, Indian Ocean, Middle East, Mexico, Pacific Ocean, South America, Southeast Asia, Western Europe, Worldwide

International Business Information Agents/Distributors

Hitachi Denshi America Ltd.6303

150 Crossways Park Drive Woodbury, NY 11797 Phone: 516-921-7200 FAX: 516-496-3718 Contact: Kristie Jackson

Hitachi manufactures and markets video camera products for broadcast, professional and industrial applications. Broadcast cameras are offered in studio and portable versions featuring high performance digital processing and the world's first digital triaxial system. The professional cameras with digital or analog processing provide a high degree of flexibility with high performance for the serious video professional. Industrial cameras with their high sensitivity, functionality and small form factor find application as point of view (POV) cameras and for other special purpose applications.

Hitachi Multimedia

Systems	S2861
3890 Steve Reynolds Blvd.	SEC
Norcross, GA 30093	
Phone: 770-279-5600	
FAX: 770-279-5696	
Contact: Ken Colson	

11100-66th Street No., Ste. 25-27 S-5 Largo, FL 34643 Phone: 813-546-6407 FAX: 813-544-1018 URL: http://www.summitmedia.com/hitech/ Contact: Charles Judy

Hi-Tech Enterprises, Inc. established in 1982, is a full service equipment brokerage firm that buys, sells, and trades new and used broadcast and industrial equipment to the video production industry. We offer quality used equipment to the video production industry. We offer quality used equipment and a full line of accessories including Lowel, Bogen, and Comprehensive. Unlike most brokers we service what we sell. You'll benefit from our sixty years combined production and engineering experience, factory trained technicians, and custom design and installations. Pre-owned equipment is a cost-effective way to fulfill your production needs. If you are considering buying used equipment, call our offices and ask for a copy of our newsletter "The Hi-Tech Bulletin."



Bill Costello, President 1100 - 60th Street North, Suite 25-27 Largo, FL 34643 Phone: 813-546-6407 FAX:813-544-1018 Internet: http://www.summitmedia.com/hitech/

We are interested in marketing our product in: Central America, Mexico, South America

Intl. Business Information: Direct Sales, Joint Ventures



IN OUR BUSINESS, NO SOLUTION IS TOO FAR OUT.

For one-way data broadcast and digital audio satellite solutions, look to International Datacasting.

rom the day it's installed, a satellite network will undergo constant change. So you'll need a company with the people and products to keep you one step ahead. That company is International Datacasting.

International Datacasting uses technology to solve your communications problems today – and tomorrow.

We've installed turn-key, QPSK/BPSK SCPC data broadcast and digital audio systems for major networks all over the world. Our systems are fully addressable using unique network management software and are designed for maximum flexibility, ideal for the growing network.

Stop by **Booth 2000** to see tomorrow's technology today. Our **newest products** include:

- DataNet PC Card A 256 kb/s satellite data broadcast receiver on a PC card that installs in a standard PC ISA card slot, using the PC's power supply and chassis
- EchoCom Plus Multi-media data broadcasting software for secure, point-to-multi-point PC-file distribution
- NetManager Our newest network management control software for our satellite digital audio systems

Drop in and see us, or give us a call. We just might have the solutions you've been looking for.



Corporate Headquarters: 2680 Queensview Drive, Ottawa, Ontario, Canada K2B 8H6 Tel: (613) 596 4120 Fax: (613) 596 4863 E-Mail: intldata@magi.com US Sales and Marketing: 3850 Holcomb Bridge Road, Suite 420, Norcross, Georgia, USA 30092 Tel: (770) 446 9684 Fax: (770) 448 6396 E-Mail: intldata@ix.netcom.com

S-5

S-1

35-35 24th St. Long Island City, NY 11106 Phone: 718-361-1100 FAX: 718-392-7654 Contact: Stan Marks

14825 Martin Drive Eden Prairie, MN 55344 Phone: 612-934-4920 FAX: 612-934-3604 Contact: Burton Gran

Instrumentation for the measurement of RF radiation hazards. Hand held instruments for measurement of both the electric field and the magnetic field components of RF radiation. Isotropic sensors are coupled via fiber optic cables to the digital control/readout module. Induced current instrument for the measurement of body currents induced by RF fields. The sensor clamps around the ankleto directly measure the RF current. The readout/control module is connected via fiber optic cable for interference-free measurements. Personal pocket monitor with readout and adjustable alarm level.



Export Information

14825 Martin Dr. Eden Prairie, MN 55344 Phone: 612-934-4920 FAX: 612-934-3604 Contact: David Baron

We are interested in marketing our product in: Worldwide

International Business Information Direct Sales, Agents/Distributors

Exhibit Hall Floorplans

Sands Expo Center Exhibits-SEC (Sands Exhibitors), NET (internet @NAB'96), MMW (MultiMedia World)Pull-out between pages 16 & 17 Also see pull-out section between pages 16 & 17 for overview floorplans of Sands meeting rooms and lobby areas.

Las Vegas Convention Center Exhibits-

N-1	See floorplan, page	97
S-1	See floorplan, page	98
S-2	See floorplan, page	99
S-3	See floorplan, page 10	00
S-4	See floorplan, page 10	01
S-5	See floorplan, page 10)2
O (Outdoor Exhi	bits)Pull-out betwee	en
	pages 96 & 9	

Also see pull-out section between pages 96 & 97 for overview floorplans of LVCC & Las Vegas Hilton meeting rooms and lobby areas.

31/F Hong Kong Telekom Tower Taikoo Place 979 King's Rd., Quarry Bay HONG KONG Phone: 852-2883-3939 FAX: 852-2962-5759 Contact: Gilbert Pun

N-1

The Broadcast & Fixed Satellite Services provided by Hongkong Telecom are available 24 hours a day via Satellites such as INTELSAT POR, IOR, AsiaSat-1, Palapa B2P, PanAmSat, ApStar-1, TDRSS. HongKong is uniquely positioned International TV 'TELEPORT' for the whole Asia Region, enabling signals from leading US and European Television Companies to be distributed to customers in Asia, the Middle East, Europe, North America and Africa. Hongkong Telecom has been providing international video connections for TV broadcasters for more than 25 years. Extensive fibre and satellite links, innovative services and competitive pricing all make Honkong Telecom the ideal 'TV Broadcasting Hub of Asia'. The Broadcast & Fixed Satellite Services provided by Hongkong Telecom are available 24 hours a day via Satellites such as INTELSAT, POR, IOR, AsiaSat-1, Palapa B2P, PamAmSat, ApStar-1, TDRSS. Hong Kong is uniquely positioned International TV 'TELEPORT' for the whole Asian Region, enabling signals from leading US and European Television Companies to be distributed to customers in Asia, the Middle East, Europe, North America and Africa. Hongkong Telecom has been providing international video connections for TV broadcasters for more than 25 years. Extensive fibre and satellite links, innovative services and competitive pricing make Hongkong Telecom the ideal 'TV Broadcasting Hub of Asia'.

Export Information

We are interested in marketing our product in: Canada, Central America, Europe, Pacific Ocean, Southeast Asia

International Business Information **Direct Sales, Joint Ventures**

P.O. Box 816 944 10th St. Hermosa Beach, CA 90254 Phone: 310-379-6391 FAX: 310-372-6420 Contact: Lou Schmidt

Horita

Horita	.4956
P.O. Box 3993	S-2
Mission Viejo, CA 92690	
Phone: 714-489-0240	
FAX: 714-489-0242	
Contact: Karen Hester	

HORITA offers low cost time code, video test signal, and character generators. SMPTE time code products include VITC and LTC readers, generators, window inserters and LED display units, RS-422 inserter, GPI, and the TC TOOLKIT tape logging/auto EDL software. Test signal equipment includes bars, black, tone, NTSC test patterns, safe area and matte generators, on-screen audio meter, and time-date stamp and character generator. HORITA features the GPS-MTG, a GPS-based Master Time Code system which provides worlwide, unattended operation, with studio LED and video time/date displays. Other GPS-based equipment offers SMPTE time code and position logging products.



Ms. Karen Hester, Marketing Director HORITA P.O. Box 3993 Mission Viego, CA 92690 Phone: 714-489-0240

We are interested in marketing our product in: Africa, Asia, Australia, Canada, Central America, Eastern Europe, Europe Middle East, Mexico, South America, Western Europe, Worldwide

International Business Information Direct Sales, Agents/Distributors

Horizon Music Inc.	S1670
230 N. Spring Street	SEC
Cape Girardeau, MO 6370)1
Phone: 314-651-6500	
FAX: 314-651-3460	
Contact: Sales	

Hosa Technology

6910 East 8th St Buena Park, CA 90620 Phone: 714-522-5675 FAX: 714-522-4540 **Contact: Lee Watkins**

Export Information

Ms. Vanessa Cooper, Sales Coordinator Hosa Technology, Inc. 6910 E. 8th Street Buena Park, CA 90620 Phone: 714-522-5675 FAX: 714-522-4540 Internet: vanessa@hosatech.com

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1875 South Winchester Blvd. Campbell, CA 95008 Phone: 408-378-3883 FAX: 408-378-3888 Contact: Linda Chang

Hotronic Manufactures a full line of Broadcast video equipments including, model AP41 a 8 bit TBC/Frame Synchronizer for S-VHS/Composite video editing and duplication; model

S-3

AT61, a 10 bit Frame Synchronizer with Audio matching delay for Satellite application; model AQ21, a TBC/Switcher with digital effects, for A/B Roll editing; model AL86 (10 bit video, 20 bit Audio) a 6 second Video/Audio delay for live Broadcast; Model PC-TBC-Y/C a Computer Plug-in TBC/Frame Synchronizer Card and PAL format of TBC/Frame Synchronizers.



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Communications, Inc.10525 P.O. Box 92424 Worldway Postal Center Los Angeles, CA 90009 Phone: 310-607-4511 FAX: 310-607-4065 Contact: Ruby Guzman

Hughes-JVC Technology

CorporationM4541 MMW 2310 Camino Vida Roble Carlsbad, CA 92009 Phone: 619-929-5300 FAX: 619-929-5410 Contact: James R. Blumhardt

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FAX: 914-642-6729	
Contact: Diane Jamieso	n

420 Lexington Ave New York, NY 10170 FAX: 212-972-0012 Contact: Jan Fried



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S-1

3236 Skylane Drive Carrollton, TX 75006 Phone: 214-407-7700 FAX: 214-407-7787 Contact: Chris Morris

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117 Fern Street Santa Cruz, CA 95060 Phone: 408-427-3122 FAX: 408-427-3134 Contact: Julie Murray

IDX Technology/IKON Video6338

5466 Complex Street #202 San Diego, CA 92123 Phone: 619-560-9779 FAX: 619-560-5075 Contact: Alicia Reed

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Ms. Alicia Reed **IDX** Technology 5466 Complex Street, #202 San Diego, CA 92123 Phone: 619-560-9779 FAX: 619-560-5075

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Englewood, CO 80150	
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FAX: 303-486-1700	
Contact: Miki Tolle	

MMW 600 Galveston Dr Redwood City, CA 94063 Phone: 415-261-3152 FAX: 415-568-4446 Contact: Proscilla McGee

S-4 37 Brook Ave.

Maywood, NJ 07607 Phone: 201-368-9171 FAX: 201-569-1626 Contact: Robert J. Estony

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Ikon Video

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Illbruck Acoustics	
14207 Regatta Pointe Rd.	

Midlothian, VA 23112	
Phone: 804-744-4824	
FAX: 804-744-1915	
Contact: Eric Johnson	

Illustra Information

Technologies	M4265
1111 Broadway, Suite 2000	MMW
Oakland, CA 94607	
Phone: 510-869-6353	
FAX: 510-869-6388	
Contact: Arcangela Zichichi	

Image Design Film

Tech., Inc. 5245 S-2 3151 Cahuenga Blvd. West Suite 300 Los Angeles, CA 90068 Phone: 213-874-9991 FAX: 213-874-9997 Contact: Hillary Butorac

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Image Video		
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705 Progress Avenue #46 Scarborough Ontario M1H 2X1 CANADA Phone: 416-438-3940 FAX: 416-438-8465 Contact: Andy Vanags

Imagine Products, Inc
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Suite B3
Carmel, IN 46032
Phone: 317-843-0706
FAX: 317-843-0807
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Contact: Dan T. Montgomery

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 900,5232,M5233

 5827 Columbia Pike
 N-1, MMW

 Falls Church, VA 22041
 Phone: 703-998-7600

 FAX: 703-998-7600
 Contact: Annette Deutscher

Immad Broadcast ServicesS1738 3235 14th Avenue SEC

3235 14th Avenue Markham, Ontario L3R OH3 CANADA Phone: 905-470-2545 FAX: 905-470-2559 Internet: spumple@immad.com Contact: Stephen Pumple

IMMAD Broadcast Services provides a full range of technical services to the broadcast industry, including systems design and integration, project management, facilities maintenance, and manufacturing. IMMAD has project experience world-wide, in every aspect of the design, installation, and commissioning and maintenance of broadcast production and transmission facilities. IMMAD's R&D group will feature FutureCap: an advanced non-linear closed captioning system which combines the advantage of disk-based random-access video with the simultaneous display of multiple video images. Additional information on IMMAD's services and products is available at the booth.



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Immersion CorporationM4451

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La Habra, CA 90631	
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FAX: 310-697-5247	
Internet: inlinemail@aol.com	
Contact: Paul Bogan	

INLINE, Inc. offers a complete line of high resolution products including computer video interfaces, RFB switchers and distribution amplifiers, scan doublers, high performance cabling and V-Net, the high resolution interactive learning system for CBT facilities. New product highlights: The IN1776, a full featured VGA/MAC to Video Scan Converter, the IN2013 13W3 Workstation Interface and the IN2022 VGA/MAC Dual Inerface, the Pathfinder HR Series of 200 MHz reconfigurable RGB matrix switchers, the IN7200 Series of ultra high resolution coaxial cables, the IN2062 and IN2063 video hum suppressors, and the IN1224 and IN1424 digital scan doublers. V-Net is our new third-generation interactive learning system which allows everyone in a CBT class to share high resolution video information. Advanced V-Net features include as keyboard and mouse control, intercom, and stereo audio routing.



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Contact: Mark Centkowski

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1305 Fair Avenue Santa Cruz, CA 95060 Phone: 408-458-0552 FAX: 408-458-0554 Internet: inovonics@aol.com Contact: Jim Wood

Inovonics, Inc. will exhibit and demonstrate a wide range of radio/audio products for AM, FM and TV broadcasting. From INOVONICS (USA): 222-Low Pass Audio Processor for AM and Shortwave, 250-Programmable Multiband/PWM Stereo Audio Processor, 255-Triband/PWM Stereo Audio Processor, 510-Low-Cost RDS/RBDS Encoder, 530-Off-Air FM Modulation Monitor, 630-FM Relay (translator) Receiver, 708-FM Stereo Generator, 710-RDS/RBDS Decoder/Reader with LCD display, 716-"David-II" FM Stereo Processor/Generator, "TVU"-On-Screen Audio Level Display for teleproduction. From J.N.S. ELECTRONICS (Australia): DRFL700-Spectral-Efficient Digital Microwave Link, 8000 "Modular" System-with new RFM 8323 FM Receiver Module, new DFM 8252 FM Composite Monitor Module, and new 8310B 10-by-1 Matrix Switcher Module.

Export Information

Mr. Jim Wood, President 1305 Fair Avenue Santa Cruz, CA 95060 Phone: 408-458-0552 FAX:408-458-0554

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Inscriber Character

GeneratorS3326 SEC 1131 A Leslie Street, 6th flr Toronto, Ontario M3C 3L8 CANADA Phone: 416-391-4500 FAX: 416-391-1999 Internet: 76371,2466@compuserve.com Contact: W. Weaver

Inscriber VMP Version 1,2 - A integrated CG, Digital Still Store, DVE Editor, Paint system that supports both on-line and offline modules of operation. Full True Type/Postscript Type 1fonts with international language support and option of double byte (Chinese, Korean,

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Bethesda, MD 20816	
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FAX: 301-320-0335	
Contact: Trish Naudon	

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Washington, DC 20008	
Phone: 202-944-6890	
FAX: 202-944-7890	
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Intelvideo	
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FAX: 203-322-5613	
Contact: John Rossi	

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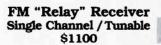
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Interactive EffectsM5263 MMW

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2025 Research Parkway Suite C Colorado Springs, CO 80920 Phone: 719-598-3894 FAX: 719-594-0925 Contact: Jan Hruz

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Interactive Multimedia

AssociationML1 48 Maryland Avenue Suite 202 Annapolis, MD 21041-8011 Phone: 410-626-1380 FAX: 410-263-0590 Contact: Sue Dodds

Organized in 1987, the IMA is the oldest, largest and most active trade association devoted to multimedia. Its mission is to promote the growth of its member companies through a variety of programs and services designed to foster the development of robust multimedia markets. IMA initiatives and activities serve to: bring buyers and sellers of multimedia products together, simplify technology for the end user, thereby assuring buyer confidence and excitement, and provide information and context on legislative and market developments affecting its member companies. IMA consists of more than 800 members representing over 400 companies from industries such as training, telecommunications, computer consumer electronics, cable and education. Membership includes platform/ system manufacturers, application software and tools vendors, publishers, custom developers, consultants and government and not-for-profit agencies. All share a common interest as providers or users of multimedia technologies, and the IMA operates as their common voice. Membership in the IMA gives companies the opportunity to be more successful in a competitive environment,



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Intergraph Computer

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Interlace Engineering Corp.S2825 109 Railside Road **SEC**

Suite 300 North York, Ont. M3A 1B2 CANADA Phone: 416-510-1051 FAX: 416-510-1080 Contact: Peter Dale

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International Communication

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Datacasting Corp	
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Suite 420	
Atlanta, GA 30092	
Phone: 770-446-9684	
FAX: 770-448-6396	
Contact: Virginia Lee Williams	

International Datacasting designs, manufactures and sells satellite communications equipment and software for the distribution of digital audio and data in point-to-multi-point applications. Products include the FlexRoute and MPEG Pro digital audio products, the DataNet and FlexData data broadcasting products, and EchoCom software.



Export Information

Pierre Lemoyne 2680 Queensview Drive Ottawa, Ontario K2B 8H6 Canada Phone: 613-596-4120 FAX: 613-596-4863

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International Business Information Agents/Distributors

International Memory Products of IL., IncM4454

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International Business Information Direct Sales, Agents/Distributors

International Tapetronics

Lorp (IIL)	2005
2425 South Main St.	N-2
Bloomington, IL 61704	
Phone: 309-828-1381	
FAX: 309-828-1386	
Contact: Charlie Bates	

Products on display at NAB96: DigiCenter -Digital Audio Management System - live, automation, CD control, satellite, time shifting network traffic/music computers, production, editors, on-air, third party workstations, NEWS multi-workstation news gathering and editing system with text and audio capabilities. Virtual Console - DigiCenter's 8 x 2 stereo mixer programmable operations, PD MATE -Schedule Simulation Software - Merge Traffic & Music Schedules - Add - Delete - Drag & Drop operations, Instant, real-time forward schedule calculation. Generates entire day's schedule. DPR-612 - solid state CD quality Digital Messages, Audio Routing Switcher - premium audio switcher expandable to 512 x 512. RS-232 control - 124 custom remote control units, PC Controller.

Export Information

Mr. Charlie Bates, Sales & Marketing Director 2425 S. Main Street Bloomington, IL 61704 Phone: 309-828-1381 FAX: 309-828-1386

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The International

3069 Myles Dr SEC Sparks, NV 89434 Phone: 702-626-1703 FAX: 702-626-8306 Contact: Tony Shelton

Intertec Publishing901, S1965,5207 N-1 SEC 9800 Metcalf Overland Park, KS 66212 Phone: 913-341-1300 FAX: 913-967-1898 Contact: Angela Hale

Broadcast Engineering, the magazine for advanced television, delivers practical, informative articles on technology and its application, management issues, how-to installation, systems and equipment maintenance andmore. It serves decision-makers at television, production/post production, cable/telco, recording studios, government, defense and satellite services companies. Video Systems, the product magazine for video professionals, takes a hands-on approach to editorial coverage. It focuses on the tasks and objectives readers face, and serves decision-makers in business and industry, independent production facilities and independent producers. The official publication of the International Television Association (ITVA). World Broadcast News magazine provides a global vision of the broadcast industry. It serves the technology and equipment news and information needs of administration, engineering, programming, operations and maintenance, planning and research personnel. It serves decision-makers in public and private television, cable/telco, production/post production, recording stuios and government ministries around the world. BE RAdio is edited for corporate management, technical management/engineering and operations and station management at radio stations and recording studios.

N-1

SFC

3 Lyberty Way Westford, MA 01886-3636 Phone: 508-692-9000 FAX: 508-692-2200 **Contact: Christine Doyle**

2330 Faraday Carlsbad, CA 92008 Phone: 619-438-8362 FAX: 619-438-2412 Contact: Lorne Doty

IPITEK is exhibiting a line of digital uncompressed fiber optic transmission systems for multiple channels of video, audio, telephony and data. The IMTRAN product with network management and redundant optics and powering is used for transmission of broadcast quality short haul extension to 50 Km. The applications included STL microwave replacements with telemetry, cable company "must carry" hand-offs and live video originations.



Mr. Lorne Doty **IPITEK** 2330 Faraday Avenue Carlsbad, CA 92008 Phone: 619-438-8362 FAX: 619-438-2412

We are interested in marketing our product in: Asia, Australia, Canada, Central America, Europe, Mexico, South America, Southeast Asia Western Europe

International Business Information **Direct Sales**

Via pompei, no.35 21013 Gallarate ITALY Phone: 331796054 FAX: 331776082 Contact: Castelli Achille

3.5/6/10/12/13/14/18/23 GHz microwaves link for TV and sound channels digital 2048 Mbits/S-4 PSK 6 CH sound system, parabolic antennas for microwave links, accessories for microwaves, UHF repeaters, radio cameras, GSM antennas, broadcasting antennas, parabolic antennas for satellite reception, remote controlled tracking system for portable microwaves radio links used on cameras.



Export Information

We are interested in marketing our product in: Central America, Europe, South America, Southeast Asia, Worldwide

International Business Information Direct Sales, Agents/Distributors

Italiana Ponti Radio SRLS1661 **SEC**

Via Salvore 20 Varese ITALY Phone: 39332284093 FAX: 0332283369 Contact: Lucio Mangiarotti

SEC

via dei merciari. s.n.c. zona industriale Sferracavallo I-05019 Orvieto (TR) ITALY Phone: 39763316231 FAX: 39763316236 Contact: Stefano Monelli

ITS-Info. Transmission

Systems	
375 Valley Brook Rd.	S-2
McMurray, PA 15317	
Phone: 412-941-1500x153	
FAX: 412-941-4603	
Contact: Richard Schwartz	

ITS Corporation is introducing a series of high power solid state VHF transmitters. This series features "hot pluggable" power amplifiers, redundant power supplies and a reliable cooling system. Flexability is offered with power levels from 500W to 60kW. On display is a 15kW high band VHHF transmitter. In addition to the transmitters, Exciter Plus systems are also offered which can extend the life of existing VHF and UHF transmitters. Also offered is a new series of low and medium power UHF and VHF transmitters and translators. Known for their dependable and reliable service, models are available from 10W to 10kW.



Export Information

Richard Schwartz 375 Valley Brook Rd. McMurray, PA 15317 Phone: 412-941-1500x153 FAX: 412-941-4603

We are interested in marketing our product in: Africa, Australia, Canada, Central America, Commonwealth of Ind. States, Europe Indian Ocean, Middle East, Pacific Ocean, South America, Southeast Asia, Worldwide

International Business Information Direct Sales, Agents/Distributors

James Grunder

& Associates Inc10363 9204 Bond Street Overland Park, KS 66214 Phone: 913-492-4666 FAX: 913-492-5556 Contact: Amy Flickinger

S-5

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World Radio History

FERAL EFFECT PLUS is a TBC with image resizing and positioning capabilities as well as cropping and expansion. Also new are the Feral Line Doubler, Feral Transcoder and the all-digital HAMLET DIGISCOPE waveform/vectorscope. For the ultimate in flat panel display technology, see our FERAL PLASMA PANELS that measure only 3" deep, weight only 25 lbs. and accept composite, Y/C, RGB, Mac and VGA inputs.



Mr. James Grunder, President James Grunder & Assoc., Inc. 9204 Bond St. Overland Park, KS 66214 Phone: 913-492-4666 FAX: 913-492-5556

We are interested in marketing our product in: Africa, Asia, Australia, Canada, Central America, Eastern Europe, Middle East Mexico, South America, Western Europe, Worldwide

International Business Information Direct Sales, Agents/Distributors

6340 Sky Creek Drive Sacramento, CA 95828 Phone: 916-383-1177 FAX: 916-383-1182 Contact: Sonia Del Castillo

JAMPRO ANTENNAS, INC. is the oldest broadcast antenna company in the USA with over 40 years of experience in providing broadcast antennas and RF systems. JAMPRO offers completely integrated RF broadcast systems. Products include FM, UHF, VHF, and MMDS antennas, combiners, filters, and LPTV wireless cable. Also available are diplexers, hybrids, patch panels, and MMDS transmit equipment. JAMPRO also manufactures a complete line of rigid coaxial transmission line and all related components. Innovative engineering, expert manufacturing, and attention to detail make JAMPRO the leader for all your broadcast needs.

Export Information

6340 Sky Creek Drive Sacramento, CA 95828 Phone: 916-383-1177 FAX: 916-383-1182 Internet: http://www.boradcast.net/jampro/ Contact: Alex Perchevitch

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International Business Information Direct Sales, Agents/Distributors

JBL Professional7126

8500 Balboa Blvd. Northridge, CA 91329 Phone: 818-894-8850 FAX: 818-830-1220 Contact: Tom Weeber

JBL Professional will be showing their full line of professional audio speakers, systems and components.

Jensen Tools Inc	
7815 S 46th Street	S-4
Phoenix, AZ 85044	
Phone: 602-968-6241	
FAX: 800-366-9662	
Contact: Kathy Maynard	t d

Jensen Tools Inc., will exhibit a selection of latest tools, tool kits, and test equipment featured in their new 1996 Catalog at NAB96. Highlights of the exhibit will include the versatile JTK-48 Tool Kit combining a popular selection of top quality tools with a state-ofthe-art test instruments in one compact, comprehensive field service center, also the Jensen Universal Crimp Tool and other quality tools protected by Jensen's lifetime guaranteed; plus cases, shipping containers, and latest test equipment from many major manufacturers. Free copies of the new 1996 Jensen Master catalog will be offered at the booth.



S-1

Export Information

7815 S 46th St. Phoenix, AZ 85044 Phone: 602-968-6241 FAX: 800-366-9662 Contact: Mary Sliger

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Jimmy Rea

<u>Electronics</u>	K101
540 West Broad St.	0
Columbus, OH 43215	
Phone: 614-899-1245	
FAX: 614-899-1955	
Contact: Fred Gerling	

JK Audio	S1026
2701 N. 45th Road	SEC
Sandwich, IL 60548	
Phone: 815-786-2929	
FAX: 815-786-8502	
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<u>J-Lab</u>

S-3

 Company
 10938

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 S-4

 Malibu, CA 90264
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FAX: 310-822-2252	
Contact: Chuck Thompson	

J.L. Fisher	S2858
10918 Burbank Blvd.	SEC
N. Hollywood, CA 91601	
Phone: 818-769-2631	
FAX: 818-769-2341	
Contact: Dennis Knopf	

SEC

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MMW

JLG	Industries	Inc.	S1172

1 JLG Drive McConnellsburg, PA 17233 Phone: 717-485-6535 FAX: 717-485-6461 Contact: Todd Willman

JMR Electronics Inc.

20400 Plummer Street Chatsworth, CA 91311 Phone: 818-993-4801 FAX: 818-993-9173 Internet: jmr-support@jmr.com Contact: Debra Ciaramella

JMR Electronics, Inc. is the world's largest

vertically integrated US manufacturer of electronic enclosures for computer peripheral devices. JMR features 400 different models in over 3,000 configurations for peripheral subsystem storage applications. The new INFINITY RAID series boasts an attractive contemporary design with push activated handles for hot swappable canisters. The CD Server series accomodates up to 21 CD ROM devices and provides space for an 8 slot PC motherboard. The sturdy RACK CABINET series is available in three sizes, each with standard RETMA mounting, JMR's inhouse EMC semi-anechoic chamber provides FCC testing and agency certification for European "CE" mark.

Export Information

20400 Plummer St. Chatsworth, CA 91311 Phone: 818-993-4801 FAX: 818-993-9173 Contact: Lee Mannheimer We are interested in marketing our product in: Worldwide International Business Information **Direct Sales**

JVC Professional

Products Company 41 Slater Drive Elmwood Park, NJ 07407 Phone: 201-794-3900 FAX: 201-523-2077 URL: http://ivc-us.com Contact: Tom McCarthy

JVC manufactures and distributes a complete line of professional and industrial audio and video products including S-VHS and VHS recorder/players, editing recorders and controllers, duplicators, video monitors, special effects generators, 3-CCD cameras, camcorders, HDTV cameras, monitors and W-VHS VCR's, and accessories as well as a full line of closed circuit video and computer imaging cameras.

8505

S-3

K5600	9784
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D1 Video, on Windows NT

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Graphics,

S-5

Kart-A-Baq9784

510 Manhattan Road Joliet, IL 60433 Phone: 815-723-1940 FAX: 815-723-2495 Contact: Barbara Starner



Export Information

Ms. Barbara Starner, VP Export Sales Kart-A-Bag 510 Manhattan Road Joliet, IL 60433 Phone: 815-723-1940 FAX: 815-723-2495

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International Business Information Direct Sales, Agents/Distributors, Joint Ventures, Licensing Agreements

<u>Kata</u>S1424 3403 West Pacific Ave SFC Burbank, CA 91505 Phone: 818-841-9655 FAX: 818-841-7649 **Contact: Nir Reches**

Tough, soft bags, vests and accessories including: Compact Camera Case holds camera with on-board battery installed. Multilong soft case transports a range of equipment, Tripbag soft case for a tripod with head and handle installed, Hexabag which unfurls to reveal six cylindrical pockets, Vestique shooters vest that transforms into a shoulder bag; and the Anti--Bullet Body Armor vest designed for high-risk

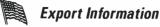
Exhibit Hall Floorplans

Sands Expo Center Exhibits-SEC (Sands Exhibitors), NET (internet @NAB'96), MMW (MultiMedia World)Pull-out between pages 16 & 17 Also see pull-out section between pages 16 & 17 for overview floorplans of Sands meeting rooms and lobby areas. Las Vegas Convention Center Exhibits-N-1.....See floorplan, page 97

S-1	See floorplan, page 98
S-2	See floorplan, page 99
S-3	See floorplan, page 100
S-4	See floorplan, page 101
S-5	See floorplan, page 102
O (Outdoor Ex	hibits)Pull-out between
	pages 96 & 97

Also see pull-out section between pages 96 & 97 for overview floorplans of LVCC & Las Vegas Hilton meeting rooms and lobby areas.

situations, KATABAND's Versatile Vests in both video and audio versions, feature unique triangular designs, excellent weight distribution and a place for every tool needed. Line also includes cases for monitors, matteboxes, etc.



Nir Reches Kata 3403 West Pacific Avenue Burbank, CA 91505 Phone: 818-841-9655 FAX: 818-841-7649 Internet: bandprovid@aol.com

We are interested in marketing our product in: Worldwide

International Business Information Agents/Distributors

S-5

Postfach 100444 Rosenheim Germany D-83004 Phone: (08031) 184-401 Fax:(08031) 184-495 Contact: Dr. O. Gotthard

Kathrein-Werke is one of the world's largest, oldest and most respected antenna manufacturers, with a 76-year history of technical innovation and excellence. The Kathrein Group includes more than 30 companies around the world, with products and services for a variety of markets, including terrestrial and satellite broadcasting and all types of telecommunications. Kathrein has been the world leader in broadcast antenna technology for many yers. Kathrein offers the broadcaster state-of-the-art system designs incorporating antennas. transmitter combiners, filters, power dividers and other components of the highest quality.

Export Information

We are interested in marketing our product: Worldwide

International Business Information: **Direct Sales**

Kavouras, Inc.

Kavouras, Inc	80
11400 Rupp Drive S	-5
Burnsville, MN 55337	
Phone: 612-890-0609	
FAX: 612-882-4500	
Contact: Bill Schlueter	

Kavouras will introduce the Pentium-Age for the Triton i7 Graphics and Animation Weather Workstations with disk-based animation, 24-bit Photoshop and text editor -- continually expanding the EFX package of switcher-quality special effects, multitasking Version 4.0 software utilizing Windows NT, dramatic WxCad featuring 4-Dimensional fly-through/look down imagery (including fronts, radar, satellite or user-selectable parameters), Ground Zero Zooms (GZZ) generate super-detailed maps with NEXRAD street-level close-ups, freezeframe GIS gives 3-D representations of the atmosphere combined with high resolution terrain mapping. Also introducing Triton Doppler Radar (TDR), realtime street-level radar. The TDR Doppler line represents the world's most powerful, accurate and versatile weather radars.



We are interested in marketing our product in: Australia, Canada, Europe, Pacific Ocean, South America, Southeast Asia

International Business Information Direct Sales

N-1

3755 West 69th Place Westminster, CO 80030-0000 Phone: 1-800-432-4435 Phone: 303-650-1310 FAX: 303-650-5093 Contact: JoAnn Burzee

KD Kanopy brings the words "customer friendly" to the canopy business. The KD Majestic, not only weighs 48 lbs. (10'X 10') frame), but is also 40 percent stronger than their steel framed unit. The newly designed frame allows two people to set up the KD majestic in only 30 seconds. The innovated frame is made of high-tensile aluminum wiht fiberglass reinforced DYNIDIOM fittings. The one piece, scissor-like design has no loose parts or ropes. KD Kanopie come with free heavy duty carry bags and stakes. Graphics also available. Sizes: 8'x 8', 10'x 10' 10'x 20'. Call 1-800-432-4435 or 303-650-1310

Export Information

JoAnn Burzee, Customer Specialist 3755 West 69th Place Westminster, CO 80030 Phone: 303-650-1310 FAX:303-650-5093

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International Business Information Direct Sales, Agents/Distributors

SEC

1018 Garden Street #204 Santa Barbara, CA 93111 Phone: 805-963-9554 FAX: 805-963-8781 Contact: Mark Delfin

3872 Keystone Avenue South Culver City, CA 90232 Phone: 310-845-3900 FAX: 310-845-3904 URL: http://www.keystonecom.com Contact: Beth Morris

Keystone Communications is the largest US-based provider of transmission services for

radio and television broadcasters, with operating facilities in LA, New York and Washington. Its transmission network is based on 36 leased US domestic and international satellite transponders (including 12 on the INTELSAT system), five teleports with more than 50 antennas and over 100 transmit paths, plus fiber optic and microwave systems, studios, editing and playout facilities. Offering origination services for over 1,000 U.S. and international clients every year, including news, sports, program distribution and business television clientele.

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P.O. Box 246 North Bennington, VT 05257 Phone: 802-442-8171 FAX: 802-442-9118 Contact: Robert Howe

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Killer Tracks4556

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Mr. Benjamin C. Trust, Director of Operations 6534 Sunset Blvd. Hollywood, CA 90028

Phone: 1-800-454-5537 Phone: 213-957-4455 FAX:213-957-4470 Internet: killertracks.com

We are interested in marketing our product in: Worldwide

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International Business Information Licensing Agreements

Kings Electronics

S-2

40 Marbledale Road Tuckahoe, NY 10707 Phone: 914-793-5000 FAX: 914-793-5092

Kings Electrosonics Co., Inc. is a leading designer and manufacturer of RF Coaxial connectors and broadcast video coaxial connectors and jackfields, including Tri-Locs, 75 Ohm BNC connectors and adapters, all in serial digital applications.

Export Information

We are interested in marketing our product in: Australia, Canada, Central America, South America, Western Europe

International Business Information Direct Sale, Agents/Distributors



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S-5

Kino Flo Inc.	
8824 Lankershim Blvd.	SEC
Sun Valley, CA 91352-0000	
Phone: 818-767-6528	
FAX: 818-767-7517	
Contact: Michael Holmes	

N-2

P.O. Box 845 Bristol, TN 37621-0845 Phone: 615-878-3141 FAX: 615-878-4224 Contact: Gwen King

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Kline Towers

1225 Huger Street Columbia, SC 29201 Phone: 803-251-8000 FAX: 803-251-8099 Internet: klinetower@aol.com Contact: David E. Monts

Designs, fabricates, and erects guyed towers, self supporting towers, platform towers, multi-array towers, space frame structures, and special type atenna structures for the broadcasting industry and the military. Kline towers has been providing the industry with new tower designs and analyses of existing structures, along with inspection and maintenance services, since 1953.



Export Information

David E. Monts, Sales Manager 1225 Huger Street Columbia, SC 29201 Phone: 803-251-8000 FAX: 803-251-8099 Internet: klinetower@aol.com

We are interested in marketing our product in: Worldwide

International Business Information **Direct Sales**

Knowledge Industry

Publication 701 Westchester Avenue	M3819, S1166
701 Westchester Avenue	MMW, SEC
White Plains, NY 10604	
Phone: 914-328-9157	
FAX: 914-328-9093	
Contact: Barbara Stockwell	
Knox Video	
8547 Grovemont Circle	S-4

	-	-
Gaithersburg, MD 20877		
Phone: 301-840-5801		
FAX: 301-840-2946		
Contact: Jeff Singer		

KORG USA, Inc	
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Westbury, NY 11590	
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1181-E Chess Drive	SEC
Foster City, CA 94404	
Phone: 415-572-6140	
FAX: 415-572-6155	
Internet: kubsys@aol.com	
Contact: Dean Tucker	

ZYDECO - Using multiple live video, component and CCIR-601, and unlimited graphic images simultaneously, Zydeco creates animated and layered effects in 3D space. Our creative software runs as an application in the Mac. Zydeco includes two live video foregrounds and one video background together with full chroma key, machine control and all realtime processing. With true on-line performance and an easy-to-use interface, Zydeco allows more creative and effective use of a facility's time and resources. It is ideal for applications such as high-quality animatics, complex compositing, and high-end, in-house video production. No product layers as many elements as Zydeco in realtime. Zydeco offers an all-in-one cost-effective job solution from conceptual to finished product! Calypso: effective use of a facility's time and resources. It is ideal for applications such as high-guality animatics, complex compositing, and high-end, in-house video production. No product layers as many elements as Zydeco in realtime. Zydeco offers an all-in-one cost-effective job solution from conceptual to finished product! Calypso - Calypso's instant-access Pick & Place [™] compositing lets you create keyframe-accurate unlimited graphics. Layer and animate in full resolution, exclusively in realtime over the Cube's output. Calypso lets you choose from a complete range of effects in 3D space with spline-based motion control and more. Group objects or rearrange effects and layers at any time without render-time or build-to-disk penalty. The Calypso added to the Cube equals a cost-effective, throughput-enhancing new profit center for vour studio.



Yeshwant Kamath, President 1181-E Chess Drive Foster City, CA 94404 Phone: 415-572-6150 Fax:415-572-6155 Internet: ykamath@aol.com

We are interested in marketing our product in: Asia, Western Europe

International Business Information Direct Sales, Agents/Distributors

KW2 Lighting	S2373
10635 King William Dr	SEC
Dallas, TX 75220	
Phone: 214-556-2376	
FAX: 214-869-4158	
Contact: Christine Davis	

SEC

N-2

S-4

N-1

270 N. Eisenhower Ln. #9 Lombard, IL 60148 Phone: 708-629-7154 FAX: 708-268-9655 Contact:Edward Roeder

26741 Portola Parkway Suite 1E Foothill Ranch, CA 92610 Phone: 714-770-6601 FAX: 714-770-6575 Contact: Carl T. Yanchar

228 Ambassador Drive Mississauga, Ontario L5T-2J2 Canada Phone: 905-564-9222 Fax: 905-564-9244 Contact: Jim Adamson

LARCAN INC. manufacturers a complete line of totally solid state VHF and UHF television transmitters. VHF powers range from 10 watts to 60 KW, UHF power levels range from 5KW to 30 KW. A complete line of VHF filters, diplexers, and contactless switches is also available. Also available are low power UHF solid state transmitters/translators from 1 watt to 1 KW. solid state FM radio tranmitters/translators, and high power IOT

based UHF transmitters from 10 KW to 240 KW.



Export Information

Jim Watson 220 Ambassador Drive Mississauga, Ontario L5T 2J2 Canada Phone: 905-564-9222 Fax: 905-564-9244

We are interested in marketing our products in: Africa, Asia, Australia, Canada, Central America, Eastern Europe, Mexico, Middle East, South America, Western Europe

International Business: Joint Ventures

650 Taylor Avenue Louisville,CO 80027 Phone: 303-665-8000 FAX: 303-673-9900 Contact: Alex De Lay

MS 4000: 4kW Solid-State FM Transmitter. also available in 8kW, 2kW and 1kW versions. Modular construction utilizing conservatively rated 1kW modules. Extensive metering,

monitoring, protection, and control. Mor than 150 on the air. FMS 500: 500W Solid-State FM Transmitter/ Amplifier using the same field proven topology as the higher power FMS series transmitters. XL10FM: The world's most powerful FM translator. Available with a wide range of power amplifiers and options such as cade identifier and local modulation capability. MODEL X: 1-30 FM Exciter/ Transmitter. Greater than 90dB FM S/N. Less than .005% THD.

Export Information

650 S. Tavlor Ave. Louisville, CO 80027 Phone: 303-665-8000 Fax: 303-673-9900 Contact: Alex DeLay

We are interested in marketing our product in: Africa, Asia, Australia, Canada, Central America, Commonwealth of Ind. States, Eastern Europe, Indian Ocean, Middle East, Mexico, Pacific Ocean, South America, Southeast Asia, Western Europe, Worldwide

International Business Information Direct Sales, Agents/Distributors, Joint

Ventures

650 South Taylor Ave. Louisville, CO 80027 Phone: 303-665-5016 FAX: 303-665-8805 Contact: Jim Wilson

LDL COMMUNICATIONS IS A SUPPLIER OF BROADCAST TRANSMITTERS, ANTENNAS/ COMBINERS AND TOWERS FOR TV AND FM STATIONS. THE TV TRANSMITTERS ARE MANUFACTURED AT TWO OPERATIONS -LARCAN AND LARCAN-DENVER. VHF TRANSMITTERS ARE ALL SOLID STATE FROM 250 WATTS TO 60 KW'S AND UHF TRANSMITTERS RANGE FROM 100 WATTS TO 240 KW'S. A COMPLETE LINE OF FM TRANSMITTERS IS ALSO AVAILABLE. THE ANTENNAS, MANUFACTURED BY ALAN

OPERATION FOR FM AND TV STATIONS. HIGH POWER COMBINERS PERMIT SEVERAL FM/TV STATIONS TO RADIATE FROM ONE ANTENNA. TOWERS FOR BOTH GUYED AND SELF SUPPORTING APPLICA-TIONS ARE AVAILABLE TO THE MAXIMUM HEIGHTS PERMITTED BY THE FCC (200 FT.)TURNKEY INSTALLATIONS OF THE TOWER, ANTENNA, AND TRANSMISSION LINE BY LDL COMMUNICATIONS IS AVAILABLE.

DICK & CO (USA), ARE DESIGNED FOR CP



Mr. Jim Wilson 650 South Taylor Ave. Louisville, CO 80027 Phone: 303-665-5016 FAX: 303-665-8805

We are interested in marketing our product in: Central America, South America

International Business Information **Direct Sales**

Leader Instruments	8369
380 Oser Avenue	S-5
Hauppauge, NY 11788	
Phone: 516-231-6900	
FAX: 516-231-5295	
Contact:S. Hirota	

LeBlanc & Royle

Telcom Inc.	.9844
514 Chartwell Road	S-4
Oakville, ON L6J 5C5	
CANADA	
Phone: 905-844-1242	
FAX: 905-844-8837	
Contact: Robert Mitchell	

LeBlanc & Royle Telcom Inc. (LeBlanc) is the world's largest manufacturer and installer of communication towers, with six manufacturing facilities worldwide. LeBlanc designs, manufactures, and installs self-supporting towers and guyed masts up to 700 metres in height. We specialize in providing complete



See Us at NAB Booth #8080

World Radio History

turnkey engineering, manufacturing and construction services, or any combination of individual services related to the construction and continuing operation of communication towers and masts. This service includes electrical and radio frequency testing of all types of antenna systems. LeBlanc also performs tower stress analyes of existing structures to determine their loading capabilities, and provides tower restrengthening when recommended.



Export Information

Sabet Borairi, Exec. Dir., International LeBlanc & Royle Telcom, Inc. 514 Chartwell Road Oakville, Ontario L6J 5C5 CANADA Phone: 905-844-1242 FAX: 905-844-8837

We are interested in marketing our product in: Worldwide

International Business Information Direct Sales, Agents/Distributors, Joint Ventures

P.O. Box 15900 581 Laser Rd. Rio Rancho, NM 87124 Phone: 505-892-4501 FAX: 505-892-6243 Contact: Bruce C. Jones

High performance wireless microphone systems for camera mounted and field production applications. UHF and VHF non-diversity models and UHF diversity. Multi-channel wireless mic receiver systems in 19" rack mount and "guad-pak" configurations for studio of field use. UHF synthesized, frequency selectable wireless mic system for high-end stage and studio applications; 25 MHz frequency select range; belt-pack and hand-held transmitters; computer interface for remote monitoring and control. "Plug-on" transmitters in VHF or UHF versions to convert any microphone to wireless operation. Automatic microphone moxers and audio signal processing equipment for studio and installed sound system applications; stand-alone operation or LecNet computer control.



Export Information

Bruce C. Jones, V.P. Marketing/Sales 581 Laser Road NE Rio Rancho, NM 87124 Phone: 505-892-4501 FAX:505-892-6243 URL: http://www.nm.org/-lectro/

We are interested in marketing our product in: Asia, Central America, Mexico, South America, Western Europe

565 Bubank Street Broomfield, CO 80020 Phone: 303-469-6114 FAX: 303-469-4699 Contact: Sales Department

At LegaSys International, our peripheral vision extends to excellence in product quality, service and ongoing support. We offer a full range of storage and memory as well as custom upgrades like video and RAID arrays for the entire line of SGI and UNIX platforms. Our products are backed with knowledgeable technical support, excellent warranties, and a sales staff trained to answer all of your questions.

MMW

Export Information

We are interested in marketing our product in: Africa, Australia, Canada, Central America, Commonwealth of Ind. States, Europe, Indian Ocean, Middle East, Pacific Ocean, South America, Southeast Asia, Worldwide

International Business Information Direct Sales, Agents/Distributors

Leightronix, Inc.	11044
2330 Jarco Drive	S-4
Holt, MI 48842	
Phone: 517-694-8000	
FAX: 517-694-1600	
Contact:Jeff Possanza	

Leitch Incorporated	
920 Corporate Lane	S-4
Chesapeake, VA 23320	
Phone: 804-548-2300	
FAX: 804-548-4088	
Contact: Gary Stephens	

Leitch Technology Corporation will showcase additional economical VIA 32 Series 32x32 models; high performance 12x1 XPRESS Series routers; state-of-the-art software routing control and event scheduling; the DigiBus digital system with a technology demonstration of its new Adaptive Comb Filter Module; LogoMotion's unique Time and Temperature and Vertical Interval Blanking control features: six new video distribution amplifiers; a quality AES Digital-to-Analog Convertor; a dynamic StillFile Client Workstation; the innovative MediaPort PCI interface; and vital Error Detection and Handling software and a Mix Box for system-wide error monitoring.

LEL Computer SystemsM4953 MMW

20 Canterbury Court East Setauket, NY 11733 Phone: 516-473-8119 FAX: 516-331-0706 Contact: Irv Rosenthal

LEL Computer Systems will be showing The Video Pipeline. A rack mount, turnkey solution for distribution of MPEG-1 data streams using T1, E1, RS-422, V.35 or Ethernet transmission

at rates of 1.536, 1.974, or 3.072 Mbps, The Video Pipeline is available for point to point. point to multi-point and full duplex transmission. Both NTSC and PAL systems are available. Also on display, the LEL/Stellar One Set Top receiver - decoder, is fully interactive and can be used for video server applications. New at NAB 96 is the Video Pipeline with closed captioning and serial device control!



Avi Rosenthal, Vice President 8815 SW 21st Street, Suite D Boca Raton, FL 33433 Phone: 407-483-7811 FAX:407-483-5878 Internet: avirfl@msn.com

We are interested in marketing our product in: Canada, Mexico, South America, Western Europe, Worldwide

International Business Information Direct Sales, Agents/Distributors

Lemo USA Inc. PO Box 11488 335 Tesconi Cir. Santa Rosa, CA

95401 Phone: 800-444-5366 FAX: 707-578-0869



Contact: Karen Dias High quality, self-latching circular connectors for audio and video applications. Connectors are available in single, coaxial, triaxial, multicontact, high voltage, fiber optic, fluidic/pneumatic and mixed inserts as well. Specifically designed for the audio and video industry are patch panels fitted with LEMO's high quality connectors and TV triax connectors for video camera applications. As well, LEMO offers special video connectors with mixed fiber optic



custom designs are welcome!

and signal inserts. Cable assemblies and

Ms. Jennie Ochra, Cust. Svc. Mgr. 335 Tesconi Circle Santa Rosa, CA 95401 Phone: 800-444-5366 FAX: 707-578-0869

We are interested in marketing our product in: Australia, Canada, Central America, Commonwealth of Ind. States, Europe, Middle East Mexico, South America, Southeast Asia International Business Information Direct Sales

LE Nelson Sales Corp/ Thorn-EMI

4225 Fidus Drive #110 Las Vegas, NV 89103 Phone: 702-367-3656 FAX: 702-367-7058 Contact: L E. Nelson



World Radio History

100 Beaver Street Waltham, MA 02154 Phone: 617-736-0300 FAX: 617-891-0340

Lexicon will introduce the new PCM 90 Digital Reverberator, the PCM 80 Pitch Shifting Algorithm card and the Scott Martin Gershin Post FX card. Also - Studio Series processors: PCM 80, PCM 90, 300L and 480L and the performance series which includes the LXP-15II, Alex, JamMan, Vortex and Reflex.



Export Information

Mr. Brian Colner Lexicon Incorporated 100 Beaver Street Waltham, MA 02154 Phone: 617-736-0392 FAX: 617-891-0340

We are interested in doing business Worlwide

Intl. Business Information: Agents/Distributors

Lighthouse Digital

13451 Colfax Highway Grass Valley, CA 95945 Phone: 800-577-9562 FAX: 916-272-8248

Lighthouse Digital designs and manufactures very high tech digital, and analog routing systems and control systems. We utilize both fiber optics and coax and multiple speeds within the same router chassis. We manufacture Video. AES Audio, Time Code and Data/Machine Control routers from 8 x 8 to 1000 x 1000,

Export Information

Mr. Alan R. Davis Lighthouse Digital Systems, P.O. Box 1802 Grass Valley, CA 95945 Phone: 800-577-9562 FAX: 916-272-8248

28145 Avenue Crocker Valencia, CA 91355 Phone: 805-257-1444 FAX: 805-257-6197 Contact: Paul Kiankhooy

Lightmaker manufactures and markets a complete line of HMI lighting ballasts, including AC combo units in sizes 575/1200W, 2500/ 4000W, 600/12000W and 12000/18000W.

Export Information

Mr. Paul Kiankhooy, VP & General Manager 28145 Avenue Crocker Valencia, CA 91355 Phone: 805-257-1444 FAX:805-257-6197

We are interested in marketing Worldwide

International Business Information Direct Sales, Agents/Distributors

Lightning Eliminators

& Consultants	8343
6687 Arapahoe Road	S-4
Boulder, CO 80303	
Phone: 303-447-2828	
FAX: 303-447-8122	
Contact: Peter Carpenter	

161-15 Rockaway Blvd., Rm. 210	SEC
Jamaica, NY 11434	
Phone: 718-525-2900	
FAX: 718-525-2488	
Contact: Jacques F. Pardovany	

1329 West Byers Place Denver, CO 80223 Phone: 303-744-0202 FAX: 303-722-4545 Contact: Dan Segal

Export Information

Nancy Braak, Operations Chief 1329 West Byers Place Denver, CO 80223 Phone: 303-744-0202 FAX:303-722-4545

S-4

S-4

We are interested in marketing our product in: Asia, Australia, Canada, Eastern Europe, Europe, Western Europe, Worldwide

International Business Information Direct Sales, Agents/Distributors

Lightwave Systems Inc.10938

900 Jackson St., Suite 700 Dallas, TX 75202-0000 Phone: 214-741-5142 FAX: 214-741-5145 Contact: John Curci

Linear Equipamentos

Pca. Linear, 100 Santa Rita do Sapucai MG 37540 BRAZIL Phone: 553-563-12000 FAX: 553-563-12399 Contact: Robinson G. Caputo



Product Offerings: VHF TV Transmitters (1w up to 10 kw) (SECAM, PAL, NTSC); UHF TV Transmitters (1w up to 5 kw) (SECAM, PAL, NTSC); VHF TV Translators (1w up to 10 kw) (SECAM, PAL, NTSC); UHF TV Translators (1w up to 5 kw) (SECAM, PAL, NTSC); VHF Satellite TV Translators; UHF Satellite TV Translators; Microwave Transmitters; Microwave Receivers; Microwave News Gattering; Microwave STL; Microwave Modulators



Mr. Robinson G. Caputo, Commercial Director Pca. Linear, 100

Santa Rita do Sapucai MG 37540 BRAZIL Phone: (5535) 631-2000 FAX:(5535) 631-2399

S-5

S-4

We are interested in marketing our product in: Africa, Asia, Australia, Canada, Central America, Eastern Europe, Middle East, Mexico South America, Western Europe, Worldwide

International Business Information Direct Sales, Agents/Distributors

Link Communicaciones S.A.2617 N-1

La Vinya 33 E-08041 Barcelona SPAIN Phone: 3433471033 FAX: 3433472255 Contact: Arturo Socias

FM solid state transmitters, STL links -audio mixers, remote pick-up FM transmitters solid state up to 5 kw., STL studio transmitter links. Remote pick-up, Stereo generators, Audio mixers. Portable reporter units. SCA coders and decoders. Antennas.

Export Information

Arturo Socias, Export Manager La Viyna 33 Barcelona 08041 SPAIN Phone: 34-3-3471033 Fax:34-3-3472255

We are interested in marketing our product in: Central America, South America

International Business Information Agents/Distributors

Exhibit Hall Floorplans

Sands Expo Center Exhibits-SEC (Sands Exhibitors), NET (internet @NAB'96), MMW (MultiMedia World).....Pull-out between pages 16 & 17 Also see pull-out section between pages 16 & 17 for overview floorplans of Sands meeting rooms and lobby areas.

Las Vegas Convention Center Exhibits-

N-1See floorplan, page 97 S-1See floorplan, page 98 S-2See floorplan, page 99 S-3See floorplan, page 100 S-4See floorplan, page 101 S-5See floorplan, page 102 Q (Outdoor Exhibits) Pull-out between
S-5See floorplan, page 102 O (Outdoor Exhibits)Pull-out between
pages 96 & 97

Also see pull-out section between pages 96 & 97 for overview floorplans of LVCC & Las Vegas Hilton meeting rooms and lobby areas.

S-2

753 Enterprise St. Cape Girardeau, MO 63703 Phone: 314-334-4433 FAX: 314-334-9255 Contact: Bob Henson

Manufacturer of the following: Digital and analog distribution amplifiers, Test Signal Generators, Sync Generators, Auto Change Over, Video Processing Amp., Video and Audio Switchers, Video Presence Detector, Closed Caption Encoder/ Decoder, Data Recovery, VIB Insertion, Tone Generators, SC/H Phase Instrument, VGA to NTSC Scan Converter, RGB to NTSC Encoder, NTSC to Component Decoder, Transcoders, and Audio Amplifiers.



Export Information

753 Enterprise St. Cape Girardeau, MO 63703 Phone: 314-334-4433 FAX: 314-334-9255 Contact: Bob Henson

We are interested in marketing our product in: Asia, Canada, Central America, Mexico, South America

Intl. Business Information: Agents/Distributors

Linker Systems Inc.	M4055
13612 Onkayha Circle	MMW
Irvine CA 92720-2325	

Irvine, CA 92720-2325 Phone: 714-552-1904 FAX: 714-552-6985 Contact: Udi Hoh

The Animation Stand features multi-plane camera control with trucks, pans, zooms, rotation, squash & stretch, virtual camera control, slow-in/slow-out, and motion 'tweens; an optical and special effects system with mattes, rack-focus, backlighting, faders, gels, and more; an animation-oriented inking and painting suite; and complete transport control to film, tape and video disk. Other features include alpha channel compositing, automatic painting of cel runs, and production cost reporting. Versions for Mac, SGI, PC, and NT.



Export Information

Sheldon Linker, VP Linker Systems, Inc. 13612 Onkayha Irvine, CA 92720 Phone: 714-552-1904 FAX 714-552-6985 Internet: sheldon@linker.com

We are interested in marketing our product in: Africa, Asia, Australia, Canada, Central America, Commonwealth of Ind. States, Eastern Europe, Europe, Indian Ocean, Middle East, Mexico, Pacific Ocean, South America, Southeast Asia, Western Europe, Worldwide

International Business Information Direct Sales, Agents/Distributors, Joint Ventures

Lipsner-Smith Company 7144

4700 Chase Avenue Lincolnwood, IL 60646 Phone: 847-677-3000 FAX: 847-677-1311

Motion picture film cleaning machines. Films transferred to video are often original negatives. This fact dictates the extreme importance of proper film handling during cleaning. Lipsner-Smith successfully answers this requirement with a complete product line of new professional motion picture film cleaning machines. On display are two full-immersion solvent based units, the CF3000 MkVI and MkVII, both designed for laboratory-quality cleaning. For films that do not require the sophisticated full-immersion method, the Excel Series offers three models: 700,900, and 1100. The non-immersion Excel units use low-cost isopropsanol as the wet agent. Finally, for limited applications where water can be used, the aqueous based Model 403 is available. Lipsner-Smith technology sets the standard for motion picture film cleaning now used by leading laboratories and post-production facilities around the world.

Export Information

Thomas W. Boyle, Vice President, Sales Lipsner-Smith Company 4700 Chase Avenue Lincolnwood, IL 60646 Phone: 847-677-3000 FAX: 847-677-1311 Internet: jb@lipsner-smith.com

We are interested in doing business in: Worldwide

International Business Information: Agents/Distributors, Direct Sales

40 Oser Ave., Ste 3 Hauppauge, NY 11788-Phone: 516-273-3020 FAX: 516-435-4544 Contact: Joanne Camarda

Listec Video will feature: 9"/12"/15" Displays for Studio, Location, Stand-Alone and Conferencing. Prompters feature specially designed Sliding Assembly for instantaneous setup. Software for prompting directly from Windows without add-on devices, or DOS. A-6000WIN Windows Program prompts all characters generated from resident keyboard using any Windows Word Processor; all languages can be prompted. Features include live message line for alerting talent to upcoming events, on-screen speed graphics slider, moveable cue marker, pause, inverse video, timing and page number display. A-6000 PC Program incorporates its own word processor for full file and multiple runorder management. Depending on computer, Program can automatically be configured for simultaneous edit/prompt.





Export Information

40 Oser Ave., Ste 6 Hauppauge, NY 11788-3800 Phone: 516-273-3020 FAX: 516-435-4544 Contact: Joanne Camarda

We are interested in marketing our product in: Asia, Eastern Europe, Europe, Western Europe

International Business Information Agents/Distributors

Litton, Life Support Division 9844

2734 Hickory Grove Rd. P.O. Box 4508 Davenport, IA 52808 Phone: 319-383-6000 FAX: 319-383-6125

InstaGas nitrogen systems offer on-site nitrogen gas generation for pressurizing transmission line. The automated system provides 99.5% pure nitrogen to your lines while monitoring your pressurizing operation. An electronic remote alarm will keep your engineers in constant communication with your pressurizing situation. Ideal for unmanned sites, remote sites experiencing difficult delivery of nitrogen and cost effective for any site using more than one nitrogen cylinder per month. Replace cylinders and ineffective dehydrators with an InstaGas nitrogren system. Stop by the LDL Communications booth for more information.



Mr. Jim Merrell Litton, Life Support Division P.O. Box 4508 Davenport, IA 52808 Phone: 319-383-6234 FAX: 319-383-6108

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We are interested in doing business in: Worldwide International Business Information: Direct Sales

660 W. Evergreen Avenue Youngstown, OH 44511 Phone: 216-788-7373 FAX: 216-792-2987 Contact: Steve Stacy

N-1

180 Marcus Blvd. Hauppauge, NY 11780 Phone: 516-273-7111 FAX: 516-273-7119 Contact: Karen J. Robinson

A leading supplier of telecommunications systems and equipment for use in satellite communications. Serving the needs of

communications service providers, broadcasters and governments in more than 70 countries worldwide. Systems capabilities include Gateway Earth Stations, Regional Voice/Data/Audio Networks, Flyaway and Vehicle Mounted Terminals, Tri-band Government Terminals and IDR/IBS upgrades. Extensive in-house product lines include high performance low noise and solid state power amplifiers, frequency converters, antenna, video exciters, receivers, modems, fiber-optic links, monitor and control systems, test translators and a variety of other equipment. Additional services include link and site analysis, reinstallation and test.



Export Information

We are interested in marketing our product in: Africa, Australia, Central America, Middle East, Pacific Ocean, South America, Southeast Asia

International Business Information: Agents/Distributors

Lockheed Missiles

<u>& Space Co.</u>	7684
1111 Lockheed Way O/24-02	S -5
Bldg 101	
Sunnyvale, CA 94089-3504	
Phone: 408-742-7618	
FAX: 408-742-5553	
Contact: Monte Williams	

5-4

P.O. Box 18485 630 U.S. HWY #1 Ste. 403 North Palm Beach, FL 33408 Phone: 407-863-5605 FAX: 407-863-0664

Lodestar Towers, Inc. is a member of the LeBlanc Group of Companies and as such owns and operates multi-purpose tower facilities across the United States. These facilities range from 1,800' towers in Central Florida to 100' self support structures on mountain tops in California. The clientele using Lodestar's facilities range from Class "C" FM and high power TV stations through to telecommunications companies marketing PCS-SMR-Paging and two-way communications.

Logitek Electronic Systems1802 N-2

3320 BERING DR. HOUSTON, TX 77057-6704 Phone: 713-782-4592 FAX: 713-782-7597 Contact: Tag Borland

New for NAB is our VU-Trax vertical audio meter line. Up to 24 channels fit in a rackmount enclosure and up to 56 channels are available in a meter bridge enclosure. The bargraphs use tri-color LEDs to show VU, peak and phase. Also on display will be the Bright-BU, Super-VU and Ultra-VU horizontal bargraph

meters in rackmount and desktop enclosures. Some of the many other products to be shown are the 2VUB and 4VUB dual and quad powered mechanical VU meters with phase display and the MON-10 expanded range meter with 10-input stereo input selector.

Export Information

Tag Borland, President Logitek 3320 Bering Drive Houston, TX 77057 Phone: 713-782-4592 FAX: 713-782-7597 Internet: logitek@broadcast.net

We are interested in marketing our product in: Asia, Australia, Canada, Central America, Europe, Mexico, South America

International Business Information Agents/Distributors

Loral Microwave

N-1 SEC 435 Moreland Road Hauppauge, NY 11788 Phone: 516-231-1700 FAX: 516-231-1711 Contact: William Reich

1731 Embarcadero Road Palo Alto, CA 94303 Phone: 415-843-3665 FAX: 415-843-3666 Internet: glenn@louth.com Contact: Glenn Sakata

Louth Automation supplies PC based media management and automation products to the broadcast and cable marketplace worldwide. The use of a PC-BUS design path and Object Oriented Programming (OOP) eliminates cumbersome device interface boxes and their potential failure, while providing systems that are up to 10 times faster than traditional systems. Major products include: ADC-100 -Flexible, software-based system capable of fully automated, multichannel operation. Controls multiple devices such as disk servers, cart machines, VTRs, switchers and character generators. TURBOMEDIA - Performs automated recording of master spots and segmenting of program material into automation ready tape and video disk formats. Provides a complete system database. AUTOSHOW/ AUTOSAT - Provides automatic recording and timing of incoming material and previously recorded shows; combined with Autosat, a user friendly, windows based satellite downlink

SEC



Sometimes fresnels are used

when a soft source, such as our Rifa-Lite*, or a more efficient compact hard source, like the classic Lowel Omni-light™ or Lowel DP Light[™], would be a better choice. But for sharper shadows and more controlfresnels are optimum.

Fren-L 650™

•650, 500, 300 watts •tight spot •super-wide, even flood • smooth ball bearing rack and pinion focusing captive barndoor frame accessory-holder • compatible with many Lowel accessories For a brochure describing these and other classic new features see your Lowel dealer

Lowel-Light Mfg., Inc. 140 58th St. Bklyn, NY 11220



control system. Can be fully integrated with ADC-100 and other Louth products.

Export Information

Mr. Hayley Ditzler, President Louth Automation, 1731 Embarcadero Road Palo Alto, CA 94303 Phone: 415-843-3665 FAX: 415-843-3666 Internet: hayley@louth.com

We are interested in marketing our product in: Africa, Asia, Australia, Canada, Central America, Commonwealt of Ind. States, Eastern Europe, Europe, Indian Ocean, Middle East, Mexico, Pacific Ocean, South America, Southeast Asia, Western Europe, Worldwide

International Business Information Agents/Distributors, Licensing Agreements

Lowel-Light

140 58th Street #8C Brooklyn, NY 11220-2516 Phone: 718-921-0600 FAX: 718-921-0303 Contact: Marvin Seligman



LPB Incorporated	
28 Bacton Hill Rd.	N-2
Frazer, PA 19355	
Phone: 610-644-1123	
FAX: 610-644-8651	
Contact: E. W. Devecka Jr.	
LSI Logic Corporation	M5119
1551 McCarthy Blvd.	MMW

Milpitas, CA 95035 Phone: 408-433-8000 FAX: 408-433-8989 URL: http://www.lsilogic.com

LSI Logic offers an ever expanding line of encoder and decoder products developed for the new era of Digital Video. LSI's encoding technology is primarily aimed at Digital TV broadcast sources, video conferencing systems and multimedia systems. Decoding technology includes chipsets for both the DBS and Cable markets. Channel decoding products include QAM, QPSK demodulation, Viterbi Reed-Solomon FEC; Source decoding products include the industry's first single-chip MPEG2 audio/video decoder and a single chip transport chip. LSI Logic provides JPEG compression chipsets, video filters and a MiniRISC ™ family of microprocessors — a revolutionary approach to system-on-a-chip set-top design.

LTM Corporation

Of America	6333
11646 Pendelton St.	S-1
Sun Valley, CA 91352	
Phone: 818-767-1313	
FAX: 818-767-1442	
Contact: Laura Maurel	

LTM will be presenting their full line of HMI

Daylight, Tungsten and Fluorescent light fixtures for use in video and motion picture production. The HMI line has several new additions: the 200W Cinepar, Bonzai Fresnel and Sungun lights, which each use the new 200W single-ended HMI lamp and can run off AC or DC power. Also recent additions to be shown at NAB will be the 6,000W HMI Cinepar System, as well as a complete line of electronic and magnetic ballasts ranging from 200 to 18,000 Watts. LTM will also be exhibiting their daylight and tungsten-balanced fluorescent lighting fixtures and their line of carbon fiber microphone boom poles.



Ms. Laura Maurel, Operations Manager 11646 Pendelton Street Sun Valley, CA 91352 Phone: 818-767-1313 FAX: 818-767-1442

We are interested in marketing our product in: Asia, Australia, Canada, Central America, Mexico, South America

International Business Information Direct Sales, Agents/Distributors

Lucasey Manufacturing

P.O. Box 14023 Oakland, CA 94614 Phone: 800-LUC-ASEY FAX: 510-534-6828 Contact: Jan Renee

Lucasey Manufacturing Corporation is the leading manufacturer of television mounting and security devices. Lucasey Mounting Systems include locking or non-locking brackets for televisions, monitors, VCRs, video disk players, cable convertors, remote control units, radios and other audio video equipment. Mount to walls, ceilings, furniture, countertops, or use the new environmental enclosure for outdoor applications. Lucasey consumer television wall mounts, the Easy View and Sightline series, require no unsightly straps or screws. Three sizes accommodate sets ranging from 8-24" wide. Select models are available in designer colors.

Export Information

Jan Renee Lucasey Mfg. Corp. P.O. Box 14023 Oakland, CA 94614 Phone: 510-534-1435 FAX: 510-534-6828

We are interested in marketing our product in: Australia, Canada, Central America, Europe, Mexico, South America, Western Europe, Worldwide

International Business Information Agents/Distributors

Lucent TechnologiesM4048 MMW

2701 Maitland Ctr. Parkway Maitland, FL 32751 Phone: 407-662-7254 FAX: 407-662-7117 Contact: Tim May

SFC

N-1

PO Box 466 NL-6710 Blede NETHERLANDS Phone: 599318643430 FAX: 599318638041 Contact:Nathalie Mulder

LYS Electronic LTDA4111

Rua Saturno 45 Rio de Janiero, RJ 21241 BRAZIL Phone: 55-21-372-3123 FAX: 55-21-371-6124 URL: http://www.lys.com Contact: Fernando Barbosa TV, FM broadcast transmitters.



Mr. Pedro Duarte, Int. Sales 145 Hook Creek Blvd. Bldg B-2 Valley Stream, NY 11581 Phone: 516-561-2665 FAX: 516-561-2683 Internet: pduarte@lys.com

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We are interested in marketing our product in: Asia, Australia, Worldwide

International Business Information Agents/Distributors, Joint Ventures

Exhibit Hall Floorplans

Sands Expo Center Exhibits-SEC (Sands Exhibitors), NET (internet @NAB'96), MMW (MultiMedia World)Pull-out between pages 16 & 17 Also see pull-out section between pages 16 & 17 for overview floorplans of Sands meeting rooms and lobby areas.

Las Vegas Convention Center Exhibits-

N-1See floorplan, page 97	
S-1See floorplan, page 98	
S-2See floorplan, page 99	
S-3See floorplan, page 100	
S-4See floorplan, page 101	
S-5See floorplan, page 102	
O (Outdoor Exhibits) Pull-out between	
pages 96 & 97	
Also see pull-out section between pages	

96 & 97 for overview floorplans of LVCC & Las Vegas Hilton meeting rooms and lobby areas.

16220 Wood-Red Road, NE Woodinville, WA 98072 Phone: 206-487-4333 FAX: 206-487-4337

Mackie Designs' Mixer Overview: 8*Bus Series (32*8, 24*8, 16*8, 24E Expander), Sound Reinforcement Series (SR32*4, SR24*4). Compact Series (MS1402-VLZ, CR1604-VLZ, MS1202-VLZ). All mixers incorporate Mackie Designs' legendary features: superb mic pre-amps, high headroom & low noise, durable, all-steel construction, and sealed rotary controls.



Export Information

Ms. Colleen McDonald, Intl. Sales Supervisor Mackie Designs 16220 Wood-Red Rd., N.E. Woodville, WA 98072 Phone: 206-487-4333 FAX: 206-487-4337 We are interested in marketing our product in:

Worldwide International Business Information

Agents/Distributors

SEC

MMW 600 Townsend Street San Francisco, CA 94103 Phone: 415-252-2000 FAX: 415-626-0554 Internet: international@macromedia.com Contact: Scott Williams

Macromedia develops and markets the leading authoring and digital arts software for creating multimedia applications. Offered on Windows and Macintosh platforms, these products are used by organizations to create and deliver interactive programs that use a full range of media, from text and graphics, to animation, video, and sound. Macromedia's tools power the ideas that are revolutionizing the way people learn and communicate.



Mr. Scott Williams Macromedia 600 Townsend St. San Francisco, CA 94103 Phone: 415-252-2000 FAX: 415-626-0554 Internet: international@macromedia.com We are interested in marketing worldwide Intl. Business Information: Agents/Distributors

1341 Orleans Drive S-5 Sunnyvale, CA 94089 Phone: 408-743-8600 FAX: 408-743-8610 Internet: whit@macrovision.com Contact: Whit Jackson

ACP AntiCopy Process for Videocassettes: ACP Anticopy Process for Pay Television: VES-TP Broadcast Quality Video Transmission Scrambling System; VES-TX Video Transmission Scrambling System for Individual Addressability; VES-TM High Security Video Scrambling for Sensitive, Covert Operations; StarShaker Scrambling System for Professional and Industrial Applications.



Mr. Whit Jackson, Vice President Macrovision 1341 Orleans Drive Sunnyvale, CA 94089 Phone: 408-743-8600 FAX 408-743-8610 Internet: whit@macrovision.com

We are interested in marketing our product in:Worldwide

International Business Information Direct Sales, Agents/Distributors, Licensing Agreements

A Special Offer From The Employee-Owners Of Avis **Exclusively For Members Of** National Association of Broadcasters You'll Always Benefit From Your Association With Avis.



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Your association offers many benefits... and so does your association with Avis. To take advantage of the offer below, call your travel consultant or the Avis Special Promotion number, toll free: 1-800-831-8000. And be sure to mention your Avis Worldwide Discount (AWD) number: A284900

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- At Checkout: In AWD, enter number printed below.
- Assign customer a car one group higher than car group reserved. Upgrade to no higher than Group G. Charge for car group
- In CPN, enter number printed below. Complete this information:
- RA# Rental Location
- Attach to COUPON tape.

AWD #A284900 CPN #UUGC986 Offer Expires 12/31/96



MMW

SEC

Magellan GeographixM4754

6464 Hollister Avenue Santa Barbara, CA 93117 Phone: 805-685-3100 FAX: 805-685-3330 Contact: Doug Crawford

MAGELLAN Geographix is the world's leading supplier of high-quality digital maps for broadcast presentation, publication and multimedia applications. Our library contains 1000's of cartographically accurate 2-D and 3-D digital maps and satellite images of every continent, country, state and many great cities of the world. Maps are fully customizable and have been optimized for broadcast and video display. For all your map needs, visit our WWW site at http://www.magellangeo.com or on CompuServe "GO MAGELLAN."

Export Information

We are interested in marketing our product in: Canada, Europe, Pacific Ocean, Southeast Asia

International Business Information Direct Sales, Agents/Distributor, Joint Ventures, Licensing Agreements

Magic

1390 Waller St.

San Francisco, CA 94117-0000 Phone: 415-626-5283 FAX: 415-626-2762 Contact: Japji Khalsa

Teleprompting for Macintosh and Microsoft Windows with MagicScroll™, and easy-to-use, yet powerful prompting system. Features include; intuitive graphic interface, cut, copy & paste, bookmarks, loops, invert, find/find & replace, multiple open scripts PowerPC Native (Mac), Script Que window, "On Screen" NTSC window and a built in stop watch. MagicScroll[™] works well with ATM Postscript and Truetype fonts to display some of the best looking videotext available. MagicScroll also prompts in foreign languages including Japanese and Chinese. MagicScroll includes software, manual and security key. A compatible video card for NTSC output from your desktop or laptop computer is required.



Export Information

1390 Waller St. San Francisco, CA 94117 Phone: 415-626-5283 Fax: 415-626-2762

We are interested in marketing our product in: Africa, Asia, Australia, Canada, Central America, Mexico, South America, Western Europe

International Business Information Direct Sales, Agents/Distributors

Magni Systems, Inc10877

S-5

9500 S.W. Gemini Dr. Beaverton, OR 97008 Phone: 503-626-8400 FAX: 503-626-6225 Contact: Anna Leef



Gary Thomas, Director of International Sales 9500 S.W. Gemini Drive Beaverton, OR 97008 Phone: 503-626-8400 FAX:503-626-6225

We are interested in marketing our product in: Asia, Canada, Eastern Europe, Europe, Indian Ocean, Middle East, Pacific Ocean, South America, Southeast Asia, Western Europe

International Business Information Agents/Distributors, Joint Ventures, Licensing Agreements

Magnum Towers, Inc.	
9370 Elder Creek Road	N-1
Sacramento, CA 95829	
Phone: 916-381-5053	
FAX: 916-381-2144	
Contact: Lawrence Smith	

Manufactured communications tower; radio, tv, cellular, and microwave.



9370 Elder Creek Rd. Sacramento, CA 95829 Phone: 916-381-5053 FAX: 916-381-2144 Contact: Lawrence Smith

We are interested in marketing our product in: Worldwide

International Business Information Agents/Distributors

16134 Wyandotte Street	SEC
Van Nuys, CA 91406	
Phone: 818-989-2059	
FAX: 818-989-2103	
Contact: Vanig Taboudian	

Management

S-5 1401 East 79th St. Minneapolis, MN 55423 Phone: 612-854-1220 FAX: 612-851-6159 Internet: collins@mgi.com Contact: Maureen Collins

Management Graphics, Inc. (MGI), Minneapolis, MN, is exibiting the Solitaire Cine III Image Recorder and the new Cine FLX camera module. The Solitaire Cine III is the most advanced in MGI's line of film recorders designed to support post-production, special

effects, and animation companies around the world. Using an improved custom CRT, the Cine III produces the most pure and vibrant colors, blackest blacks and whitest whites available for continous tone or computergenerated cine images. The new cine FLX camera module features an enhanced optical path and contrast enhancement technology for dramatic improvements in sharpness, clarity and contrast when imaging with the Solitaire Cine III. Solitaire Image Recorders were used to image all 100,064 frames of the hit movie Toy Story, and have been used to image futuristic special effects in Forest Gump, The Mask, Goldeneye, Jurassic Park, Terminator 2, and Batman Forever, among others.



Sandy Kennedy 1401 East 79th Street Minneapolis, MN 55425 Phone: 612-854-1220 FAX:612-851-6159 Internet: kennedy@mgi.com

We are interested in marketing our product in: Africa, Asia, Australia, Canada, Central America, Eastern Europe, Europe, Middle East, Mexico, Pacific Ocean, South America, Southeast Asia, Western Europe, Worldwide

International Business Information Agents/Distributors

Manhattan Production

355 West 52nd Street S-5 6th Floor New York, NY 10019 Phone: 1-800-227-1954 Phone: 212-333-5766 FAX: 212-262-0814 Contact: Ron Goldberg

Manhattan Production Music features four distinct libraries at NAB, Apple Trax is it's new cutting edge library featuring 20 CDs & monthly updates. Manhattan Production Music Library features 50 CDs of ageless specialty music. The audiophile sound effects series features 6 CDs of digitally recorded sound effects. The CHESKY records classical series contains over 50 CD's of the world's greatest classical recordings. Each library is available seperately or with one another.



We are interested in marketing our product in: Asia, Central America, Mexico, South America, Western Europe

International Business Information Direct Sales, Agents/Distributors, Licensing Agreements



Join thousands of radio broadcasters at The NAB Radio Show to learn how to face the challenges and take advantage of the opportunities that are being created as radio pushes into the digital age.

As an NAB Radio Show attendee, you'll examine the most critical issues facing radio managers, programmers and sales and marketing professionals and gain new insights that will improve your day-to-day operations and help you plan for the future.

You'll also have free access to World Media Expo, featuring hundreds of the world's leading suppliers and manufacturers of the latest technologies, products and services for broadcasting, communications and production/post-production.

For more information call (800) 342-2460 or (202) 775-4970

For immediate access to the most up-to-date convention, registration and conference program details visit the NAB Homepage at **http://www.nab.org**. or call NAB's Fax-On-Demand Service at (301)216-1847. Simply dial the numbers from the touch-tone handset of your fax machine and follow the voice instructions.

Marantz Professional Products/ Superscope Technologies Inc. .2927 N-1

1000 Corporate Blvd., Suite D Aurora, IL 60504 Phone: 708-820-4800 FAX: 708-820-8103 Contact: Hilarie Hackendahl

Superscope is showing the entire line of Marantz Professional recording products. These include analog and digital recorders for portable and stationary applications. Additionally the widely acclaimed PMD500 and PMD510 Professional dual well cassette decks will be joined at the show, by the new PMD501 and PMD502 single well cassette decks. Also new to the Marantz family are the PMD320 and PMD321 CD players. Details also available on the next generation compact disc recorders -the CDR620 and CDR615. Complimenting the CDR products are the Philips designed and manufactured digital sound processors, IS5022 and IS5021 for use in digital mastering and duplication.

Export Information

Ms. Hilarie Hackendahl Marantz Professional Products/Superscope 1000 Corporate Blvd., Ste. D Aurora, IL 60504 Phone: 708-820-4800 FAX: 708-820-8103

We are interested in marketing our product in: Central America, Mexico, South America

International Business Information Direct Sales, Agents/Distributors

448 Post Road Buchanan, MI 49107 Phone: 800-695-1010 FAX: 616-695-0470 Contact: Allan Nichols

Mark Roberts Motion

Unit 4. Birches Industrial Est Imberhorne Ln East Grinstead, West Sussex GB-RH19 United Kingdom Phone: 441342313522 FAX: 441342327566 Contact: Mick Velvic

5649 Mesmer Avenue Culver City, CA 90230 Phone: 310-390-6608 FAX: 310-391-8926 Contact: Kenneth Joyce



International Business Information **Direct Sales, Joint Ventures**

1501 North Main Street Cleburne, TX 76033 Phone: 817-645-9163 FAX: 817-641-3869 URL: http://www.marti.bdcast.com Contact: Jim Godfrey

Marti will introduce the SMARTI telephone extender. It delivers true broadcast quality audio over standard dial-up telephone lines. Also featured will be the new frequency-agile 15 and 30 watt transmitters to accompany the SR-10 frequency agile receiver. Marti will also have on display the ME-40, 40 watt FM exciter, as well as discreet and synthesized composite studio-to-transmitter systems including digital encoders and decoders, FM demodulators, sub-carrier generators and demodulators.

Export Information

Jim Godfrey 1501 North Main Street Cleburne, TX 76033 Phone: 817-645-9163 FAX:817-641-3869 URL: http://www.marti.bdcast.com We are interested in marketing our product in: Worldwide

International Business Information Direct Sales, Agents/Distributors

4275 Executive Square Suite 800 La Jolla, CA 92037 Phone: 619-546-2869 Contact: Anne Martin

SEC

SEC

MATCH PRODUCTION MUSIC is one of the worlds most popular production music libraries supplying all of the major radio & TV stations with the highest quality background music for advertising and programming. The main library consists of 60 CD's as well as a special broadcast series "The Jingle File." In March 96 Match also releases the first in a new series "The Producer Series." The first truly interactive production music CD - the ultimate tool in sound design! The full impact of this new concept will be demonstrated at Match's booth at NAB.

Export Information

Anne Martin, CEO 4275 Executive Square Suite 800 LaJolla, CA 92037 Phone: 619-546-2869

We are interested in marketing our product in: Worldwide

International Business Information Direct Sales, Agents/Distributors, Licensing Agreements

N-1

SEC

15000 Stetson Road Los Gatos, CA 95030 Phone: 408-353-2670 FAX: 408-353-8781 Contact: Rita Harbert



Ms. Rita Harbert, Gen. Mgr. MATCO 15000 Stetson Road Los Gatos, CA 95030 Phone: 408-353-2670 FAX: 408-353-8781

SFC

S-5

S-1

1055 St. Regis Dorval, Quebec H9P 2T4 CANADA Phone: 514-685-2630 FAX: 514-685-2853 Contact: Keith Galley

Matthews Studio

Equip Group	
2405 Empire Ave.	S-1
Burbank, CA 91505	
Phone: 818-843-6715	
FAX: 818-843-2155	
Contact: Kevin Stolpe	

McCurdy Radio

30 Kelfield Street Toronto, Ontario M9W 5A2 CANADA Phone: 416-248-6155 FAX: 416-248-6755 Contact: Daniel Kupiec

Exhibit Hall Floorplans

Sands Expo Center Exhibits-SEC (Sands Exhibitors), NET (internet @NAB'96), MMW (MultiMedia World)Pull-out between pages 16 & 17 Also see pull-out section between pages 16 & 17 for overview floorplans of Sands meeting rooms and lobby areas.

Las Vegas Convention Center Exhibits-

N-1See floorplan, page 97	
S-1See floorplan, page 98	
S-2See floorplan, page 99	
S-3See floorplan, page 100	
S-4See floorplan, page 101	
S-5See floorplan, page 102	
O (Outdoor Exhibits)Pull-out between	
pages 96 & 97	
Also see pull out costion between pages	

Also see pull-out section between pages 96 & 97 for overview floorplans of LVCC & Las Vegas Hilton meeting rooms and lobby areas.

501 South Woodcreek Road Bolingbrook, IL 60440-4999 Phone: 708-759-9500 FAX: 708-759-5018 Contact: Ron B. Adamson

All new MAXXIM Series of low, medium and high power amplifiers for satellite uplink and other microwave communications applications. The product series includes traveling wave and klystron tube amplifiers for operation in the C, X, Ku, Ku-Astra and Ku-DBS bands at power levels from 50 to mare than 3000 watts. The new series of amplifiers offer advanced, high efficiency power supplies, integral microcontrollers with RS 485 interface, modular subassemblies, and smaller packaging. Complimenting this new amplifier series is a complete line of redundant systems and other acessories.



Export Information

Thomas R. Dolan, Director, International Sales 501 South Woodcreek Road Bolingbrook, IL 60440-4999 Phone: 708-759-9500 FAX:708-759-5018

We are interested in marketing our product in: Africa, Asia, Australia, Canada, Central America, Commonwealth of Ind. States, Eastern Europe, Europe, Indian Ocean, Middle East, Mexico, Pacific Ocean, South America, Southeast Asia, Western Europe, Worldwide

International Business Information Direct Sales, Agents/Distributors, Licensing Agreements

McRoberts	Software,	Inc.	S1066
7322 Whitehall	Drive		SEC

7322 Whitehall Drive Indianapolis, IN 46256 Phone: 317-842-5097 FAX: 317-842-0084 Internet: misicome@iquest.net Contact: Steve McRoberts

Comet/CG, the leading Macintosh-based titling software for television and video production. provides compositing of high quality anti-aliased text and graphics over digital or analog video. Comet/CG offers a wide range of text attributes, shadows, rules and style palettes, allowing for complete control and unlimited creativity. Comet/CG 3.5 offers even more flexibility for video professionals, and the new Animation Module includes subpixeling and the ability to manipulate individual objects and their attributes, such as shadows and transparency, over key frames. Files created with Comet/CG can be rendered to any screen size or aspect ratio.



Mr. Steve McRoberts, President McRoberts Software, Inc. 7322 Whitehall Drive

Indianapolis, IN 46256 Phone: 317-842-5097 FAX: 317-842-0084 Internet: misicomet@iguest.net We are interested in marketing our product in: Worldwide

International Business Information Agents/Distributors, Joint Ventures, Licensing Agreements

S-5

2128 N. Yellowood Avenue Broken Arrow, OK 74012 Phone: 918-252-3600 FAX: 918-250-1155 Contact: Marvin Luke Used TV production equipment.

Modia Technology

Media Technology	
630 Fifth Ave	SEC
New York, NY 10111	
Phone: 212-332-2840	
FAX: 212-332-2841	
Contact: Lisa Berger	

N-1

658 King Edward Street Winnipeg, MB R3H0P2 CANADA Phone: 1-800-665-0501 Phone: 204-786-3994 FAX: 204-783-5805 Contact: Doug Anderson

The originator of Digital Audio Management. The past decade has seen MediaTouch introduce what has become an industry standard of TouchScreen technology, file servers, P.C. based platforms and extensive use of Novell Netware. MediaTouch continues to set the standard in Automation Technology by employing some of the world's most creative software writers and the most inventive broadcast minds to meet our mandate of software solutions. Complete automation of any format. The ability to "cherry-pick" from virtually any combination of satellite delivered programming. Complete interface with any music or traffic management software. Unparalleled support staff.

Export Information

Doug Anderson 658 King Edward Street Winnipeg, MB R3HOPZ CANADA 204-786-3994 FAX: 204-783-5805 Internet: omt@summit.rubicon.net URL: http://www.rubicon.net/~omt

We are interested in marketing our product in: Worldwide

International Business Information Direct Sales, Agents/Distributors, Joint Ventures, Licensing Agreements

MegaDrive

Contact: Paul Bloch

S-2

489 S. Robertson Blvd. MMW Beverly Hills, CA 90230 Phone: 310-247-0006 FAX: 310-247-8118 Internet: sales@megadrive.com

MegaDrive Systems, Inc. demonstrates high capacity, high speed AV storage subsystems optimized for use with multimedia, special effects, video post-production, video-ondemand and broadcast video applications. New at the show are a range of 100 MB/sec. Fiber Channel based product offerings targeted at uncompressed video and multi-user video environments. The award-winning Enterprise storage systems feature eight-drive, two-drive, tower and rack versions, and are optimized for dual channel Fast/Wide 40MB/ sec. performance. Systems are available with inch and 5.25" devices (1GB to 9GB hard drives, 4GB to 16GB DAT tape, 20GB and 40GB DLT tape, Iomega Jaz optical and others.) Enterprise is the ideal high capacity, high data integrity solution for production, data transport, backup, restoration, and archiving. The MX/500 rack-mount RAID Disk Array is a massively scalable, multi-channel server for broadcast and video-on-demand. Featuring 70MB/sec. throughput and hardware-based support for RAID 0, 3 and 5, the system is engineered for master/slave configurations from 45 Gigabytes up to 2 Terabytes. The MR/RAID disk arrays feature five or ten drives and provide up to 90GB capacity. MegaDrive storage systems are compatible with Macintosh/Power Macintosh and PC computers, as well as workstations from Silicon Graphics, Sun, IBM RS/6000 and DEC Alpha.

Export Information

Steve Boyce, Director, International Sales MegaDrive Systems, Inc. 489 S. Robertson Blvd. Beverly Hills, CA 90230 Phone: 310-247-0006 FAX: 310-247-8118 Internet: sboyce@megadrive.com

We are interested in marketing our product in: Worldwide

International Business Information Agents/Distributors

Meret/DYNAIR7113 S-3

5275 Market St. San Diego, CA 92114 Phone: 619-263-7711 FAX: 619-264-4181 Contact: Kirk S. Kinley

MMW

Merging Technologies	.10965
11440 W. Bernado Court , Suite 250	S-5
San Diego, CA 92127	
Phone: 619-675-9703	
FAX: 619-675-9704	
Contact: Ron Franklin	

6303 Carpinteria Avenue Carpinteria, CA 93013 Phone: 805-566-6200 FAX: 805-566-6385 Internet: metasales@aol.com Contact: Inside Sales Dept.

The MetaTools Digital Theater features a range of new imaging products that help unlock the door of creativity. Kai's Power Tools 3.0, designed specifically for Adobe photoshop plug-in compatible products, is the ultimate special effects generator. KPT Vector Effects adds spectacular effects to Illustrator and FreeHand. KPT Final Effects is a must-have special effects animation addition for Adobe After Effects. KPT Power Photos I, II and III are outstanding CD-ROM collections of high resolution images. KPT Convolver creates custom filter effects for plug-in compatible products. No design professional can afford to be without these state-of-the-art digital imaging tools.



Export Information

Ms. Patricia Bright, Dir. of Int'l Sales 6303 Carpinteria Avenue Carpinteria, CA 93013 Phone: 805-566-6200 FAX: 805-566-6385 Internet: pbright@metatools.com We are interested in marketing our product in: Worldwide

International Business Information Agents/Distributors

Micro Communications, Inc.6801

433 Kelly Avenue Grenier Field, P.O.Box 4365 Manchester, NH 03108 Phone: 603-624-4351 FAX: 603-624-4822 Internet: dennis@micro.mv.com Contact:Dennis Heymans

Waveguide and coaxial RF components switches, combiners, diplexers, line sections, switchless combiners, multichannel combiners, power combiners, multiplexers, power dividers and all-band antennas for UHF, VHF, low power and super power installation. HDTV passive RF Filters, Duo-Band Couplers, HDTV/NTSC antenna systems, Wrap Around Antennas.



PO Box 4365 Manchester, NH 03108 Phone: 603-624-4351 FAX: 603-624-4822 Contact: Dennis Heymans

We are interested in marketing our product in: Africa, Australia, Canada, Central America, Commonwealth of Ind. States, Europe, Indian Ocean, Middle East, Pacific Ocean, South America, Southeast Asia, Worldwide

International Business Information Direct Sales, Agents/Distributors, Joint Ventures

Micro Dolly Hollywood	S1268
1311 N. Highland Avenue	SEC
Hollywood, CA 90028	
Phone: 213-464-2712	
EAV. 040 404 0400	

FAX: 213-464-0139 Contact: Jerry Johnson

Micro Innovations, Inc.	S1348
207 N. Moss Road, Suite 101	SEC
Winter Springs, FL 32708	
Phone: 407-327-3690	
FAX: 407-327-5735	
Contact: Wayne Brown	

Micron Audio

Products, Ltd.	8331
216 Little Falls Road	S-4
Cedar Grove, NJ 07009	
Phone: 201-857-8150	
FAX: 201-857-3756	
Contact: Paul Tepper	

Micron Audio Products is exhibiting its complete line of Micron wireless microphone systems, Tram lavalier microphones and SQN location audio mixers for ENG/EFP, film, studio and theatre applications.

MicroNet, Inc. S2638

2370 York Road Bldg. B Jamison, PA 18929 Phone: 215-491-7400 FAX: 215-491-0260 Internet: swmicro@ix.netcom.com Contact: Daniel R. Adickes

Specializing in telecommunications services with emphasis on Video Transmission, MicroNet operates terrestrial networks and earth stations in the Northeast US and Texas. MicroNet offers International and Domestic C and Ku band uplinking and downlinking fulltime and occasional services. We have sales offices in New York, Washington and Dallas serving news, entertainment, sports, education, and corporate clients among others. Other services include transponder brokering, digital compression, tape playback/ origination and site management/site leasing services.

Export Information

We are interested in marketing our product in: Africa, Canada, Central America, Eastern Europe, Middle East, Mexico, South America, Western Europe

SEC

80 Technology West Irvine, CA 92718 Phone: 714-453-6000 FAX: 714-453-6101 Internet: meryl_cook@micronet.com Contact: Meryl Cook

MicroNet has been a leader in the development of high performance productivity solutions for the digital audio/video market since its inception. Award-winning technology, combined with an in-depth knowledge of production and workflow needs, has resulted in the most comprehensive offering of storage products to date. Products include the revolutionary DataDock, featuring disk arrays, hard drives, optical CD Mastering, JAZ, and DAT modules. Modules can be moved from workstation to workstation, creating a removable project environment, enhancing overall productivity. MicroNet's Fast/Wide Series has a significant performance increase over standard drives with applications such as Video Vision Studio, Media 100 and Targa 2000. Other products include the Master CD series, backup solutions featuring DAT and DLT technology, and the highly touted RAIDbank series for fileservers.

Export Information

Ms. Victoria Biagiotti, Int'l Marketing 80 Technology West Irvine, CA 92718 Phone:714-453-6136 FAX:714-453-6101 Internet: victoria_biagiotti@micronet.com

We are interested in marketing our product in: Worldwide

International Business Information Agents/Distributors, Joint Ventures

Micropolis	M4762
21211 Nordhoff Street	MMW

Chatsworth, CA 91311 Phone: 818-709-3300 FAX: 818-709-3497 Contact:Gordon Paulus

Redmond, WA 98052 Phone: 206-882-8080 SOFTIMAGE FAX: 206-936-7329 Internet: lauramal@microsoft.com Contact: Laura Malone

Softimage, a wholly owned subsidiary of Microsoft, develops software tools for professionals in the entertainment industries including film, TV/broadcast and interactive media. Softimage 3D for Silicon Graphics Systems and Windows NT is a productionproven, high-end 3D animation program, with a powerful toolset, natural interface, and fast high-quality renderers. Exceptional features

include intuitive kinematics with constraints and expressions; dynamic simulations; deformations; and adaptive ray tracing renderers. Softimage Toonz for Silicon Graphics workstations, is a comprehensive 2D cel animation package based on the traditional animation process with exceptional camera stand, ink and paint, and pencil test features. Softimage Eddie for Silicon Graphics workstations, is a digital compositing program with elaborate paint and special effects tools. Softimage is introducing new technology for broadcast/video professionals.



Export Information

Sharon Decker One Microsoft Way Redmond, WA 98052 Phone: 206-936-6324 FAX: 206-703-3679

We are interested in marketing our product in: Worldwide

International Business Information Agents/Distributors

Microspace

SEC 3100 Highwoods Blvd Raleigh, NC 27604 Phone: 919-850-4500 FAX: 919-850-4518 Internet: rwaddell@microspace.com Contact: Roland L. Waddell

Microspace provides video, data and audio transmission services designed for antennas as small as 30 inches. Operates on domestic and international satellites for coverage of North America, Europe and Mexico. Also providing fixed C and Ku-band uplink services for video transmissions supporting applications such as news, sports, program origination (live or taped); and business television. Remote and studio production available. Turnaround service to and from domestic and international satellites

Micro Technology

Unlimited	M4629
6900 Six Forks Road	MMW
Raleigh, NC 27615	
Phone: 919-870-0344	
FAX: 919-870-7163	
Contact: David Cox	

Mie	cr	0	V	id	e	0	L	td.	S2246

The Old Farm Offices Copyley Hill Farm Cambridge Rd Cambridge CB2 4AF United Kingdom Phone: 223-834-119 FAX: 223-834-471 Contact: Ric Brunwin

Serial digital closed caption generator. A digital DATA INSERTER for adding closed captions,

SEC

timecode and VITS signals. SERIAL DIGITAL KEYER. 10bit linear keyer for captions or logos. LOGO GENERATOR with NEW capture and download system. D1 PROC AMP for protection against illegal signals, level, gain and hue correction, horizontal and vertical cropping. Serial Digital TEST SIGNAL GENERATOR with full frame patterns, embedded AUDIO and EDH checksum data. Digital AUDIO EMBEDDER and DEMUX for component digital, 4:4:4:4: 10bit A to D and D to A converters.

Microwave Filter Co.10970

6743 Kinne Street E. Syracuse, NY 13057 Phone: 315-437-3953 FAX: 315-463-1467 Contact: Jennifer Zinack

20 Alpha Road Chelmsford, MA 01824 Phone: 508-250-1110 FAX: 508-256-6225 Internet: 76322.3536@compuserve.com Contact: Dave Glidden

Microwave Radio Corporation, a California Microwave company, will display the industry's broadest range of microwave radios, antennas and control systems for electronic news gathering, studio-to-transmitter links, intercity relays, and other applications. The newest members in the "Millennium Series" include portable transmitters and receivers, fixed radios, and control systems. MRC will also demonstrate how it is preparing its customers for the future of digital video transmission.



Export Information

Mr. David Erikson, Director, Sales 20 Alpha Road Chelmsford, MA 01824 Phone: 800-490-5700 Phone: 508-250-1110 FAX: 508-256-6225 Internet: 76322.3536@compuserve.com

We are interested in marketing our product in: Africa, Asia, Australia, Canada, Central America, Eastern Europe, Middle East, Mexico, South America, Western Europe, Worldwide

International Business Information Direct Sales, Agents/Distributors, Joint Ventures, Licensing Agreements

Midas	.8026
448 Post Road	S-3
Buchanan, MI 49107	
Phone: 800-695-1010	
FAX: 616-695-0470	
Contact: Allan Nichols	

Midas: XL-200 console 4 band Parametric EQ, 8 aux sends, 8 mute groups, 8 VCA groups, 12

x 8 matrix section. XL-4 console 4 band fully Parametric EQ, 16 mono & 4 stereo aux sends, 8 mute groups, 10 VCA groups, 24 x 8 matrix section, console has SMPTE based automation. XL-42 two channels of mic/line & 4 bands of parametric EQ. XL-88 eight by eight line level matrix mixer with direct outs.

Mier Comunicaciones, S.A.2617 N-1

Pol. Industrial Congost, Parcela 4-S E-08530 La Garriga, Barcelona SPAIN Phone: 34-3-871-7500 FAX: 34-3-871-7230 Contact: Pere Alemany

TV transpossers, TV transmitters, TV satellite receivers, modulators, antennas, filters, multiplexers.

MII Users Association

S-5

S-1

America	5142
C/O GMG Int'l Inc.	S-2
1950 Roland Clarke Place, #100	
Reston, VA 22091	
Phone: 703-620-6000	
FAX: 703-620-0451	
Contact: Paul Allin	

Milestek Inc.	
1 Lake Trail Drive	SEC
Argyle, TX 76226	

A Phone: 817-455-7444 FAX: 817-455-2111 Contact: Frank J. Miles

MilesTek's high quality BNC connectors are becoming the standard in both analog and digital video applications. Priced at only \$1.00 each, the BNC plugs feature machined parts, captive center pins and a diamond knurled cable entry area for maximum pull strength. MilesTek offers cable preparation and crimping tools that complement the BNC plugs. Free or discounted tool kits are offered with the minimum order of 250 BNC plugs. MilesTek also has developed quality video and audio patch panels selling for much less than competitive models. Also offered is 10Base-T and Catagory 5 connectors, cabling, patching,

Millennium II Digital

outlets and tools.

Systems	S2622
953 Chatsworth Drive	SEC
Newport News, VA 23601	
Phone: 1-800-585-1029	
Phone: 804-596-8732	
FAX: 804-599-9157	
Contact: John Knox	

Millennium II Digital Systems is a newly formed company dedicated to providing technical support, hardware upgrades and new software utilities for the Composium II. The Composium II real time digital video workstation provides exceptional video quality for high-end compos-

iting, layering and editing. The display will include several Composium II workstations for hands on demos, and a demonstration of networking applications.



Export Information

John Knox 953 Chatsworth Drive Newport News, VA 23601 Phone: 804-596-8732 FAX:804-599-9157

We are interested in marketing our product in: Africa, Asia, Australia, Canada, Central America, Commonwealth of Ind. States, Eastern Europe, Europe, Indian Ocean, Middle East, Mexico, Pacific Ocean, South America, Southeast Asia, Western Europe, Worldwide

International Business Information Agents/Distributors

Miller Fluid Heads

(USA) Inc.	6138
216 Little Falls Road	S-1
Cedar Grove, NJ 07009-1231	
Phone: 201-857-8300	
FAX: 201-857-8188	
URL: http://www.ipacific.net.aol_miller	
Contact: Art Kramer	

Miller Fluid Heads markets a complete range of fluid heads, tripods, dollies, hi hats, a jib, monopod and additional special application support devices and accessories for television and motion picture production. Miller pan and tilt heads feature smooth, adjustable fluid drag, sliding quick release camera platforms, claw ball leveling and built in counterbalance systems for effortless, fingertip tilt control. Miller tripods are available in alloy or carbon fibre construction in a variety of single and 2-stage designs to accommodate heads with 75mm, 100mm and 150mm ball bases. For the "traditionalist," Miller also manufactures a complete range of tripods in wood.



Export Information

216 Little Falls Rd. Cedar Grove, NJ 07009-1231 201-857-8300 FAX: 201-857-8188 Contact: Art Kramer

We are interested in marketing our product in: Eastern Europe, Mexico, South America

International Business Information Agents/Distributors

Miller Freeman

2 Park Avenue New York, NY 10016 Phone: 212-213-3444 FAX: 212-213-3484 Contact: Cristina Gallo

Millimeter Magazine

c/o Penton Publishing	M5053
Chanin Bldg. #900	MMW
122 East 42nd Street	
New York, NY 10168	
Phone: 212-477-4700	
FAX: 212-228-5859	
Contact: Lisa Ostrover	

Mina Systems	S1164
1513 Rockmoor	SEC
Ft. Worth, TX 76134	
Phone: 817-293-7466	
FAX: 817-293-1371	
Contact: James Prater	

2933 Bunker Hill Lane, Suite 202 Santa Clara, CA 95054 Phone: 408-970-1780 FAX: 408-982-9877 Internet: Istillio@minervasys.com Contact: Laura Stillions

Minerva Systems, Inc. recognized as the leading manufacturer of professional MPEG publishing systems has expanded its line of high-end MPEG encoding systems to include a new desktop solution, the Minerva Publisher. This revolutionary new product shares the same commitment to quality and is designed specifically for the needs of corporate users and multimedia developers. Minerva will be showing the complete line of scaleable MPEG encoding solutions - from the premier high-end rack mounted product, the Minerva compressionist 200, to their newest desktop solutions. Come see what else is new from the "NAB Pick Hit Winner" for 1994 and 1995!

S-5

101 Williams Dr. Ramsey, NJ 07446 Phone: 201-818-3517 FAX: 201-825-4374 Contact: Janice Maurcr

CA-100 (CRT Color Analyzer) adjusts white balance on CRT production lines; CS-100 (Compact lightweight colorimter for noncontact measurements of light sources or reflective sources); xy-1 and CL-100 (Compact, lightweight colorimeters for measuring color of light sources; CL-100 provides absolute chromaticity values, while xy-1 provides absolute chromaticity values and color temperature; DP-100/101 Data Processors (Used with xy-1 and CL-100)_Provide additional memory channels for calibration standards, target colors, data printout, statistical calculations, and time controlled measurements.

Export Information

We are interested in marketing our product in: South America

International Business Information Agents/Distributors

World Radio History

4040 Macarthur Blvd. #307 Newport Beach, CA 92660-2509 Phone: 714-474-1900 FAX: 714-474-1885 Contact: Tim Anderson

Miranda Technologies Inc.10852

S-5

8055 Trans-Canada Hwy, West St. Laurent, Quebec H4S1S4 CANADA Phone: 514-333-1772 FAX: 514-333-9828 Internet: youellet@miranda.com Contact: Yvan Ouellet

Miranda Technologies is a leader in the field of professional digital video imaging and video digital signal processing (VDSP). The company manufactures digital video intefaces such as encoders, decoders, D-to-A and A-to D converters, digital video serializers and de-serializers as well as a number of products

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providing a professional digital video interface to all computer platforms from PC to high-end video servers. Featuring products: ADP-101i Ancillary Data Processor; FRS-101i 4:2:2 Frame Syncronizer; SEL-402i Digital Video Selector.; SDM-110C 10 bit, 4:2:2 to CAV with Composite Analog Output. DIGIlinx Serial 4:2:2 I/O for the NEW Matrox Movie-II Products/



Export Information

Yvan Ouellet 8055 Trans-Canada Hwy. West St. Laurent, Quebec H4S1S4 Canada Phone: 514-333-1772 FAX: 514-333-9828

We are interested in marketing our products in: Worldwide

MMW

955 Commercial Street Palo Alto, CA 94303 Phone: 415-855-0940x228 FAX: 415-855-9004 Contact: Marsha Adams

Mirror Image

Teleprompters, Inc.//..11043 5086 Valley Heights Road Oshkosh, WI 54904 Phone: 414-232-0220 FAX: 414-232-0220 Contact: J.T. Meidl

Computer Based Teleprompter Systems, Hardware, Software, Podium Speech Prompters, 9, 12, 14 & 17" monitors, and VGA monitors that hook directly to your computer.

Export Information

5086 Valley Heights Rd. Oshkosh, WI 54904 414-232-0220 Fax: 414-232-0220 Contact: J.T. Meidl

We are interested in marketing Worldwide

International Business Information Direct Sales, Agents/Distributors

Mitsubishi Electronics

America	
5665 Plaza Drive	MMW
Cypress, CA 90630	
Phone: 714-236-6128	
FAX: 714-229-3854	
Contact: Lynn Hollister	

Mobile International Co., Inc. .S2927 SEC

Midamerica Indutrial Park 54th & 6th Streets Pryor, OK 74361 Phone: 918-825-1973 FAX: 918-825-4187 Contact: Phillip Lieberman

Units manufactured using aluminum, fiberglass, steel. Lightweight and portable. Skid mounted equipment enclosures, trailers, and knock-down types. Equipment and personnel housing, cells on wheels, disaster recovery, lab testing units, satellite trucks, disaster recovery verhicles. Products are custom designed and manufactured to customer specifications. 26 years of experience unqiuely qualify Mobile International as the premier lightweight shelter manufacturer to meet your every need.



Mr. Phillip Lieberman, President PO Box 848 Pryor, OK 74362-0848 Phone: 918-825-1973 FAX: 918-825-4187

We are interested in marketing our product in: Africa, Asia, Canada, Central America, Eastern Europe, Europe, Middle-East, Mexico, South America, Western Europe, Worldwide

N-2

S-2

International Business Information Agents/Distributors

Modulation Sciences, Inc.1517

12A World's Fair Drive Somerset, NJ 08873 Phone: 908-302-3090 FAX: 908-302-0206 Contact: Judy Englert

S-4

9 Mohawk Drive Leominster, MA 01453 Phone: 508-537-9961 FAX: 508-537-4358 Contact: Bill Kosky

Mohawk/ CDT's cable line consists of network PVC and plenum, shielded and unshielded LAN for voice and data/ high speed transmissions, computer and control, coaxial and twinaxial instrumentation, broadcast/ audio and video, fiber optic, multi-fiber breakout and distribution, single and multi-mode, tight buffer and loose tube flooded, armored and direct burial. Mohawk/ CDT is an ISO 9001 company.



9 Mohawk Dr. Leominster, MA 01453 Phone: 508-537-9961 FAX: 508-537-4358 We are interested in marketing our product in: Worldwide

International Business Information Direct Sales, Agents/Distributors

Mole-Richardson Company6831 S-1

937 North Sycamore Avenue Hollywood, CA 90038-2384 Phone: 213-851-0111 FAX: 213-851-5593 **Contact: Don Phillips**

S-2

N-2

One West 85th Street New York, NY 10024 Phone: 212-769-4100 FAX: 212-496-5547 Contact: David Engelke

111 Castilian Dr. Santa Barbara, CA 93117 Phone: 805-968-9621 FAX: 805-685-9638 Internet: jhamdani@moseleysb.com Contact: Jamal Hamdani

Digital Studio-Transmitter links for RF, T1/E1 Remote Pick-Up Links Digital Remote Broadcast Equipment Transmitter Remote Controls Digital Encoder/Decoder w/ ISO/MPEG Audio



Jamal Hamdani, President & CEO 111 Castilian Drive Santa Barbara, CA 93117 Phone: 805-968-9621 FAX:805-685-9638 Internet: jhamdani@moseleysb.com

We are interested in marketing Worldwide

International Business Information Direct Sales, Agents/Distributors

MountainGate	10024
9393 Gateway Drive	S-1
Reno, NV 89511	
Phone: 1-800-556-0222	
Phono: 702.851-0202	

Phone: 702-851-9393 FAX: 702-851-5533 Internet: sales@mntgte.lockheed.com

The MountainGate family of products reflects a 20 year commitment to excellence in data, image and audio/video storage and back-up technology. MountainGate manufactures fast, safe and reliable storage systems to provide a complete range of solutions. Product lines: removable, transportable and shock-isolated SCSI devices with capacities ranging from 1-9 GB; disk and RAID arrays with capacities up to 400 GB, video and real-time disk recording solutions, and digital linear tape (DLT) libraries with capacities ranging from 560 GB - 74 TB (terabytes). By offering the industry's widest range of storage and back-up systems, our products can be used interchangeably to create thousands of possible data, image and audio/video storage and back-up solutions.



Chris Moss, Shipping, Receiving Coordinator MountainGate, 9393 Gateway Drive Reno, NV 89511 Phone: 702-851-9393x210 FAX: 702-851-5583

We are interested in marketing Worldwide

International Business Information Agents/Distributors, Joint Ventures

MSE Video Tape ServicesS2655 SEC

6013 Scott Way Commerce, CA 90040 Phone: 213-721-1656 FAX: 213-721-1506 URL: http://www.loop.com/~msevideo/ Internet: msevideo@loop.com Contact: Jeffrey Shafer

MSE Video Tape Services carries a complete line of evaluated and new video and audio tape in all broadcast and consumer formats. Besides carrying new tape from 3M, Sony and Ampex, MSE specializes in the finest quality evaluated video tape in the industry. MSE carries custom loaded VHS and the MSE one inch Dub Pack. The evaluated Dub Pack is 10 reels of 30, 60, or 90 minute one inch tape packaged without shippers. This environmentally sensitive product is ideal for every commercial spot duplicator. Enjoy 60 percent savings on tape stock.



Export Information

Mr. Martin Schorr, Owner 6013 Scott Way Commerce, CA 90040 Phone: 213-721-1656 FAX:213-721-1506

Internet: msevideo@loop.com URL: http://www.loop.com/~msevideo/

We are interested in marketing our product in: Africa, Asia, Central America, Eastern Europe, Middle East, South America, Western Europe, Worldwide

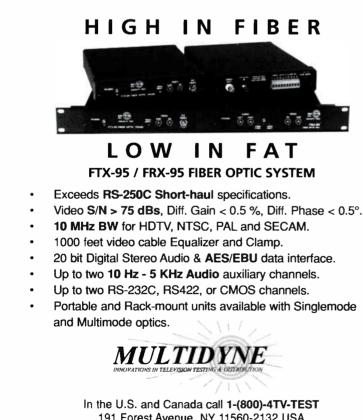
N17,

International Business Information Direct Sales, Agents/Distributors

191 Forest Ave. Locust Valley, NY 11560-2132 Phone: 800-488-8378 Phone: 516-671-7278 FAX: 516-671-3362 Contact: James Jachetta

Multidyne manufacturers a full line of television equipment including fiber optics, automatic video and audio test signal generators, video and audio source ID generators, video cable equalizers, video and audio distribution amplifiers, universal rack-mount travs for video. audio, test and ID, Switchers, XLR Audio Break-out panels for Grass Valley distribution amplifiers and Switchers. Multidyne equipment has been put in service around the globe for over 15 years by ABC, CBS, NBC Turner

World Radio History



191 Forest Avenue, NY 11560-2132 USA 1-(516)-671-7278, FAX 1-(516)-671-3362 Visit NAB booth 4942/S2 in the room near Toshiba Broadcasting, cable networks, telephone companies, government agencies and video production houses. All products are designed and manufactured in the U.S.A. and carry a 3 vear warrantv.



James Jachetta, Vice President 191 Locust Valley, NY 11560-2132 Phone: 1-800-488-8738 Phone: 516-671-7278 FAX:516-671-3362

We are interested in marketing our product in: Africa, Asia, Australia, Canada, Central America, Eastern Europe, Middle East, Mexico, South America, Western Europe, Worldwide

S-2

MMW

International Business Information Direct Sales, Agents/Distributors, Joint Ventures, Licensing Agreements

Multimedia

2110 South Anne Street Santa Ana, CA 92704 Phone: 714-241-0406 FAX: 714-557-5838 Contact: Margie Friedman

Multimedia Accessories is a new distributor of Professional Video and Audio, Audio/Visual, Multimedia, and PC/Mac interface products. The new 1996 Cables and Accessories Catalog will be available at the booth, featuring video, camera, CCU, audio and computer cables, connectors and adapters; DAs and switchers; VGA-to-video converters; RGBS, component, composite & SVHS encoders and decoders; microphones, headphones, audio accessories and more. Multimedia Accessories offers custom cable manufacturing, a fullystocked warehouse and an experienced sales & customer service staff. Multimedia Accessories, Ltd. is a division of Total Technologies, Ltd., a manufacturer of video, audio and computer cables and accessories since 1982.

Export Information

We are interested in marketing our product in: Canada, Mexico, So America, Western Europe Intl. Business Information: Agents/Distributors

445 Fifth Avenue New York, NY 10016 Phone: 212-293-3900 FAX: 212-293-7979 Contact: John Mitrano

Musicam USA (formerly CCS Audio Prod.)3020

670 North Beers St. Bldg.4 Holmdel, NJ 07733 Phone: 908-739-5600 FAX: 908-739-1818 Contact: Doreen Arleth

380 Chestnut St. PO Box 425 Norwood, NJ 07648 Phone: 201-767-5380 FAX: 201-767-4147 Contact: Rita Stange

MYAT offers a complete line of rigid coaxial transmission lines, components and accessories. Sizes and power handling capacities range from 7/8" 50 ohm through 12.00" 100 ohm. MYAT will also display its new "E-Star" high efficient, fault tolerant power combiners for VHF and UHF television. Also on display will be several of MYAT's test quality adapters and reducers for EIA and DIN standards.



Philip Cindrich, President MYAT, Inc. 380 Chestnut Street Norwood, NJ 07648 Phone: 201-767-5380 FAX: 201-767-4147

We are interested in marketing our product in: Worldwide

International Business Information Direct Sales, Agents/Distributors

771 NE Harding Street Minneapolis, MN 55413 Phone: 1-800-722-2587 Phone: 612-623-4436 FAX: 612-331-1613 Contact: Victor Toso



Export Information

Mr. Victor Toso NADA-CHAIR 771 NE Harding St. Minneapolis, MN 55413 Phone: 800-722-2587 FAX: 612-331-1613

We are interested in marketing our product in: Worldwide

International Business Information Agents/Distributors

6701 Bay St. Emeryville, CA 94608 Phone: 510-652-2411 FAX: 510-652-5075 URL: http://www.nadywireless.com Contact: Howard Zimmerman

Nady Systems will be exhibiting a wide variety of broadcast quality VHF and UHF wireless microphone systems for ENG and studio applications, including the Nady ENG-12, a 160 channel, frequency agile UHF snap on wireless transmitter that converts any professional XLR or lav microphone to wireless operation, the Nady WQ-4000, a modularly designed on-camera talent wireless cueing system, and the second generation 950GS 160 channel UHF wireless base receiver system with a choice of either the 160 channel HT-60 handheld microphone transmitter or the 160 channel LT-60, an all metal lavalier bodypack transmitter.

Export Information

6701 Bay St. Emeryville, CA 94608 Phone: 510-652-2411 FAX: 510-652-5075 Contact: Sue Collier

S-1

SEC

S-2

We are interested in marketing our product in: Worldwide

International Business Information Agents/Distributors

Nagra Kudelski SA6804

Route de Geneve 22 1033 Cheseaux Vaud SWITZERLAND Phone: 41 21 732 0101 FAX: 41 21 732 0100 Contact: Aldona Mury

NAGRA KUDELSKI will show the whole range of NAGRA analog audio Tape Recorders, the NAGRA-D Digital Audio Recorder and the NAGRA ARES-C Solid-State Recorder, a portable mono/stereo machine, with a mono recording time of 40 minutes on a 20 Mbyte PCMCIA card, with on-board copying and editing, G722 or MUSICAM ISO/MPEG Layer II compression and standard telephone output. ISDN output is optional. Weight is only 6 1/2 lbs. NAGRA LYSIS will present their turnkey solutions for radio and TV broadcast automation; their Information Management System consists of hardware and software for editing, broadcast scheduling, management statistics and administration, and an object-oriented information system for the management of multimedia documents. NAGRA PLUS and NAGRAVISION will demonstrate analog and digital pay-TV solutions, covering access control, subscription management, encoding, decoding, network control, information management and Electronic Program Guide production, as well as prepaid and impulse pay-per-view. NTSC, PAL, SECAM, D2MAC and DVB-compliant MPEG-2 are supported. No substantiated case of piracy is known. Over six million decoders are in use.

1937-C Friendship Drive El Cajon, CA 92020 Phone: 619-258-1200 FAX: 619-258-0925 URL: http://www.nalpak.com/nalpak Internet: nalpak@nalpak.com Contact: R.S. Kaplan

Manufacturing and distribution of Television and Motion Picture support products featuring:

World Radio History

TUFFPAK: Molded tripod shipping case ACCU-CHART: Test chart system MAGLINER: Portable carts Complete line of shipping and carrying cases. PELICAN, BEL-AIR, QUICKSHIP, TAL-TECH Soft sides casesfor lighting, camera and accessories.

Export Information

R.S. Kaplan 1937-C Friendship Drive El Cajon, CA 92020 Phone: 619-258-1200 FAX:619-258-0925 URL: http://www.nalpak.com/nalpak Internet: nalpak@nalpak.com

We are interested in marketing our product in: Worldwide

International Business Information Direct Sales, Agents/Distributors, Joint Ventures, Licensing Agreements

<u>Nautel</u>	Maine	Inc.	•••••	1923
201 Targe				N-2

201 Target Industrial Circle Bangor, ME 04401 Phone: 207-947-8200 FAX: 207-947-3693 Internet: nautel@fox.nstn.ca Contact: Gary Manteuffel

S-1

SOLID STATE AM & FM RADIO BROADCAST TRANSMITTERS: FM SERIES- Super efficient, modular FM transmitters 4 kW, 7kW and 10kW stand-alone, 20kW combined: on-air serviceability. NE50-50 watt digital FM exciter with AES/EBU digital or analog input. ALL NEW XL SERIES- Super efficient, modular AM transmitters 12kW to 60kW: AM Stereo/ monaural, on-air serviceability, dual exciters. ND SERIES- Low power, modular AM transmitters 1 kW to 5kW; AM stereo/ monaural, rugged and economical. NA SERIES- High power frequency agile medium wave AM transmitters 100kW to 300kW stand-alone, higher power combined systems: on-air serviceability, dual exciters using Direct Digital Synthesis technology.

Export Information

RR#1 Tantallon Hackett's Cove, NS B0J 3J0 Canada Phone: 902-823-2233 FAX: 902-823-3183 Contact: Gary Manteuffel

We are interested in marketing our product in: Worldwide

International Business Information Direct Sales, Agents/Distributors

200 Commerce Dr. Rochester, NY 14623-0000 Phone: 716-359-4000 FAX: 716-359-4999 Contact: Michelle Long



S-2

MMW

SEC

Navy Recruiting CommandS2674 SEC.

801 N. Randolph Street Arlington, VA 22203 Phone: 703-696-5160 FAX: 703-696-4867 Contact: Dave Werner

MMW 30 Rockefeller Plaza New York, NY 10112 Phone: 212-664-3797 FAX: 212-957-8917 Internet: ychin@nbc.com Contact: Yuien Chin Contemporary and archival stock footage.

4641 Montgomery Ave. Suite 511 Bethesda, MD 20814-0000 Phone: 301-718-8880 FAX: 301-718-8883 Contact: D. Weiss

401 Ellis Street
P.O. Box 7241
Mountain View, CA 94039
Phone: 415-960-6000
Contact: Kathy Lamelli

650 South Jefferson Street Unit #A Placentia, CA 92670 Phone: 1-800-335-7273 FAX: 714-528-7941 Contact: John M. Bobadilla, Jr.

Nelson Baldwin Cases is a manufacturer of reusable shipping and storage containers for broadcast equipment including EIA rackmount and shock mount shipping containers. Shipping cases for computers, monitor, and accessories. Shipping and storage of trade show booths and associated hardware that is delicate and sensitive that requires protection while on the road or in the air.

Export Information

We are interested in marketing our product in: Asia, Mexico

International Business Information Direct Sales

Nemal Electronics Int'l. Inc.7965 12240 NE 14th Ave.

N. Miami, FL 33161 Phone: 305-899-0900 FAX: 305-895-8178 URL: http://www.nemal.com Contact: Benjamin L. Nemser

Nemal Electronics is a manufacturer and supplier of cable, connectors, and cable assemblies for use in broadcast, RF, data, and electronic control applications. We offer a

complete line of precision audio, video, snake and triax cables available in multiple in multiple colors, either in bulk or terminated. Our manufacturing capabilities include design. production, and testing of specialized composite cables in either prototype or production quantities. We offer products with UL approval as well as custom designs for enhanced flexibility, sunlight resistance, direct burial, or other specific requirements. Our distribution division stocks more than 2500 cable and connector products available for same day shipment including all types of RF connectors, crimping tools, and the complete line of Kings patch panels.



12240 NE 14th Ave. N. Miami, FL 33161 Phone: 305-899-0900 FAX: 305-895-8178 Contact: Benjamin L. Nemser

We are interested in marketing our product in: Worldwide International Business Information Direct Sales, Agents/Distributors

N-2

SEC

Neotek Corp1819

1154 West Belmont Avenue Chicago, IL 60657 Phone: 312-929-6699 FAX: 312-975-1700 Contact: Hugh Daly

5 Vaughn Drive Princeton, NJ 08540-0000 Phone: 609-799-5071 FAX: 609-799-9540 Contact: Mike Zablocki

S-1 MMW 15150 Avenue of Science San Diego, CA 92128 Phone: 619-451-6400 FAX: 619-451-6409 URL: http://www.networkmusic.com Contact: Ken Berkowitz

Export Information

Mr. Bruce Tucker, VP Network Music, Inc. 15150 Avenue of Science San Diego, CA 92128 Phone: 619-451-6400 FAX: 619-451-6409 URL: http://www.networkmusic.com

We are interested in marketing our product in: Australia, Canada, Central America, Eastern Europe, Mexico, South America, Western Europe

International Business Information Agents/Distributors, Licensing Agreements

Network Video

1755 E. Bayshore Rd., Ste. 8B Redwood City, CA 94063 Phone: 800-959-9870 FAX: 415-494-8118 Internet: nvtinc@hooked.net Contact: Eric McCrystal

SEC

NVT designs, manufactures, distributes and markets video transceivers which allow baseband (composite) video to be transmitted over unshielded twisted-pair telephone wire for distances up to 2,000 feet (600 m). With NVT's patented crosstalk immunity, video signals may reside in the same wire-bundle with other potentially interfering signals, such as ringing telephones, data communications signals, or other video signals. One- or two-way video signals may reside in existing in-house wiring. Distances up to 6,000' (1,800 m) achieved by repeating the signal along the way. NVT video signals are sent without the need to digitize or compress and is designed for telephone wire.

Export Information

Mr. Eric McCrystal, Marketing & Sales Mgr. Network Video Technologies, Inc. 1755 East Bayshore Rd., Suite 8B Redwood City, CA 94063 Phone: 800-959-9870 FAX: 415-494-8118 Internet: nvtinc@hooked.net

We are interested in marketing our product in: Worldwide

International Business Information **Direct Sales, Agents/Distributors**

195 Lehigh Avenue Lakewood, NJ 08701 Phone: 908-901-9488 FAX: 908-901-9608 Contact: Kathi Evans

Overview: Innovative XLR audio connectors. including solderless cable and panel XLR's, 1/4" phono jack/XLR panel mount "combo" connectors, bantam and 1/4" jack panels featuring push terminal connections and programmable normalling jumpers, colored patch cords, miniature and sub-miniature multi-pin connectors, jacks, plugs, speaker connectors and a full line of XLR accessories. New Products: Include a complete line of MI 1/4" jacks and plugs, 4 and 5 contact RAPC panel mount XLR's, Black Gold-4 pole Speakons and the "Power Con" speakon for amplifiers.

New England Satellite

Systems	S1864
433 South St.	SEC
Shrewsbury, MA 01545-0000	
Phone: 508-842-4328	
FAX: 508-842-4857	
Contact: John Foley	

World Radio History

One Heathrow Blvd, 286 Bath Rd West Drayton Middlesex GB-UBODQ United Kingdom Phone: 441814768000 FAX: 441814768100 Contact: Margot Field

28720 Roadside Drive Suite 301 Agoura Hills, CA 91301 Phone: 818-879-0000 FAX: 818-865-1421 Internet: olaf@nmaker.com Contact: Olaf Saugen

PC-based electronic newsrooms and automation software, including a Windows 95 user interface. The newsroom system includes complete machine control for character generators, still stores, analog and digital videostores, automatic feeds recording and playback, and more. New products include the Visual Automation System, an event driven client-server broadcast automation system dgned for use with the NewsMaker Electronic Newsroom, but also available as a stand-alone model.



Export Information

Autocue Limited, Mick Gould, General Manager Autocue House 265 Merton Road London SW18SJS England Phone: 44-181-870-0104 FAX:44-181-874-3726

We are interested in marketing our product in: Worldwide

SEC

International Business Information Agents/Distributors

1200 SW Executive Drive Topeka, KS 66615 Phone: 913-228-8000 FAX: 913-228-8001 Contact: Bob Hoffman

NewTek, Inc., is featuring the Video Toaster Flyer -- the only broadcast quality, on-line, nonlinear editing system utilizing VTASC, a compression system with superior outpout to JPEG, MPEG, or Wavelet technology. With quick and easy to use tools and unique features like "cut to music" everyone can create professional quality productions. The Flyer provides realtime transitions, CG keys, scrolls, and crawls, as well as full integration with NewTek's Emmy award-winning LightWave 3D. As the only 3D application available across multiple platforms, including Intel-based PCs, Silicon Graphics, DEC Alpha, MIPS, and Amiga workstations, LightWave is the Hollywood standard.



SFC

Scott McCallum, Sales Manager NewTek, Inc. 1200 SW Executive Drive Topeka, KS 66615 Phone: 913-228-8000 FAX 913-228-8001 Internet: isales@newtek.com We are interested in marketing our product in: Worldwide International Business Information Agents/Distributors

NEXUS informatics GmbHS3316 Dachauer Strasse 665 SEC

Dachauer Strasse 665 D-80995 Munchen GERMANY Phone: 49891581550 FAX: 498915815555 Contact:Michael Schleich

Product Name:Scan Do 1024 Category: 087 -Scan Converters. Description:Scan Do 1024 converts up to 1024 x 768 VGA and MAC to TV video and has the unique capability of image magnification with panning. Other features include 16.8 million color representation, two-level anti-flicker filter, switchable image freeze, switchable underscan/overscan modes, H & V positioning, test pattern generator and more. Price:\$1795.

Export Information

Detler Hueke Dachauer Strasse 665 D-80995 Munchen GERMANY Phone: 49891581550 FAX: 498915815555

We are interested in marketing our product in: Central America, Western Europe International Business Information Direct Sales
 Niche
 10381

 4455 South Jill's Place
 S-1

 Salt Lake City, UT 84170
 Phone: 801-963-1991

 FAX: 801-963-1803
 Contact: Earl Gray

Nigel B Furniture 10655 Vanowen Street SEC

Burbank, CA 91505 Phone: 818-769-9824 FAX: 818-769-9965 Contact: Nigel Brent

INNOVATION rather than IMITATION sets us apart from the competition. If you are looking for the best solution to any Rack Mounting situation, don't accept second best, see why most Major Manufacturers, Studios, Post Production Houses and Government departments choose Nigel B over any other. If you have found other furniture difficult to assemble, be surprised to find that our better designed Racks, Workstations etc are not only easier to assemble but are not any more expensive. Expect to find many new and exciting products that will help you configure your facility how YOU WANT IT.



10655 Vanowen St. Burbank, CA 91505 Phone: 818-769-9824 Fax: 818-769-9965 Contact: Nigel Brent

We are interested in marketing our product in: Canada, Western Europe

International Business Information Joint Ventures

NII Norsat

International, Inc. 1417 302-12886 78th Avenue N-2 Surrey, BC V3W 8E7 CANADA Phone: 604-597-6200 FAX: 604-597-6214 Contact: Sherri Binks

NTV Presents Pro-Scan Digital Broadcast via Satellite at NAB '96

NTV (Nippon Television Network Corporation) will demonstrate its newly developed 525 line progressive scanning (Pro-Scan) digital system, the first of its kind in the world. This system is based on the SMPTE 293M and 294M standards, and is applicable to SDTV. It's one of the most promising candidates as the standard for the digital broadcasting generation.

Take a look at the superior picture quality by a live satellite transmission demo!

NTV BOOTH #KW1 Grand Lobby LVCC, Special Technological Exhibition

World Radio History

S-5

SEC

1300 Walt Whitman Road Melville, NY 11747 Phone: 516-547-4381 FAX: 516-547-8518 Internet: ehk95.aol.com Contact: Evan Krachman

Established Products: S1 5x8.5111 - Lightest, most compact normal video lens on the market. This lens features Internal Focus, a 2.2x extender on an ENG LENS and a MOD of 21.7" inches. S9x5.5II - Lightest and most compact super wide lens in the market. S20x8 - Super Telephoto lens that is the size and weight of traditional 15x lens. This lens features All Nikon ENG Lenses feature Internal Focus, Aspheric Elements, ED Glass and the Shortest MOD's. Each lens is backed by the Express Loaner Program for the life of the lens.

Nippon Television Network

Corporation....Special Tech Exhibit 50 Rockefeller Plaza, Suite 1018 New York, NY 10020 Phone: 212-489-8390 FAX: 212-489-8395 Contact: Nancy Iwata

12345 Starkey Road Suite K Largo, FL 34643 Phone: 813-532-4241 FAX: 813-531-4847 Internet: markku.lento@nmp.nokia.com Contact: Markku Lento

Nokia Paging, a division of Nokia Mobile Phones Ltd., is the world leader in designing, developing and manufacturing wide-area FM pagers. Nokia Paging also manufacturers a data receiver ideal for remote control systems and other customer-defined applications, offering RDS and MBS network operators additional revenue opportunities. Nokia paging supplies FM pagers for all commercial RDS/MBS paging networks worldwide. FM paging is the fastest, most cost effective way to build a mobile communications system giving complete coverage of a country or region. Nokia Paging also offers assistance and consulting to potential operators on how to develop a nationwide paging network.



Export Information

Sirkku Sallyla - Suosaari, Customer Support Manager P.O. Box 86, Orninkatull Salo 24100 Finland Phone: 358-10-5051 FAX: 358-10-505-4481 Internet: sirkku.sallyla-suosaari@nmp.nokia.com

We are interested in marketing our product in: Worldwide

Intl. Business Information: Direct Sales

915 West 100th South S-Salt Lake City, UT NONSTOP Phone: 800-554-6462 Phone: 801-531-0060 FAX: 801-531-0346 Internet: nonstoplib@aol.com Contact: Susie Davis

Non-Stop Productions, a leader in the promotion music industry, celebrates its fifteenth year anniversary producing music for television, film, and advertising. Non-Stop's custom music can be heard 24 hours a day on several different networks. Non-Stop has produced an exceptional music library noted by producers all over the country as "Simply the Best". The library contains several catagories of "Simply the Best" and freshest music and continues to grow since its creation in 1994. The library is featured at this show and special discount prices will be offered. Free demos will be distributed at the booth.

Export Information

Susie Davis 915 West 100 South Salt Lake City, UT 84104 Phone: 1-800-554-6462 Phone: 801-531-0060 FAX: 801-531-0346 Internet: nonstoplib@aol.com

We are interested in marketing our product in: Australia, Canada, Central America, Mexico, South America, Western Europe

International Business Information Direct Sales, Licensing Agreements

Exhibit Hall Floorplans

Sands Expo Center Exhibits-

SEC (Sands Exhibitors), NET (internet @NAB'96), MMW (MultiMedia
World)Pull-out between
pages 16 & 17
Also see pull-out section between pages 16 & 17 for overview floorplans of Sands meeting rooms and lobby areas.
Las Vegas Convention Center Exhibits-

N-1See floorplan, page 97	7
S-1See floorplan, page 98	3
S-2See floorplan, page 99	9
S-3See floorplan, page 100	С
S-4See floorplan, page 10	1
S-5See floorplan, page 10	2
O (Outdoor Exhibits)Pull-out between	n
pages 96 & 9	7

Also see pull-out section between pages 96 & 97 for overview floorplans of LVCC & Las Vegas Hilton meeting rooms and lobby areas.

10 Hearst Way Kanata, Ontario K2L 2P4 CANADA Phone: 613-592-4164 FAX: 613-592-6560 URL: http://www.norpak.ca Internet: info@norpak.ca Contact: Rob Dumbrille

The leader in television vertical blanking interval (VBI) technology. Introducing the world capable TES3 Multi-standard VBI Encoding Platform, for the encoding and insertion of data in any TV standard (NTSC, PAL, SECAM, 525 Line, 625 Line) in any VBI format (NABTS, PAL, Line 21 Captioning, proprietary). TES3 configurations, high speed data broadcast to Norpak PC card/external VBI Data Receivers; Line 21 Closed Captioning (PAL Line 22); VBI data conversion from one TV standard/VBI format to another: and custom configurations. See the technology behind Intel's Intercast and Gemstar's Guide Plus+. Ideal for electronic publishing, stock quote distribution, Doppler weather radar systems.

Export Information

Rob Dumbrille 10 Hearst Way Kanata ON K2L 2P4 CANADA Phone: 613-592-4164 FAX:613-592-6560 Internet: info@norpak.ca URL: http://www.norpak.ca

2221 Lakeside Blvd. C0701 Richardson, TX 75082 Phone: 214-684-8457 FAX: 214-684-3823

<u>Northern</u> Technologies, Inc.	
23123 E. Mission	N-2
Liberty Lake, WA 99019	
Phone: 509-927-0401	
FAX: 509-927-0435	
Contact: Greg Matthews	

Vova Systems	
O Albany Turnnike	S-5

50 Albany Turnpike Canton, CT 06019 Phone: 860-693-0238 FAX: 860-693-1497 Contact: Mark Podesla

NovaBlox[™] Video Signal Processing System featuring the new Studio Frame series that includes: Time Base Correction, Frame Synchronization, Audio/Video Delay Systems, Encoding, Decoding, Transcoding, Serial Digital Conversion, Computer to Video Scan Conversion, Audio and Video Matrix Routing

Systems, Audio and Video Switching and Distribution Systems.



Export Information

1370 Dell Avenue Campbell, CA 95008 Phone: 408-866-8300 FAX: 408-866-4859 Internet: mhermann@videonics.com Contact: Tom Hermann

We are interested in marketing our product in: Worldwide

International Business Information Direct Sales, Agents/Distributors

635 Massachusetts Avenue N.W. Washington, DC 20001-3753 Phone: 202-414-2626 FAX: 202-414-3035 Contact: Miriam Lenett

2732 Via Orange Wav Suite A Spring Valley, CA 91978-1744 Phone: 619-670-0572 FAX: 619-670-7040 Contact: Tom Wimberly

New Products on Display: Continuous rotating pedestal for ENG/SNG trucks and remote relay sites, camera mounted mini-microwave units and ENG microwave truck package with portable break-a-way capability. Established products on display: Microwave transmitters and receivers covering the 2 to 2.5 and 6.4 to 7 GHz bands at 1/4, 2 and 12 watts. Shaped beam/rectangular antennas, Helix and discone antennas, traffic and weather cameras, Self pointing backpack microwave system and a remote controlled multi-link golf course receive system NS Microwave remote controlled equipment is controlled by either DTMF tones or Personal Computer RS 232 over a phone line or radio link.



Tom Wimberly, Sales Engineer 2732 Via Orange Way, Suite A Spring Valley, CA 91978-1744 Phone: 619-670-0572

FAX: 619-670-7040

We are interested in marketing our product in: Worldwide

International Business Information Direct Sales

NSN Network Service1513

20 Eagle Road Avon, CO 81620 Phone: 970-949-7774 FAX: 970-949-9620 Contact: M. Montemayon

9050 Red Branch Road Columbia, MD 21045 Phone: 410-964-8400 FAX: 410-964-9661 Contact:Stephen Neuberth

NTI

N-1

S-2

<u>NTL</u>	S1234
Crawley Court	SEC
Winchester Hampshire	
GB-S0212QA United Kingdom	
Phone: 441962822759	
FAX: 441962822766	
Contact: Steve Holebrook	

NTL is the UK's leading supplier of broadcast, transmission and telecommunications services and provides international services via its global digital video network. With satellite teleports in central London and Winchester, NTL is the premier European gateway for satellite broadcasting. NTL's new joint service agreement with Orion provides for highly competitive digital distribution service to Europe and the US; while Intelsat 57E provides connectivity to Africa and Asia. Enhanced by pioneering expertise in MPEG-2 video compression, NTL offers competitive satellite services of the highest quality and availability.



Export Information

We are interested in marketing our product in: Africa, Asia, Australia, Middle East, Western Europe

Intl> Business Information: Direct Sales

NuComm, Inc
101 Bilby Road S-5
Hackettstown, NJ 07840
Phone: 908-852-3700
FAX: 908-813-0399
Internet: 103165,2571@compuserve.com
Contact: David O. Thomas

Nucomm, Inc. designs, manufactures and sells microwave communication products. Our product line includes transmitters and receivers for ENG, STL & ICR for the TV broadcast industry. Equipment includes both fixed and portable, and antennas. In addition, we can provide Turnkey Systems for STL/ICR links and ENG receive sites. We will be featuring our 4GHz Portable Microwave equipment for the new ENG Microwave band and our Fixed Link Transmission Equipment (Digital Series).



N-2

Export Information

Mr. Bruce Jennings 101 Bilby Road Hackettstown, NJ 07840 Phone: 908-852-3700 FAX: 908-813-0399

We are interested in marketing worldwide

International Business Information Direct Sales, Agents/Distributors

Nuko Information

S-3

<u>Systems</u>	M3861
2235 Qume Dr	MMW
San Jose, CA 95131	
Phone: 408-526-0288	
FAX: 408-526-9542	
Contact: Paul Gulati	

S-3

443 Crown Point Circle Grass Valley, CA 95945 Phone: 916-265-1000 FAX: 916-265-1021 Contact: Jimi Johnson

NVISION will introduce a range of Digital Video processing, distribution and conversion equipment, tailored for Television Broadcasters and Post Facilities making the transition from Analog to Digital, Building on the company's reputation for developing equipment that resolves problems when designing digital audio systems within a video environment, NVISION has designed a series of modules compatible with the widely utilized NV1000 series rack frame. Shown for the first time will be: Serial Digital Video Distribution Amplifiers, A to D's, D to A's including Encoders and Decoders. Also, the new 9000 series networked control panels, a low power version of the successful NV3512 Synchronous AES router and Synchronous versions of the 82 NV1308 and 642 NV3064 AES routing systems.



Jimi Johnson NVISION, Inc. 443 Crown Point Circle Grass Valley, CA 95945 Phone: 916-265-1000 FAX: 916-265-1021

We are interested in marketing our product in: Worldwide

International Business Information Direct Sales, Agents/Distributors

Nytone Electronics

Corporation	10957
2424 South 900 West	S-4
Salt Lake City, UT 84119	
Phone: 801-973-4090	
FAX: 801-973-0176	
Contact: Glenda Balding	

O'CONNOR ENGINEERING...... 5556 S-2

100 Kalmus Drive Costa Mesa, CA 92610 Phone: 714-979-3993 FAX: 714-957-8138

O'Connor Engineering invented the fluid head concept in 1949 and still manufactures the foremost line of fluid pan and tilt cameras support in the world today. They als have innovated various tripod designs which revolutionized how a tripod is operated and the

speed from storage to set-up. OConnor recently introduced a 2-Stage tripod named the 25L. Its design is made of lightweight carbon fiber. Weighing only 6.5 lbs. and offering a height range from 15 to 66 inches, it goes higher, gets lower, and is lighter and more stable than any comparable tripod. All current and several new products will be on display.



Export Information

Cary Clayton, VP Sales OConnor Engineering 100 Kalmus Drive Costa Mesa, CA 92610 Phone: 714-979-3993 FAX: 714-957-8138

We are interested in doing business in: Worldwide

International Business Information: Agents/Distributors

1515 South Manchester Avenue Anaheim, CA 92802 Phone: 714-774-2200 FAX: 714-780-7594 Contact: Bill Keegan

Office of the

OMR

OMB	2626
Maria Moliner, 74-76	N-1
E-50007 Zaragoza SPAIN	
Phone: 34-7-625-3579	
FAX: 34-7-625-3309	
Contact: Antonio Ormad	

21818 Lassen Street Unit H Chatsworth, CA 91311-3686 Phone: 818-700-0742 FAX: 818-700-0313 Contact: Kimi Akiyama

6255 Sunset Boulevard Suite 803

Hollywood, CA 90028 Phone: 213-962-6494 FAX: 213-962-4556

OMNIMUSIC currently supplies over 100 compact discs of music and sound effects to all production media. Liscensing is available on annual blanket (unlimited use), per production and in the case of our sound effects on a buyout basis. New releases every month.

OMNITRONIX, Inc.1426

113 Dickerson Road North Wales, PA 19454 Phone: 215-699-2400 FAX: 215-699-2323 Contact: Brian F. Morgenweck

Omnitronix, Incorporated, manufacturers a full line of solid state MW AM and Tropical Band SW transmitters using advanced PDM technology to provide highly efficient broadcast operation. Power levels available range from 500watts to 50KW All models feature extensive LED alarm and status indicators, "hot-swap" amplifier modules, stainless steel hardware, Teflon insulated wiring, an extensive transient protection system, redundant modular circuitry and a unique modular design which allows front-panel access to transmitter subassemblies. As an aid to engineers maintaining our transmitters, all components in Omnitronics transmitters are listed by their world common part numbers. Transmitters are available in either fixed or frequency agile configurations, with an array of options designed to meet specific customer requirements.



Brian F. Morgenweck VP Sales and Marketing 113 Dickerson Road North Wales, PA 19454 Phone: 215-699-2400 FAX: 215-699-2323

S-4

SEC

S-2

S-2

We are interested in marketing our product in: Africa, Asia, Australia, Middle East, Mexico, Western Europe

International Business Information Direct Sales, Agents/Distributors

ONE TOUCH

Systems, Inc.	i4072
40 Airport Parkway	NET
San Jose, CA 95110	
Phone: 408-436-4666	
FAX: 408-436-4699	
Contact: Johan Praats	

One Touch Systems, Inc. is the leading provider of highly interactive distance learning solutions for corporate, government and education video networks. The One Touch system creates a highly interactive learning environment with 100% student participation. Users of the One Touch system include the American Red Cross, AT&T, Digital, FAA, Ford, JC Penny, Microsoft, Oracle, Xerox and other leading organizations. Building on the success of its microphone-equipped response keypads, One Touch is now creating interactive distance learning products for the internet and World Wide Web to meet an even broader range of distance training and education applications in the future.



Export Information

Mr. Ken Chow, International Sales Manager 40 Airport Parkway San Jose, CA 95110 Phone: 408-436-4667 FAX: 408-436-4699

We are interested in marketing our product in: Worldwide

International Business Information Direct Sales, Agents/Distributors, Joint Ventures

S-5

1033 N Sycamore Ave. Los Angeles, CA 90038-2307 Phone: 213-934-3566 FAX: 213-462-6490 Contact: Irene Losmandy

OptiBase, Inc. M4722 MMW

5000 Quorum Drive Suite 700 Dallas, TX 75240 Phone: 214-774-3800 FAX: 214-239-1273 Internet: mpeg.quality@opitbase.com Contact: Nicci Vaughn

MPEG VideoPro - Real-time MPEG-1 encoder with BetaCam input. Complete digital video authoring solution with PCMotion Pro and MPEG-1 encoding board. MPEG Lab Suite 3.0 - Nine new features with next generation real-time MPEG-1 encoder; Linear Batch Encoding, Audio MEter, V-LAN Support, Sony 9-Pin Control, Advanced MPEG Player for MCI-Based Decoders, Programmable Audio Delay, Off-line MPEG-2 Transport Layer Multiplexer, MPEG Editor. Videoplex -Videoplex can playback both MPEG-1 and MPEG-2 video streams. Videoplex is offered as both EISA and PCI single-slot board configurations with composite and S-Video output connectors. Scorpio 1.0 - New PCI based MPEG-2 1/2 DI encoder, full MPEG-2 add-on board.

OptImage Interactive

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7185 Vista Drive	MMW
West Des Moines, IA 50266	
Phone: 515-225-7000	
FAX: 515-225-0252	
Contact: Laura Stillions	

Optimum Productions	
204-121 Lakeshore Road E	S-2
Mississauga, Ontario	
L5G 1E5 CANADA	
Phone: 905-278-2125	
FAX: 905-271-8687	
Contact: Louis Hurtubise	

World Radio History

913 18th Avenue South Nashville, TN 37212 Phone: 615-327-8090 FAX: 615-327-1326 Internet: optionspj@aol.com Contact: Donna Reid

A wide range of acessories and upgrade systems for Rank Cintel and BTS telecines.

S-2

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Export Information

Donna Reid, Director/Sales & Marketing 913 18th Avenue South Nashville, TN 37212 Phone: 615-327-8090 FAX: 615-327-1326 Internet: optionspj@aol.com

We are interested in marketing Worldwide International Business Information Direct Sales, Agents/Distributors

3450 Hillview Avenue Palo Alto, CA 94304 Phone: 415-855-0200 FAX: 415-855-0222 Internet: bronwyn@opityision.com Contact: Bronwyn Johnston

OPTIVISION will be exhibiting MPEG-based solutions for storing and distributing video. Core technologies include MPEG-2 encoding for full CCIR 601 resolution video and high quality MPEG-1 SIF encoding and proprietary preprocessing. Demonstrated applications include an MPEG-2 workstation used for encoding video for storage on video servers or for distribution; "live" video communication over standard networks, including T-1, for video back haul; and multi-channel playback for video-on-demand or ad insertion. The technology is implemented on the PC compatible OPTIVIDEO ™ encoder and decoder cards.



Mr. Neil Rowlands, Director, European Sales Phone: 44-1734-331-455 FAX: 44-1734-331-456 Internet: neil@mpread.co.uk

We are interested in marketing our product in: Asia, Australia, Canada, Central America, Eastern Europe, Europe, Indian Ocean, Middle East, Pacific Ocean, South America, Southeast Asia, Western Europe, Worldwide

International Business Information Agents/Distributors

5821 NE 14th Ave. SEC Ft. Lauderdale, FL 33334 Phone: 305-771-2050 FAX: 305-771-2052 Contact: Cynthia Cox

MMW

Orad Hi-Tec Systems Ltd.M4062

14 Hatas Street Kfar Saba 44425 ISRAEL Phone: 972-9-7676862 FAX: 972-9-7676861 Internet: orad@netvision.net.il Contact: Avi Sharir

Orad's Virtual set: Orad proposes a unique solution to composite foreground imagery with 3-d computer generated scenes for live programs. Camera and lens parameters are extracted in real-time using the foreground video with no mechanical sensors, memory heads or robotic cameras. The extraction of camera parameters is done using a most powerful proprietary real-time video processor (DVP -100). Advantages: Ordinary studio cameras are used, cameras can be moved (not just panned and tilted) and even shoulder mounted cameras may be used, no calibration, no backlash or noise problems, no studio installation, very attractive cost figure and low maintenance cost. IMadGINE: Real-time video

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image processing system for on-video replacement of billboards in sporting events and for insertion of perspective transformed logos into empty locations in the arena. Enhanced advertising revenues for all parties. Replay 2000: A workstation for sports producers and commentators used to automatically track and highlight players, draw players' trails on the field, measure distances and velocities and edit video sequences for replays in sporting events.

1525 Alvarado St. San Leandro, CA 94577 Phone: 510-351-3500 FAX: 510-351-0500 Internet: custsrv@orban.com Contact: Howard Mullinack

Orban will introduce the OPTIMOD-FM 2200, a new low-cost FM digital audio processor. Key

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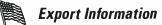
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Sponsored by France Telecom features include: 8 programmable presets, 2-Band processing with HF enhancement, protection processing, and remote control. The DSE 7000 major upgrade features realtime, 24-bit, internal effects including 4-band parametric EQ, world-class OPTIMOD compression, reverb by Lexicon, and other multi-effects. All effects are fully adjustable in real-time, and may be patched in on all tracks, main output or internal send submaster. Upgrade includes new DSP hardware and Version 6.0 software. All DSE's may be upgraded. Come by our booth #2011 to see the newest additions to the Orban product line.



Mr. Howard Mullinack, VP, Sales Orban 1525 Alvarado Street San Leandro, CA 94577 Phone: 510-351-3500 FAX: 510-351-0500 Internet: custserv@orban.com

We are interested in marketing our product in: Worldwide

International Business Information Agents/Distributors

2440 Research Blvd., Suite 400 **SEC** Rockville, MD 20850 Phone: 301-258-3233 FAX: 301-258-3256 Contact: Cee Cee L. Lettsome

Orion Atlantic, LP launched its first international communications satellite, Orion 1, on Nov. 29, 1994. From its Atlantic Ocean orbital position 37.5 degrees West Longitude, the satellite provides Ku-band capacity services with coverage in Europe and North America. Orion 1 communications capabilities include 34 Ku-band transponders, multiple spot beams and broad beam coverages, and high gain antennas supporting low-cost ground equipment. Orion 1 offers flexible communications options including voice, audio, data distribution networks and efficient transmission in both digital and analog video formats. The satellite's high uplink G/T and downlink EIRP performance permits communications to and from earth stations as 1 meter or less.

Export Information

19 Newman St. 3rd Floor London W1P 3HB, UK Phone: 44-171-580-8718 FAX: 44-171-580-8871

We are interested in marketing our product in: Eastern Europe, Western Europe International Business Information Direct Sales

2015 West Chestnut St. Alhambra, CA 91803 Phone: 818-281-3636 FAX: 818-281-8231 Contact: Dave Julin

378 Vintage Park Drive Foster City, CA 94404 Phone: 415-341-5900 FAX: 415-341-7200 URL: http://www.otari.com Contact:James Goodman

Otari Corporation offers a wide range of professional audio products with broadcast applications including a full line of tape recorders, MiniDisc recorder/players, a multitrack hard disk recorder (8, 16, 24 tracks), production and on-air mixing consoles, and a 360 capacity dual drive CD changer. For a quarter century, Otari has been providing the broadcast industry with professional audio products known for their value, reliability, ease of service and Otari Corporation offers a wide range of professional audio products with broadcast applications including a full line of tape recorder MiniDisc recorder/players, a multitrack hard disck recorder (8, 16, 24 tracks), production and on-air mixing consoles, and a 360 capacity dual drive CD changer. For a quarter century, Otari has been providing the broadcast industry with professional and audio products known for their value, reliability, ease of service and sonic excellence.



378 Vintage Park Dr. Foster City, CA 94404 Phone: 415-341-5900 FAX: 415-341-7200 Contact: Ken Sampei

We are interested in marketing our product in: Central America, South America

International Business Information Agents/Distributors

 Oxberry
 11038

 180 Broad St.
 S-4

 Carlstadt, NJ 07072-0000
 Phone: 201-935-3000

 FAX: 201-935-0104
 Contact:Jim Aneshansley



5-5

Pacific Bell 2600 Camino Ramon 45850A San Ramon, CA 94583 Phone: 510-823-4326 FAX: 510-244-1263 Contact: Michelle Carey-Schmidt

Pacific Innovative

Electronics	1414
10840 Van Owen Street	N-2
North Hollywood, CA 91605	
Phone: 818-761-8393	
Contact: Ralph Skelton	

Pacific Radio

969 N. La Brea Avenue Los Angeles, CA 90038-2321 Phone: 213-969-2035 FAX: 213-969-2053 Contact: Joe Phillips

Pacific Research &

Engineering Corp	
2070 Las Palmas Drive	N-2
Carlsbad, CA 92009	
Phone: 619-438-3911	
FAX: 619-438-9277	
Internet: sales@pre.com	
Contact: Michael Dosch	

PR&E offers a full line of audio on-air consoles including the BMX-III & Radiomixer. The STX is a stereo television audio mixer. The ADX Ensemble DAW has motorized, touch sensitive faders while the ADX Eight with mixstation module adds digital audio multirack capabilities to our ABX or Productionmixer consoles. PR&E also offers a full line of peripheral equipment as well as custom or Primeline[™] studio cabinetry. PR&E products are designed and engineered to perform flawlessly in any studio system. They're compatible with all professional grade equipment, totally RFI immune & thoroughly documented.

Export Information

2070 Las Palmas Dr. Carlsbad, CA 92009 619-438-3911

FAX: 619-438-9277 Contact: William Hopkins We are interested in marketing our product in: Worldwide

International Business Information Direct Sales, Agents/Distributors

Paco Electronics USA10481

P.O. Box 3169 Palos Verdes, LA 90275 Phone: 310-719-9065 FAX: 310-516-8181 Contact: George Iseda

S-2

DBA:Cartoni USA 2755 Alamo Street Suite 103 Simi Valley, CA 93065 Phone: 805-520-4911 FAX: 805-520-6949 Contact: Steven Manios, Jr.

PAG introduces the new System RTI which provides precise viewfinder readout of battery power remaining in hours/minutes/seconds. Also new, the PP240 battery pack featuring true series configuration of 10 5/4 sub-C cells. The MC124, four-channel charger for all Nicad batteries in the 4.8 to 14.4V (1 to 7ah) range, measures battery performance and restores lost storage capacity to tired cells. It can be operated stand-alone or PC-controlled. The AR124NP 4-channel autoranging fast charger for 4.8 to 14.4V features additional slots for NP batteries.

PanAm Sat	S2241
1 Pickwick Plaza	SEC
Suite 270	
Greenwich, CT 06851	
Phone: 203-622-6664	
FAX: 203-622-9163	
Contact: Jennifer Scarso	

Panasonic Broadcast and

10000
S-3

Panasonic Broadcast showcases its revolutionary breakthrough in digital video acquisition and storage -- DVCPRO. A complete DVCPRO component digital video product family will be displayed, including the AJ-D700 ENG camcorder; AJ-D750 studio VTR; the ultracompect AG-Ez1 DV-format camcorder; and the portable laptop editor including audio, two video monitors, and two internal VTRs. The POSTBOX nonlinear editing system is shown with its latest software upgrade, Version 2.0. New, cost-effective D-3 composite digital products are the compact, full-featured AJ-D360 studio VTR and the AJ-D300, a smaller, feature-packed camera/recorder. In cameras, check out the AQ-235W 16:9/4:3 digital studio camera and the AQ-23W 16:9/4:3 EFP/ENG camera.

Pandora International

S-5

Limited	.S3343
The Old Rectory	SEC
Springhead Rd	
Northfleet	
Kent GB-DA11 8H ENGLAND	
Phone: 011-444-7456x1000	
FAX: 011-444-7470x6433	
Contact: Aine Marsland	

Parity Systems Inc.	S2835
110 Knowles Drive	SEC
Los Gatos, CA 95030	
Phone: 408-378-1000	
FAX: 408-378-1022	
Contact: Robbi Robinson	

ParkerVision	.S1464
8493 Baymeadows Way	SEC
Jacksonville, FL 32256	
Phone: 904-737-1367	
FAX: 904-731-0958	
Contact: Cara Lyons	

ParkerVision, Inc., manufacturer of the CameraMan Camera Product Line, has developed a complete three-chip CameraMan studio automation system. This system was developed for applications that require a fully automated broadcast quality camera system with true color and detail representation at an affordable price. Standard CameraMan system features include: Choice of 12x or 16x zoom lens option; gen-lock capability; high resolution 1/2" 3CCD with 720 TV lines; software interface to control multiple cameras. Optional Features include: Integrated autoTRACK capability w/wireless audio; Windows Interface, front-end control with shot profile recall. PRICING: GPT-2012-G3A (12x zoom lens) three-chip General Pan/Tilt Camera System \$15,495.00; GPT-2016-G3A (16x zoom lens) three-chip General Pan/Tilt Camera System \$18,495.00; PCS0212-P3A (12x zoom lens) three-chip Presenter Camera System \$18,495.00; PCS-2016-P3A (16x zoom lens) three-chip Presenter Camera System \$21,495.00; SCS-2012-S3A (12x zoom lens) three-chip Student Camera System \$17,495.00; SCS-2016-S3A (16x zoom lens) three-chip Student Camera System \$20,495.00; PLS-2012-N3a (12x zoom lens) three-chip Personal Locator Camera System \$17,495.00; PLS-2016-N3A (16x zoom lens) three-chip Personal Locator Camera System \$20,495.00; PLS-2012-A3A (12x zoom lens) three-chip Personal Locator System w/autoTrack \$20,495.00; PLS-2016-A3A (16x zoom lens) three-chip Personal Locator System w/autoTrack \$23,495.00. Demonstratons: ParkerVision, Inc. will be demonstrating their complete 3-chip CameraMan Studio Automation System throughout NAB '96 at booth S1464. Booth S1464 is located in the Sands Expo and Convention Center.

Export Information

We are interested in marketing our product in: Asia, Australia, Canada, Eastern Europe, Western Europe

International Business Information Agents/Distributors

Pathlight Technology, 767 Warren Rd Ithaca, NY 14850 Phone: 607-266-4000 FAX: 607-266-4010 Contact: Chris Martens	<u>Inc.</u> S1441 <i>SEC</i>
PC Video Conversion 1340 Tully Rd., Suite 309 San Jose, CA 95122 Phone: 408-279-2442 FAX: 408-279-6105 Contact: Daryl Manning	M4578 MMW
Peace Corps 1990 K Street, N.W. Washington, DC 20526 Phone: 202-606-9441 FAX: 202-606-3949 Contact: Steve Maroon	S1029 SEC
Peerless Industries 1980 Hawthorne Avenue Melrose Park, IL 60160 Phone: 708-865-8870 FAX: 708-865-2941 Contact: Dustin Valally	8458 S-4

PennWell Publishing Computer Graphics WorldM4726

10 Tara Boulevard, Suite 500 Nashua, NH 03062 Phone: 603-891-9172 fax: 603-891-0539 Contact: Elizabeth Quinn

Recognized by professionals as the leading authority on 3D modeling and computer graphics technologies since the inception of 3D, Computer Graphics World's award winning editorial focuses on the state-of-the-art techniques and products used by leading engineering and animation professionals. Product overviews, user application stories and feature articles provide CGW readers with the latest information on this rapidly changing industry. Unlike any publication on the market today, CGW covers everything from CAD/CAM/ CAE/CIM, industrial design, architectural design, and scientific engineering/visualization on the engineering side, through special effects for film/ broadcast and interactive entertainment on the animation side.



Export Information

10 Tara Blvd. Ste 500 Nashua, NH 03062 Phone: 603-891-9172 FAX: 603-891-0539 Contact: Paul McPherson

We are interested in marketing our product in: Australia, Canada, Central America, Europe, Middle East, South America, Worldwide

International Business Information Agents/Distributors, Licensing Agreements

2716 Ocean Blvd., Suite 1005 Santa Monica, CA 90405-5209 Phone: 310-452-4995 FAX: 310-450-9860 Contact: Buddy Frisbee

Penta Laboratories SEC 21113 Superior Street Chatsworth, CA 91311 Phone: 818-882-3872 FAX: 818-882-3968 Internet: pentalab1@aol.com Contact: Barnaby Zelman

PENTA LABORATORIES MANUFACTURES AND DISTRIBUTES ELECTRON TUBES FOR RADIO AND TELEVISION BROADCAST TRANSMITTERS. WORLD RENOUNED, PENTA OFFERS EXCEPTIONAL PRODUCT SUPPORT AND WARRANTIES AS WELL AS COMPETITIVE PRICES ON ITS FULL RANGE OF POWER TRANSMITTING TUBES.

Export Information

21113 Superior St. Chatsworth, CA 91311 Phone: 818-882-3872 FAX: 818-882-3968 Contact: Barnaby L. Zelman

We are interested in marketing Worldwide

International Business Information Direct Sales, Agents/Distributors

P.E. Photron_.....S2335

MMW

(Photron Ltd) 4030 Moorpark Ave., #108 SEC San Jose, CA 95117 Phone: 408-261-3613 FAX: 408-261-3628 Internet: pepman@netcom.com Contact: Tak Takimizu

P.E. Photron will show the following products: PHOTRON Virtual Set "Virtual Distu"; Advanced Real-time Video Chromakey System "PRIMATTE PRO-100" - PRIMATTE Pro 100 chromakey hardware system provides means for fine and superb compositing, which was only available with complex software program for SGI workstations before; Cromakey and Image Compositing Software "PRIMATTE S-100" - The PRIMATTE Polyhedral Slicing Algorithim is a revolutionary concept in image compositing, providing advanced techniques for extremely fine manipulation of color regions not possible using conventional chromakey techniques; Digital Video Disk Array "DVDA-2" DVDA-2 is a full-digital, realtime image recording disk array. With hard disk drives configured in an array, the DVDA-2 provides realtime recording and playback of up to 52 min. of D1 video signals.



Mr. Tak Takimizu, Sales Manager 4030 Moorpark Avenue, #108

N-2

San Jose, CA 95117 Phone: 408-261-3613 FAX: 408-261-3628 Internet: pepman@netcom.com

We are interested in marketing our product in: Canada, Eastern Europe, Western Europe

International Business Information Agents/Distributors

PEP, Inc.	8000
PO Box 161	S-3
E. Boothbay, ME 04544	
Phone: 212-246-2490	

FAX: 212-765-5988 Contact: James Tharpe

PESA Switching

330A Wynn Drive Huntsville, AL 35805 Phone: 205-726-9200 FAX: 205-726-9271 Contact: Elise Taylor



Jaguar Audio/Video Digital/Analog Routing Switchers: 64x64 routing switcher digital or analog, audio or video versions. 125MHz. 3300 Control System & WIN3300 User Interface Software: Control system with Windows-based user interface software. RCP Control Panels: PESA's control panels for user interface for routing switcher utilizing twisted pair wiring, and standard RS-485 interface. PESA Network Control Software: Network-based routing switcher control; for operation from a computer workstation connected to a Novell network. PVC3000 Telephone Interface: Telephone interface for control of routing switchers utilizing touch tone phone remote interface; PESA's OMNIBUS Router Management System: Controls PESA routing switchers utilizing OMNIBUS System.

Phasetek Inc.	
550 California Road, Unit 11	N-1
Quakertown, PA 18951	
Phone: 215-536-6648	
FAX: 215-536-7180	
Contact: Kurt Gorman	

AM antenna phasing equipment, antenna tuning units, diplexers, RF components, unipole kits and detuning systems, RF dummy loads, switching systems, transmitter combiners.

Phillips Business Information

......S1254, S1353, M4176, S1946 1201 Seven Locks Road SEC MMW , Suite 300 Potomac, MD 20854 Phone: 301-340-7788x462 FAX: 301-424-4297 Contact: Sally Schofield

World Radio History

BTS becomes Philips Broadcast Television Systems

For years, you've known us as BTS, a leader in innovative broadcast and post-production systems. Yet, you may not have known that the company behind BTS is Philips Electronics. While we've shared the resources of one of the world's largest companies, we didn't fully share its name. Until now. Welcome to Philips Broadcast Television Systems. As the legendary Philips name comes to our trusted products, we will introduce even more world-class solutions in television technologies. We still have all the great people you know. But now, more than ever, their aim is to make television even better.

Let's make things better.





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Philips Broadcast

94 West Cochran Street Simi Valley, CA 93065 Phone: 805-584-4700 FAX: 805-584-4750

Philips Broadcast Television Systems (formerly BTS Broadcast Television Systems), manufactures, sells and services a comprehensive line of professional television systems for broadcast, production, post-production and corporate applications. International headquarters are in Griesheim, Germany; Marketing, sales and service headquarters for The Americas are in Simi Valley, California. At its 12,000 square foot show floor location, Philips will showcase its Media Pool video server, FDL Quadra CCD telecine, LDK 10/10P CCD studio and companion cameras (with the new LDK10P Long Lens Adapter); and DVCPRO equipment.

Philips Digital Video

S-3 6501 Deane Hill Drive Knoxville, TN 31919 Phone: 423-602-3000 FAX: 423-602-3024

Internet: fuhren@knox.pcec.philips.con

Philips DVS, part of the distinguished Philips Business Electronics N.V., is among the world's preeminent digital television, video, and audio technology development and signal transmission operations. In the US, the group is based at Philips Consumer Electronics Company, Knoxville, TN, where engineers work together with Philips DVS N.V., as well as Philips Broadcast Television Systems, Simi Valley(Formerly BTS Broadcast Television Systems). DVS develops and manufactures a complete line of MPEGII, DVB compliant digital video encoders, modulators, multiplexers, and settop boxes.

Philips Components 9300 S-3 85 McKee Drive Mahwah, NJ 07430

Phone: 201-529-2188 FAX: 201-529-2109 Internet: 103003.1743@compuserve.com

Philips TV Test Equipment, established in 1964 and located in Copehagen, is one of the world's leading suppliers of test and measurement for use in production and post-production environments and in the fields of transmissions and TV set manufacturing. TV Test features a complete family of color analyzers, color alignment generators, sync pulse generators, VITS generators and inserters (ghost cancellation), waveform monitors, vectorscopes & TV modulators.

Phili	ps Com	ponents .

..... 9300 100 Providence Pike Slatersville, RI 02876 Phone: 407-762-3800 FAX: 407-767-4493

Philips Components continues to manufacture

S-3

in their Slatersville, Rhode Island Plumbicon® camera tubes for use in broadcast and medical imaging applications. Frame transfer CCD sensors and modules are also available. These CCD products range from standard television to high-definition television formats. Custom CCDs up to 7x9K are available and can be frame transfer or full frame. These custom CCDs are used in medical, broadcast and military applications.

Export Information

Carlo Sabetti, Intl. Marketing Mgr.

We are interested in marketing our products in: Worldwide

International Business Information: Agents/distributors, Direct Sales

Phoenix E.N.G.	M10 <u>1</u>
6832 Fox Hill Lane	0
Cincinnati, OH 45236	
Phone: 513-891-1444	
FAX: 513-891-3453	
Contact: Rob Braun	

4X4 and van ENG and radio broadcast vehicles

Export Information

6832 Foxhill Lane Cincinnati, OH 45236 Phone: 513-891-1444 FAX: 513-891-3453

We are interested in marketing our product in: Asia, Canada, Mexico, Southeast Asia. Western Europe

International Business Information Direct Sales, Agents/Distributors

SEC

2545 W. 237th St. Torrance, CA 90505-5228 Phone: 1-800-214-0222 Phone: 310-530-1416 FAX: 310-530-5958 Contact: Greg Stoner

POC manufacturers fiber optic video/audio/data transmission equipment. POC has supplied customers in distance learning, multimedia computer networking, video confrencing video/film production, and local-area networking. Specialties include single-fiber multiple channel uni- and bidirectional systems. We furnish multimedia solutions for campus and "point-to-point" environments. POC's established Wavelength Division Mulitplexing (WMD) technology increases the capicity of a single fiber optic strand to accomodate today's expanding needs for multimedia full motion, real-time video/audio/data information. POC's approach creates and open architecture supporting diverse combinations of independent channel formats including video, ethernet, keyboard and mouse, and select telco interfaces.

Picture Network

International, Ltd.	
2000 14th Street North	NET
Arlington, VA 22201	
Phone: 703-312-6210	
FAX: 703-807-2741	
Contact: Victor Clough	

Pike	&	Fischer,	Inc.	S1846
4600 F	Fas	t-West High	าพลง	SEC

4600 East-West Highway Suite 200 Bethesda, MD 20814 Phone: 301-654-6262 FAX: 301-654-6297 Contact: Zachary Wheat

Pinnacle Micro, Inc.	S2014
19 Technology	SEC
Irvine, CA 92718	
Phone: 714-	
789-3000 👝 🛛 🔨	
789-3150	
URL: http://www.pinaclemicro.com	
_ '_ · _ '.	

Contact: Bob Paul

Pinnacle Micro, Inc., the recognized leader in Recordable CD and optical storage systems, will showcase its new RCD-5040 CD-ROM recorder. The RECD-5040 is a 4X player and 2X recorder and comes complete with all the hardware and software necessary to create your own video, audio or data CD's. Pinnacle will also show the Orray 2/4 optical disk array based on the revolutionary Apex technology. The Orray 2/4 offers users fast sustained data throughput for digital video applications and boasts a storage capacity of 9.2 to 18.4 Gigabytes of storage. Pinnacle will also show the Apex 4.6 Gigabyte optical hard drive. The Apex offers 4.6 Gigabytes of storage with cost and performance comparable to current hard drives. Pinnacle's optical storage systems are perfect for all environments including data intensive applications such as digital audio/video, multimedia, desktop publishing, imaging, archival and networking.

Pinnac	e Sy	stems,	<u>Inc.</u>	

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870 West Maude Sunnvvale, CA 94086 Phone: 408-720-9669x18 FAX: 408-720-9674 Contact: Sales

Pinnacle Systems, Inc., based in Sunnyvale, California, has been awarded two EMMYs: the first in 1990 for pioneering the video workstation concept, and the second in 1994 for developing its address compression technology. Today, the company is a leading manufacturer of open architecture video manipulation, graphics creation and storage, and integrated desktop video products. Pinnacle's products are used extensively in the professional broadcast, cable, post-production and desktop markets. The company's products are available through direct sales offices and a

worldwide network of distributors and resellers. The company is publicly traded on the NASDAW market under the symbol PCLE. For further information about Pinnacle Systems and its products, call 1-800-4PINNACLE. Outside the U.S., call 44-0-1895-442003.

Export Information

Mr. Brian Conner, Vice President Pinnacle Systems, Ltd. Building 6 The Grand Union Office Park Packet Boat Lane, Uxbridge Middlesex UB8 2GH, UK

We are interested in marketing our product in: Worldwide

International Business Information Direct Sales, Agents/Distributors

Pioneer New Media

Technologies10457 2265 E. 220th Street Phone: 310-952-3065 FAX: 310-952-2990



Pioneer New Media Technologies, Inc. manufactures innovative electronics products for industrial, entertainment and educational applications. The Cable and Broadcast Systems Group applies Pioneer's electronics products expertise to the broadcast/ professional and cable television industries, with products such as video disc recorders/ players, multi-disc changer systems, mass storage mediums, cable set-top home terminals and projection CUBE video display systems. Pioneer remains a leading manufacturer of high-quality audio/video communications products. While the company devotes sizable amounts of time, energy and resources into developing new technologies, Pioneer is known for offering practical products that address the needs of the market today. Pioneer New Media Technologies is headquartered in Long Beach, California and is a subsidiary of the Tokyo based Pioneer Electronic Corporation. For more information on the company's products and services, call (310)952-2111.



Export Information

2265 E 220th St. Long Beach, CA 90810 Phone: 310-952-2529 FAX: 310-952-2990 Contact: Richard Rios

We are interested in marketing our product in: Central America, South America

International Business Information Agents/Distributors

655 River Oaks Pkwy	MMW
San Jose, CA 95134	
Phone: 408-954-2700	
FAX: 408-954-0118	
Contact: Stacy Manshack	
-	

<u>Pixel Instruments Corp.</u>	S2624
718 University Avenue #210	SEC
Los Gatos, CA 95030	
Phone: 408-354-9122	
FAX: 408-354-0122	
Contact: Richard Reilly	

Pixel Instruments Corporation develops and manufactures video and audio processing products for all formats of analog and digital signals. Products on display include: DS4200 Serial Digital Frame Synchronizer with digital proc amp; AD3100 Digital Audio Processor featuring time compression and expansion, pitch correction, automatic lip sync correction, up to 6.1 seconds of audio delay, digital and analog inputs and outputs and more; TC3100 Digital Audio Transcoder; DA300 Digital Video Distribution Amplifier for serial and parallel signals; DD2100 Video Delay Detector; PA2100 Video Processing Amplifier for analog video; AD3000, FD1900; FD2900 Audio Delays for digital and analog audio.



Richard Reilly, Sales 718 University Avenue #210 Los Gratos, CA 95030 Phone: 408-354-9122 FAX: 408-354-0122

We are interested in marketing our product in: Africa, Asia, Australia, Canada, Central America, Commonwealth of Ind. States, Eastern Europe, Europe, Indian Ocean, Middle East, Mexico, Pacific Ocean, South America, Southeast Asia, Western Europe, Worldwide International Business Information Agents/Distributors

Unit 1, Trinity Hall SEC Farm Industrial Estate Nuffield Rd, Cambridge GB-CB41TG United Kingdom Phone: 441223423399 FAX: 441223423868 Contact: James Gilbert

Pixel Power manufactures a range of open architecture character generators. Collage CG: Combined character generator and stills store. Extreme power on a modest budget. Collage: As Collage CG but adding comprehensive Painting facilities, matte creation tools and VTR control. A graphics department in a box. 2D and 3D animation optics. Fast off-line rendering of even the most complex effects. Unbeatable value for money. All character generators use Postscript and Truetype fonts

and can import ASCII, CGM, TAGA and TIFF picture files from a PC. Even the basic model has timeline control and subtitling capability. Collage is currently being used by many influential customers in Post Production and Broadcasting world-wide.

Play, Inc. (formerly	
Progressive Image	
2890 Kilgore Road	- S-5
Rancho Cordova, CA 956	70-6133
Phone: 916-851-0800	
FAX: 916-851-0801	
Contact: Mark Randall	

Point Broadcast GmbHi3975 NET

Carl-Zeiss-Stra 27 D-63322 Rodermark GERMANY Phone: 496074881216 FAX: 496074881217 Internet: rd@broadcast.org Contact: Rainer Dunkel

POINT is a broadcasters' product catalog on the internet. Our web site enables you to find products for your application very effectively. All products and services are accessible on our database and may be scanned by specifications or features. In addition to that, every product may also include its photograph and

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Pike & Fischer, Inc.

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back plane drawing. With hyperlinks to the manufacturers' own web site, additional marketing information can be accessed very easily. Other broadcast-related information will be in our database, such as company profiles, job offerings, and information about post houses and system integrators. This service if free for all internet users worldwide.



Export Information

We are interested in marketing our product in: Worldwide

International Business Information Licensing Agreements

Porta-Jib/Hollywood

General Machines Inc	
1033 N. Sycamore Avenue	SEC
Los Angeles, CA 90038	
Phone: 213-462-2855	
FAX: 213-462-6490	
Contact: Scott Losmandy	

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932 Philadelphia Avenue Silver Spring, MD 20910 Phone: 301-589-2662 FAX: 301-589-2665 Contact: Dave Harry

1900 Series Directional Array Antenna Monitors AT-51 Audio Test System RC-16+ Automatic Remote Control System SD-31/RX-31 Frequency Synthesizer & Coherent Detector FIM-21/FIM-41 Medium Wave Field Strength Meters FIM-71 VHF Field Strength Meter FIM-72 UHF Field Strength Meter MPC-11 Modulation and Power Controller SMR-11 Synthesized AM Monitor Receiver QA-100 Program Audio Analyzer 1500-PC Programmable Transmitter Controller with "DOS" compatable software



Export Information

Dave Harry, VP Marketing/Sales 932 Philadelphia Avenue Silver Spring, MD 20910 Phone: 301-589-2662 FAX: 301-589-2665

We are interested in marketing our product in: Worldwide

International Business Information Direct Sales

SEC

4749-C Bennett Drive Livermore, CA 94550 Phone: 510-449-2101 FAX: 510-449-9148 Contact: Eva Castro

Wireless video that transmits standard NTSC or PAL video and audio signals. FCC certified under Part 15 and no user license required. Operates at 2400-2483 MHz. Practical in fixed or mobile applications this lightweight and compact system eliminates the need for costly cable and can be immediately installed in various locations in minutes. The superior performance of the wireless video system can be attributed to features such as: full motion video, four user selectable channels, range capabilities of up to 3 miles, and low current consumption.

19943 Via Escuela Saratoga, CA 95070 Phone: 408-867-6519 **Prime** FAX: 408-926-7294 Contact: Bill Hendershot



Audio/Video delays with no data compression, which allow the audio and video to be delayed independently up to 30 seconds. Standards converters for all world standards that reduce anomalies 2 to 1 and can pass the same standard in/out. Time base correctors and synchronizers for quality, cost effective applications. A complete line of desktop video standards converter, time base corrector/ synchronizer plug-in boards. Featuring: Xpon component TBC/PCB full frame synchronizer/ TBC transcodes between YUV (YRB), Y/C and composite. C-Sync rack mountable full frame synchronizer/TBC transcodes between YUV (YRB), Y/C and composite.

Export Information

Mr. Bill Hendershot, President 19943 Via Escuela Saratoga, CA 95070 Phone: 408-867-6519 FAX: 408-926-7294

We are interested in marketing our product in: Worldwide

International Business Information Agents/Distributors

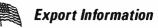
Prism Media Products, Inc.S1042 SEC

121 State Highway 35 Red Bank, NJ 07701 Phone: 908-747-7272 FAX: 908-747-2781 Contact: Kenneth Smalley

5855 Uplander Way, Suite E Culver City, CA 90230-0000 Phone: 310-670-7500 FAX: 310-670-0133 URL: 75031,265@compuserve.com Contact: Boyce Williams

New Products: The Pristine TIMEWARP! is a full-featured network program time-shift hard disk audio recorder. With your playlist on screen, the powerful Pristine VOICETRAXX lets you record your voice tracks days in advance with the push of a button. The Pristine AUDIO COMMANDER makes recording your audio files a snap! Existing Products: The

Pristine Music Management and Commercial Control System is a feature-rich digital broadcast solution at an affordable price. Pristine offers the best integrated multi-pass playlist scheduler (Pristine MUSIC PLUS) and on-air playback combination (Pristine MMCS) for Hard Disk, CD, DAT, and satellite.



Mr. Boyce Williams 5855 Uplander Way, Suite E Culver City, CA 90230 Phone: 310-670-7500 FAX: 310-670-0133

We are interested in marketing our product in: Australia, Western Europe

International Business Information Agents/Distributors

Pro Source/Broadcast

1515 Black Rock Turnpike Fairfield, CT 06432-0000 Phone: 203-335-2000 FAX: 203-335-3005 Contact: John T. O'Keefe

ProSource specializes in ENG/EFP production equipment including: Broadcast Cameras & Monitors, Lenses, Tripods, Audio, Batteries, Transport Cases, Lighting/Grip and related "location/field" supplies. Introducing: SCRIPTBOY II, Wireless Timescode System, SHADE/FX, Lightweight Matte Box, D.O.F.I. Raster Screen, Monitor Enhancer, FORMATT, Professional 4X4 Filters.



Mr. John T. O'Keefe, President ProSource/Broadcast Marketing, Ltd. 1515 Black Rock Turnpike Fairfield, CT 06432 Phone: 203-335-2000 FAX: 203-335-3005

We are interested in marketing our product in: Worldwide

International Business Information **Direct Sales, Joint Ventures**

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S-2

4480 N. Shallowford Road, Suite 102 Dunwoody, GA 30338 Phone: 770-396-1971 FAX: 770-396-0595 Contact: Wendy Elliott

TX220 Digital Master Control; TS16, TM24, and HD Series Analog and Digital Audio and Video Routing Switchers; Signal Processing and Distribution Equipment; Compass Broadcast Automation; MAPP Broadcast Video Server and Automation; Procion Control Software; Mentor Plus SPG; and Commander Intercom Systems.

Pro Cyc Inc.	10482
2407 Southeast 10th Avenue	S-5
Portland, OR 97214	
Phone: 503-231-1211	
FAX: 503-231-1749	
Contact: Fritz von Tagen	

Want to create Virtual Reality? It all starts with using PRO CYC. Every studio plannig to be involved in Real-Time Virtual Reality needs a cove, and Pro Cyc provides a modular infinity cove system. Pro Cyc is perfect for everything from standard studio shots to virtual reality. We give you choices: our generous 5' radius curved sections or our more compact 3.5' radius curved sections. Both are designed for permanent installation. Or you can use the 3.5' radius sections with our support sytem to create a free-standing system. At NAB 96 we will be introducing our new 60 degree Radius Corners. Best of all, Pro Cyc is reusable and affordable.



Export Information

Fritz von Tagen, President 2407 S.E. 10th Avenue Portland, OR 97214 Phone: 503-231-1211 FAX: 503-231-1749 We are interested in marketing our product in: Africa, Australia, Canada, Central America, Eastern Europe, Europe, Middle East, Mexico, South America, Southeast Asia, Western Europe, Worldwide

International Business Information Direct Sales, Agents/Distributors, Joint Ventures

1700 NE Cable Drive	N-Z
Conover, NC 28613	
Phone: 704-464-4141	
FAX: 704-466-0860	
Contact: Dan Johnsor	۱

Produccion & DistributionS2573

13040 SW 120th Street	SEC
Miami, FL 33286	
Phone: 305-256-6774	
FAX: 305-256-8487	
Contact: Roko Izzara	

4766 Research Drive	S
San Antonio, TX 78240	
Phone: 210-641-6677	
FAX: 210-641-7455	
Contact: Mel Taylor	

3415 Olandwood Court Olney, MD 20832 Phone: 301-570-0774 FAX: 301-570-0776 Contact: Rick Fry S-2

Blank and Custom Printed Video, Audio, Computer and General Office labels-Sheet format for Laserjet and Inkjet printers or pinfeed format for Dot Matrix Printers, New LABEL PRODUCER ™ for Windows software prints in COLOR on color printers or black on regular laser printers. All of Professional Labels sheet formats are pre-formatted into the program. Mac labeling software. White, Glossy, Tinted Colors and Dayglo sheets are available with a variety of formats. Labels for VHS, 1", 3/4", Beta SP, 8mm, M-II, D1, D2, D3 and CD products are available. NEW PRODUCTS include DAT label sheets, Removable adhesive sheets and a variety of colors. Case inserts for video and audio products. VHS 1/3, Full Sleeve and mailer cases. Cardboard and plastic slip sleeves. Computer disk labels in regular and glossy styles. General Office labels include: file folder, addressing labels, business cards, and rolodex cards on sheets. Videotape status labels are now available on sheets and rolls.



N-1

N-2

23 Hannover Drive #7 St. Catharines, ON L2W 1A3 CANADA Phone: 905-641-1512 FAX: 905-641-1648 Contact: Jan Smith

Professional Sound

Corporation1411 24932 Avenue Kearny Unit 4 Valencia, CA 91355 Phone: 805-295-9395 FAX: 805-295-8398 Contact: Ronald Meyer

Professional Sound Corporation specializes in the manufacture of portable sound recording equipment and accessories for the film and video industries. Our products include: Audio Mixers, Microphones, Distribution Amplifiers, Time Code Slates, Equipment Carts, Inductive Earpieces, Standard and Custom Cable Assemblies, RF Antennas and Multicouplers, Microphone Power Supplies, Rechargeable Power Supplies, Microphone Shock Mounts and more. Professional Sound Corporation is also the U.S. distributer of VDB Boom Poles and is stocking master distributer for the broadcast line of microphones from Electro-voice. New products featured at NAB '96 will be: Power Station, RF Multi, M4 Audio Mixer w/PPM Meters, Phone Hybrid, Adapter Barrels, Digislate, Sync Generator, Press Train and more!



Robert Rodriguez 24932 Avenue Kearney, Unit 4 Valencia, CA 91355 Phone: 805-295-9395 FAX: 805-295-8398

We are interested in marketing our product in: Worldwide

International Business Information Agents/Distributors

Progressive Networks Inc.i3275 NET

616 First Ave. Suite 700 Seattle, WA 98104 Phone: 206-447-0567 FAX: 206-223-8221 Contact: Peter Turok

Promax Technology	M5242
16 Technology Drive	MMW
#106	
Irvine, CA 92718	
Phone: 714-727-3977	

FAX: 714-727-3546 Internet: mcconathy@aol.com Contact: Charles F. McConathy ProMax Technology is a leading developer of

cost effective high performance SCSI and

UltraSCSI disk arrays that are compatible with Power Macintosh NuBus/PCI and Windows NT PCI based computers. Storage capacity ranges from 2 GB to 54 GB with SRP from \$1195.00 to \$47,765. ProMax has developed a cost effective 4 GB removable cartridge for \$110.00 each. ProMax disk arrays are especially designed for audio/visual applications and deliver uninterrupted data at rates suitable for high quality non-linear editing with popular editing solutions such as VideoVision Studio, Telecast, Targa2000, and Media 100 systems. ProMax systems are sold by better Resellers and VARs worldwide.



16 Technology Drive, #106 Irvine, CA 92718 Phone: 714-727-3977 FAX: 714-727-3546 Internet: KROPF@AOL.COM Contact: Rene Kropf

We are interested in marketing our product in: Worldwide

International Business Information Agents/Distributors

Promusic, Inc. S2816

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Don't miss the unveiling of the Large Market Module for Audio Wizard CFS for Windows. This new module makes running a live show in all sizes of markets a snap. A totally revamped control room screen leads the list of features that all stations can utilize. Full login and password security and tracking protect your vital data. The exclusive automated time announcements and backtime modules will also be shown. The Windows 3.1 and Novell based system provides unsurpassed stability, flexibility, instant Dolby AC-2 and MPEG audio access, live or automated operation, central file storage, pentium computers, runs 5 or more radio stations, and supports 50 workstations. Features like the Button Bar, Digital Reel to Reel, Copy System, Voice tracking, Hard Drive Automation and Satellite interface systems, block overfill protections, block stretch/squeeze, revolutionary Real Time Editor and hundreds of other features highlight this incredible system. Stop by Booth #3705 or call 1-800-658-4403.

9440 Carroll Park Drive San Diego, CA 92121 Phone: 619-457-5500x146 FAX: 619-457-9647 Contact: Customer Service

MMW

NET

S-5

Proxima will exhibit its family of Desktop Projectors, self contained multimedia projectors that display both computer images and video. These Desktop projectors feature bright 300-500 ANSI lumen images so meetings, presentations, classroom education, and training can be conducted in fully-lit rooms. Leaving the lights on provides for more effective communication and promotes audience interaction. Proxima also manufacturers the Proxima Ovation and Ovation+ families of LCD projection panels.



Michael Voot. Vice President International Sales 9440 Carroll Park Drive San Diego, CA 92121 Phone: 619-457-5500 FAX: 619-457-9647

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International Business Information Direct Sales, Agents/Distributors

PSINETi34<u>7</u>5

510 Huntmar Park Drive Herndon, VA 22070 Phone: 703-904-4100 FAX: 703-904-4200 Contact: Melissa Parker

SEC

N-1

3260 South Susan Street Santa Ana, CA 92704-6865 Phone: 714-540-4229 FAX: 714-641-9062 Contact: Peter S. Pulizzi



Peter S. Pulizzi, President 3260 South Susan Street Santa Ana, CA 92704-6865 Phone: 714-540-4229 FAX: 714-641-9062 Internet: sales@pulizzi.com

We are interested in marketing our product in: Africa, Asia, Australia, Canada, Central America, Eastern Europe, Europe, Indian Ocean, Middle East, Mexico, South America, Southeast Asia, Western Europe, Worldwide

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FHINGS

ABEKAS & IMMIX Scitex Digital Video

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S-4

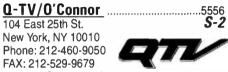
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QEI Corporation1811

P.O. Box 805 Williamstown, NJ 08094 Phone: 609-728-2020 FAX: 609-629-1751 Contact: Jeff Detweiler

Southeast Salem Business Park 7B Raymond Ave., Unit 8 Salem, NH 03079-0718 Phone: 603-893-7707 FAX: 603-893-7714 Contact: Steve Smilgis

104 East 25th St. New York, NY 10010 Phone: 212-460-9050 FAX: 212-529-9679 Contact: George Andros



A complete and comprehensive line of Computer Prompter Software and On-Camera Teleprompter Cueing equipment. Computer Prompter software includes: QCP LT, QCP Mark I and QCP Mark II. All IBM PC compatible. CueMac ComputerPrompter software for the McIntosh line of computers. Other custom produced ComputerPrompter software available for news and production. All Computer Prompter software includes closed captioning, international fonts, WordPerfect and MSWord imports, proportional spacing and a host of other features. On-Camera Teleprompters include: FDP-9 Flat Panel Teleprompter, 9' (Composite & VGA), 12", 15" and 17" models for studio and remote locations. Also, the Executive Speech Prompter for Public Speaking.



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Quantum CorporationM4248 MMW

500 McCarthy Blvd. Milpitas, CA 95035 Phone: 408-894-4895 FAX: 408-894-5088 Contact: Laurie Chun

Quark, Inc._____M4457

1800 Grant Street Denver, CO 80203 Phone: 11-800-788-7835 Phone: 303-894-8888 FAX: 303-343-2086 Contact: Susan Friedman

Quark's forthcoming internet and multimedia authoring and interactive viewing tool set available later this year - is designed to provide publishers with a true cross-media communications solution. Combined with QuarkXpress, the de facto standard for professional electronic publishing, QuarkImmedia links the ease of use, power, and precise design controls of QuarkXPress to the dynamic and interactive benefits of multimedia. QuarkImmedia is designed to let users create quality projects for the Internet, CD-Rom, kiosks, and print markets. QuarkImmedia consists of two components: the multimedia design software and an interactive viewer. The design software lets publishers create interactive internet and multimedia projects that include pictures, text, sounds, movies, scripts, and linked text. The QuarkImmedia Viewer lets the user interact with projects distributed over the Internet, CD-ROM, or accessed via a user's hard drive, created in QuarkImmedia. The QuarkImmedia Viewer will be available for Macintosh. Power Macintosh, and Windows (3.1, Windows for Workgroups 3.11 and Windows 95). The QuarkImmedia Viewer lets users see and print projects created using the design software, regardless of whether they own QuarkImmedia or QuarkXPress.

Quebec Government Office8657 S-4

11755 Wilshire Blvd. Los Angeles, CA 90025 Phone: 310-477-2217 FAX: 310-346-2767 Contact: Melissa Isom

Quickset International, Inc.6815

3650 Woodhead Drive Northbrook, IL 60062 Phone: 708-498-0700 FAX: 708-498-1258 Contact: Rudy L. Merz



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Quintech Electronics &

Communications	S1170
Box 235, Route 286 North	SEC
Indiana, PA 15701	
Phone: 412-349-1412	
FAX: 412-349-1421	
Contact: Frank Elling	

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QuVis Inc. S3323

MMW

369-B Third Street, Suite 171 San Rafael, CA 94901 Phone: 415-457-3005 FAX: 415-456-3801 Internet: larry@quivis.com Contact: Larry Strober

QuVIS is introducing the QuBit digital video recorder at NAB '96. Out of the box, QuBit can act as a post-production edit VTR, a single-frame controller/recorder and digital video data server; all at a signal quality higher than D-1 and more affordable than digital Betacam. QuBit is offered in disk and tape based models, both capable of recording in real time and recording multiple hours of broadcast quality video. All units support 10-bit, four-channel digital component video and audio, including alpha channel. QuBit utilizes QuVIS's video encoding to avoid patterned noise and motion artifacts present in many digital video compression systems. NTSC and PAL formats are supported in CCIR-601 and QuVIS high-resolution mode. Four high-quality audio channels can record at either CD orDAT sampling rates. Industry standard interfaces including SCSI II, serial and Ethernet (100-base-T) provide for zero-frame accurate editing, animation recording, machine control and data transfer.

Export Information

Larry Strober 369-B Third Street San Rafael, CA 94901 Phone: 415-457-3005 FAX: 415-456-3801 Internet: larry@quvis.com

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Radamec Broadcast

Bridge Road Chertsey Surrey GB-KT168LJ ENGLAND Phone: 44-1932-561181 FAX: 44-1932-568836 Internet: rademec@delphi.com Contact: Alan K. Head

Virtual Scenario Studio System: Provides true "VR" at an affordable price without the need for an expensive super-computer. The standard set-up utilizes a Radamec "VR" camera head interfaced to the main 2U video processing unit via a user workstation. Program production is straightforward, allowing any number of Virtual Scenario camera channels to be used. Full bandwidth virtual backgrounds are processed in Real Time, creating greater realism than has been possible hitherto. A video Analogue to Digital converter, live background and key (matte) channels are included as standard. Advanced Robotic Control (ARC) product range comprising: Comprehensive range of Pan & Tilt Heads for Television Broadcast Applications including Virtual Reality. ARC Touch Control Panel System (TCP) providing shot storage and recall facilities via a Touch Screen. TCP displays a montage of frame grabbed shots for up to eight cameras. ARC Shot Control Panel (SCP) allows up to 600 individual camera positions to be stored and recalled for each Pan/Tilt Head. The SCP controls up to eight heads. Free Navigating Robotic Studio Pedestals RP2/RP4 providing full XY Height Control. Existing Radamec Controls Systems and Pan & Tilt Heads can be used to give the operator full control.

2 Overhill Road Suite 100 Scarsdale, NY 10583-0000 Phone: 914-723-8567 FAX: 914-723-6651 Contact: Chip Newton

4180 Via Real, Suite E Carpinteria, CA 93013 Phone: 805-684-5415 FAX: 805-684-9316 Contact: Jerry Clements



N-2

<u>Radio-Diner/Measured</u> Marketing, Inc.L101

3420 Oakcliff Road Suite 105 Atlanta, GA 30340 Phone: 770-455-1757 FAX: 770-455-6604 Contact: Chris Foster

The Radio-Diner, a remote broadcast vehicle for purchase or rent, is custom designed as a retro-50's diner and outfitted with a complete remote broadcast package. Measured

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Radiomation/Division of

Rosputin Ltd. 1026 Castle Street, Roscommon Co. Roscommon **IRELAND** Phone: 35390326047 FAX: 35390325334 Contact: Michael Farrell

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<u>Raffles Trade</u>

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25358 Avenue Stanford Valencia, CA 91355 Phone: 805-294-2310 FAX: 805-294-1019 Contact: Arnold Taylor



3581 Larch Lane Jackson, MO 63755 Phone: 314-243-1223 FAX: 314-243-1384 Contact: Brad Graham

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172 Holtz Road Buffalo, NY 14225 Phone: 716-632-2700 FAX: 716-632-9080 Contact: Irene Mohler

N-2

N-1

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New Product: The MultiMedia Xpress-(MMX) is a new dual stream PCI Motion JPEG board. The MMX is capable of compression rates below 3:1. The MMX also contains a digital video bus based on Matrox Movie-II bus which can communicate uncompressed 60/50 fields at the full CCIR-601 rates. The MMX can perform sophisticated video composition from pre-recorded compressed streams. Existing Product: The Vistor 4:2:2 Component Digital Disk Recorder from Rapid Tech makes your transition from Video tape to nonlinear video and audio both practical and affordable. The Vistor emulates the best functionality of tape machines but leaves behind the undesirable effects such as linear access, mechanical transport and long wind Enclosed in a 19" x 17" x 7" rack mount case, Vistor's power and performance is packaged in the space of a single VTR.

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Raytheon Electronics

5580 Morehouse Drive San Diego, CA 92121 Phone: 619-457-1000x291 FAX: 619-455-6314 Internet: raby@lj.sd.ray.com Contact: Dean Raby

Integrated circuits for Broadcast, Studio, and Consumer digital video applications. The

TMC22153 10-bit Adaptive Comb Filter Digital Decoder will be presented along with a family of Digital Video Encoders. Also featured will be the TMC2081 Digital Video Mixer, and Raytheons' new line of upgraded-performance video building blocks. The introduction of the TMC2360 VGA-to-Video Encoder is the first product in a range of computer video products.



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FAX: 847-432-9181	
Contact: Irving Rozak	

RE America, Inc. S162	27
31029 Center Ridge Road SE	C
Westlake, OH 44145	
Phone: 216-871-7617	
FAX: 216-871-4303	
Internet: cmh@reamerica.com	
Contact: Cathy Huth	
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RE will be displaying broadcast and post prod

uction video codecs for PDH and SDH/SONET networks. New this year is PALPlus and SDH/SONET options for the RE3400/4500 video codecs. The RE660 Series MPEG layer II audio codecs will be exhibited along with the linear PCM RE8930 Audio/Data/Voice Codec. The RE 532 and RE533 RDS/RBDS encoders for FM broadcasting and paging applications will also be shown.



Ms. Cathy Huth, 31029 Center Ridge Road Westlake, OH 44145 Phone: 216-871-7617 FAX: 216-871-4303 Internet: cmh@reamerica.com

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• CONVENTION AND INTERNATIONAL EXPOSITION • SANDS EXPO CENTER Las Vegas, Nevada - April 14-18, 1996

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- BARAL Statement Discretions, FM Internations (FM-94, W TV International TR-94, W Matterials (East 2004) (FF STI 5:20) (100 MHz - TV repeaters (FW-14W) (FM annumaand systems (FV annuma-and systems) (Facilities: annuma-
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Oklahoma City, OK 73112

Contact: C. Leroy James

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FAX: 405-948-1261

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N-1

TOM and THE PHANTOMLITE, the complee digital audio systems for recording, scheduling and play-back of all commercials, liners, promos and other material. THE PHANTOM and THE PHANTOMLIGHT automatically switch among networks, satellites and other sources, rotate voice elements, schedule voices and play everything. THE PHANTOM and THE PHANTOMLITE are the most innovative ways of operating a radio station today. Ideal for live, local automation or satellite. Register Data Systems' complete line of computerized Sales, Traffic, Billing and Accounting Systems are also on display. Register Data Systems' totally new TRAFFIC FOR WINDOWS will be previewed. All RDS traffic systems are capable of interfacing with THE PHANTOM, THE PHANTOMLITE or other automation systems.

Export Information

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186 N Main St Florida, NY 10921 Phone: 1-800-431-3864 FAX: 914-651-4160 Contact: Mary M. Galbraith

Manufacturer of electronic wire and fiber optic cables for LAN, broadband, audio, video, instrumentation, security and precision coaxial cable. These constructions are available in low and high temperature jacketing materials. Fiber optic cables include indoor and outside plant applications as well as cable assemblies.

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The Republic Group	S2455
608 East Broadway	SEC

S-3

608 East Broadway Suite 100 Anaheim, CA 92805 Phone: 714-774-5855 FAX: 714-520-4752 Contact: Scott Hoover

Research Technology

4700 Chase Avenue Lincolnwood, IL 60646 Phone: 847-677-3000 FAX: 847-677-1311 Internet: bw@rti-us.com Contact: William B. Wolavka

Videotape evaluation, cleaning, degaussing and test equipment allow broadcasters and other large users of tapes to save thousands of dollars by recycling. RTI manufactures TapeChek models for most formats, including Betacam (SP, Digital and standard). Featured model is the Pro Line 4100D, which accepts all three Betacam types, both large and small cassettes. Additional models for other formats are also being displayed. For degaussing high coercivity tapes, RTI is displaying several models, including capacitive-discharge Sanix units. Rounding out the display are DXA videotape dropout analyzers, used to verify quality of used and virgin videotapes.



Mr. Thomas W. Boyle, Senior Vice President **RTI/Research Technology International** 4700 Chase Avenue Lincolnwood, IL 60646 Phone: 847-677-3000 FAX: 847-677-1311

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International Business Information Direct Sales, Agents/Distributors, Joint Ventures, Licensing Agreements

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Export Information

Mr. Paul Brett, Director, Sales & Marketing RF Technology, Inc. 16 Testa Place South Norwalk, CT 06854 Phone: 203-866-4283 FAX: 203-853-3513

We are interested in marketing our product in: Africa, Asia, Australia, Canada, Central America, Eastern Europe, Middle East, Mexico, Pacific Ocean, South America, Western Europe, Worldwide

International Business Information Direct Sales, Agents/Distributors

RGB Spectrum .			
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RGB Spectrum	
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Alameda, CA 94501	
Phone: 510-814-7000	
FAX: 510-814-7026	
Contact: Renee Gamez	

The RGB/Videolink® 1700 D-1 transforms

computer graphics to broadcast video format in real time. This sophisticated video scan converter automatically synchronizes to all computer signals with screen resolutions from 320 x 200 up to 1600 x 1200 pixels. Outputs from the scan converter include NTSC, PAL, S-Video, component analog video (Betacam/ MII), and CCIR601 digital video (D-1, Digital Betacam). In addition, a double scan rate RGB signal at 31.5 kHz is available for projection. The RGB/Videolink 1700 D-1 features a smooth 70% to 250% zoom function, state-ofthe-art flicker elimination, and the ability to overlay video with computer-generated graphics.



Bob Marcus, President 950 Marina Village Pkwy. Alameda, CA 94501 Phone: 510-814-7000 FAX: 510-814-7026

We are interested in marketing our product in: Africa, Asia, Australia, Canada, Central America, Eastern Europe, Europe, Middle East, Mexico, Pacific Ocean, South America, Southeast Asia, Western Europe, Worldwide

International Business Information Agents/Distributors, Joint Ventures

Richardson

Electronics Ltd.	7004
40W267 Keslinger Rd	S-1
LaFox, IL 60147	
Phone: 708-208-2524	
FAX: 708-208-2550	
Contact: Nanette Maercker	

P.O. Box 77394 SEC 458 Bannan Street San Francisco, CA 94107-0000 Phone: 415-543-0170 FAX: 415-777-9868 Contact: Michael P. Fennell

River City Sound

Productions	
P.O. Box 750786	S-5
916 S. Cooper	
Memphis, TN 38175-0000	
Phone: 901-274-7277	
FAX: 901-276-6912	
Contact: Bob Pierce	

Roland

Corporation U.S.	1215
7200 DOMINION CIRCLE	N-2
LOS ANGELES, CA 90040-3696	
Phone: 213-685-5141x419	
FAX: 213-722-9233	
Contact: Mari Demanty	

SEC

Technology Park II 9700 West 76th St. Eden Prairie, MN 55344-0000 Phone: 612-829-0300 FAX: 612-829-0988 Contact: Joe Rorke

1771 N.W. Petty Grove Portland, OR 97209 Phone: 503-222-9944 FAX: 503-227-1562 Contact: Jon Farley

Ross Video Inc	11013
Box 220	S-3
8 John Street	

Iroquois, Ontario K0E 1KO CANADA Phone: 613-652-4886 FAX: 613-652-4425 Contact: Jan Mills

Video Production Switchers: Broadcast quality video production switchers ranging from the 10 input, single MLE model RVS 210A to the 30 input RVS 630 with two 4-bus MLE systems, DVE and VTR control. Line includes the RVS 216A (16 input, single MLE), RVS 416 (16 input, two 4-bus MLEs), RVS 424 (24 input, two 4-bus MLEs) and the RVS 316 (16 inputs, single MLE, PGM/PST mix bus, DVE and VTR control). Video Keyers: CDK 104, a four input serial digital 10 bit 4:2:2 keyer. Video, audio, and digital video distribution products.



Jan Mills Ross Video Limited 8 John Street Iroquois, Ontario, CANADA KOE 1KO Phone: 613-652-4886 FAX: 613-652-4425

We are interested in marketing Worldwide

International Business Information Direct Sales, Agents/Distributors, Joint Ventures, Licensing Agreements

S-3

P.O. Box 472469 San Francisco, CA 94147 Phone: 011-972-9-552236 FAX: 011-972-9-552239 Contact: Paul Schmidman

RT-SET is a developer, marketer and integrator specializing in 3D computerized Virtual Studio Systems (VSS) technology for the broadcasting market. RT-SET's turnkey solutions include supply of hardware and software and installation, training and system support. The VSS is available in two basic configurations: Larus - A powerful system which enables real time integration of live actors with 3D virtual sets during live-to-air program shooting. Otus - A unique and innovative system for use in live-to-tape program shooting. New features

available are the use of animated characters using live actors and remote operation of the system using a touch-tone phone.



Export Information

Mr. Isaac Schwarzenberg RT-SET c/o United Studios of Israel Herzelia, ISRAEL 46100 972-9-552236 Fax 972-9-552239

We are interested in marketing Worldwide International Business Information Agents/Distributors

Rules Service Company4000

7615 Standish Pl. Rockville, MD 20855 Phone: 301-424-9402 FAX: 301-762-7853 Contact: Joan Lombardi

8189 Byron Road Whittier, CA 90606 Phone: 310-945-2445 FAX: 310-698-8972 Contact: Joe Malerba

Russ Bassett is a leading manufacturer of

media filing and storage equipment. Russ Bassett offers a full line of cabinets, carousels and shelving for the storage of all professional audio, video and data storage formats. All Russ Bassett cabinets are built to last, incorporating heavy gauge, fully-welded steel construction, Accuride drawer suspensions, safety drawer interlocks and a scratch resistant powder coat finish. Russ Bassett products carry the strongest warranty in the industry and are covered by a Safe Ship warranty.

Export Information

Mr. Jerry Goodall Russ Bassett, Inc. 8189 Byron Road Whittier, CA 90606 Phone: 310-945-2445 FAX: 310-698-8972 Internet: russbass@ix.netcom.com

N-1

SEC

We are interested in marketing our product in: Africa, Asia, Australia, Canada, Central America, Eastern Europe, Europe, Middle East, Mexico, South America, Southeast Asia, Western Europe, Worldwide

International Business Information Agents/Distributors

Rycote Microphone

Windshields, Ltd.1818Libbys Drive Slad RoadN-2StroudGloucestershire GB-GL51RN United KingdomPhone: 44-1453-759338FAX: 44-1453-764249Contact:Vivienne Dyer

Rycote Windshield Systems are designed for location audio and offer a significant improvement in exterior wind attenuation. The integrated system comprises a Windshield, Suspension, HI Wind Cover and Windjammer. Typically, our windshields provide an 8 to 10 db improvement over foam windscreens. Hi-Wind Covers and Windjammers can add an additional 10 dB of protection. Tycote Softies are a slip-on cover with an integral synthetic fur exterior and robust shock mount. Tycote products are employed throughout the world on feature films, location video shoots, field recordings and radio and television broadcasts.

Export Information

We are interested in marketing our product in: Worldwide

International Business Information Agents/Distributors



Ctra, Campo Real KM 2,100 Arganda del Rey 28500 Madrid SPAIN Phone: 34-1-871-1406 FAX: 34-1-871-1731 Contact:Juan Ferro

Since 1974, RYMSA has been dedicated to the design, manufacture and installation of Antenna Systems for low, medium, and high power as well as its complementary elements. like Power Splitters, Multiplexers, Switching Boards, Connectors, etc. All these products have been supplied to Public and Private Broadcasting Companies for TV and FM in both, National and International Markets. TV and radio broadcasting antennas and multiplexers, TV and radio broadcasting passive components and accessories (splitters, coaxial switches, coaxial line, components, etc.).



Export Information

Ctra. Campo Real Km.2,100 Arganda del Ray, Madrid 28500 Spain Phone: 34 1 871 1406 FAX: 34 1 871 1731 Contact: Juan R. Ferro

We are interested in marketing our product in: Africa, Australia, Canada, Central America, Commonwealth of Ind. States, Europe, Indian Ocean, Middle East, Pacific Ocean, South America, Southeast Asia, Worldwide

International Business Information Direct Sales, Agents/Distributors, Joint Ventures, Licensing Agreements

Sachtler Corp. of America11016

55 North Main Street Freeport, NY 11520 Phone: 516-867-4900 FAX: 516-623-6844 Contact: Eric D. Falkenberg

New product to be launch at NAB 1996; The video 90 fluid head for remote/studio camera applications applications. Our new sport/remote ob tripod, the ob-2000 is a perfect companion for the video 90. Sachtler corporation providing the most complete line of camera support -- for ENG, EFP, OB and studio cameras. Come see the new caddy packing. Thr vario pedestals 1-90 and 2-75 are the first studio pedestals designed for ccd cameras. Sachtler corporation has expanded it's lighting division. It now spans from 20W to 5000W, open face and fresnel, daylight and tungsten. For the studio, Sachtler has introduced suspension systems, teleclimbers, and computer positioning system. Sachtler is the only complete source for a state of the art facility.



N-1

Export Information

Eric D. Falkenberg, President 55 North Main Street Freeport, NY 11520 Phone: 516-867-4900 FAX: 516-623-6844

We are interested in marketing our product in: Central America, Mexico, South America

International Business Information Agents/Distributors

1808 West End Ave., Suite 1110 N-2 Nashville, TN 37203 Phone: 615-327-1140 FAX: 615-327-1699 URL: http://194.72.60.96/www/sadie/index.htm Contact: Jeff Boggs

SADIE will be showing their new product Octavia, a powerful, modular digital editing system aimed at post-production and multitrack tasks. A basic system provides 24 track playback, 8 channels analog and digital I/O, and dedicated hardware control panels. SASCIA has been designed as a real time ATM network for transferring multi-channel digital audio between SADiE and Octavia DAW's. Peer to peer networking will be available initially with a central server architecture available mid-year. The SADiE Mobile is a new field recorder which records directly onto the hard drive in the SADiE disk format. This can then be edited directly on a SADiE system with no need for uploading. SADiE 3 software adds significant enhancements to the SADiE system including background functionality, more tracks of playback, and enhanced user interface. It also features a new bus structured mixer and real time effects processing. Third Party Development: DE-NOISE, by Cedar Audio, is real time broad-band noise reduction package that runs on current SADiE hardware. VocAlign, by Synchro Arts, is an ADR tool that aligns a recording's time characteristics to another track. This will greatly speed the processes of vocal dubbing, foreign language replacement, and instrument double tracking.

P.O. Box 1733 3234 Sandefjord NORWAY Phone: 473-345-9600 FAX: 473-345-9333 Contact: Odd Evensen

SANDAR offers ultracompact Routing Switchers, analog and digital, for Audio, Video, 34/45 and 140/155 Mbit/s. Standalone and multilevel systems with advanced PC-control software and customer-assigned control panels. Full range up to 128 by 128. 32x32 Stereo audio or AES/EBU i 1 RU. The digital router can have different configurations, like 64x1 or 56x8. Total number of inputs and outputs is 64. Expansion is possible.

1155 N. La Brea Avenue W. Hollywood, CA 90038 Phone: 213-845-1155 FAX: 213-845-1170 Contact: Jim Schaller

The new CSS-5 shotgun stereo will be featured as will the popular COS-11 lavalier microphone. The CSS-5 combines superb shotgun performance with stereo capability all in a lightweight mic under 12 inches in length.

S-5

Satellite Export

& Engineering	D101
1007 Industrial Ave.	0
Albion, MI 49224	
Phone: 517-629-5990	
FAX: 517-629-6690	
Contact: Dennis Urquhart	

SCA Data Systems, Inc.	
2912 Colorado Suite 200	N-1
Santa Monica, CA 90404-0000	
Phone: 310-315-9930	
FAX: 310-315-9530	
Contact: Mark Medow	

P.O. Box 4580 Medford, OR 97501 Phone: 503-779-6500 FAX: 503-779-3991 Contact: Manfred Muenzel

Scala offers radio and television broadcasters a wide range of professional antenna products, including high power and low poawer FM and TV transmitting antennas, receive and transmit antennas for translators and transposers, wireless cable (MMDS) transmit antennas, FM and TV transmitter combiners, aural STL and microwave antennas, signal meters and monitors for FM, TV and satellite broadcasting. and base station antennas for communications and control networks throughout the radio spectrum from 40 MHz to 960 MHz. You can rely on Scala's 40-plus years of experience and world-class product quality, customer service and support.

<u>Scala Inc.</u>	M3864
2323 Horsepen Road	MMW
Suite 300	
Herndon, VA 22071	
Phone: 703-713-0900	
FAX: 703-713-1960	
Contact: Rick Salmon	
ScheduAll by VizuAll	

20377 N.E. 15th Court Miami, FL 33179 Phone: 1-800-334-5083 FAX: 305-651-0478 Contact: David Legow

N-1

S-5

Schneider Corp.11082

400 Crossways Park Drive Woodbury, NY 11797 Phone: 516-496-8500 FAX: 516-496-8524 Internet: stan@sca.mhs.compuserve.com Contact: Stan Wallace

Manufacturer of high-quality photographic filters for motion picture, broadcast video, and still photography. Sizes include: 6.6 x 6.6, 4 x 5.650, and 4 x 4, as well as Series 9, 4 1/2", and 138mm.



Mr. Stan Wallace Schneider Corporation 400 Crosswavs Park Drive Woodbury, NY 11797 Phone: 576-496-8500 FAX: 516-496-8524 Internet: stan@sca.mhs.compuserve.com

We are interested in marketing our product in: Worldwide

International Business Information **Direct Sales**

<u>Schoeps/Posthorn</u>

Recordings11081 142 West 26th Steet New York, NY 10001-6814 Phone: 212-242-3737 FAX: 212-924-1243 Contact: Jerry Bruck

The complete line of SCHOEPS condenser microphones and accessories. The Colette Series has 17 interchangeable capsules which screw onto a phantom-powered amplifier, or onto active tubes and cables for low-profile on-camera use. The new CCM Series combines the capsule and electronics in a miniature housing for the smallest possible pickup. The new CMBI is battery-operated, and accepts any of the Colette capsules. The VMS miniature stereo system offers of X-Y or M-S setups, with decoding of M-S rigs both on location and in post-production. SONOTRIM lavalier microphones and accessories are also being shown.

2765 De L'Industrie Trois-Rivieres, Quebec CANADA G8Z 3X9 Phone: 819-370-4343 FAX: 819-370-4353

Sideband response analysers, Group delay test sets, TV test modulators, professional TV demodulators and monitoring demodulators, analog, TV group delay correctors and SAW/VSR Exciter improvement kits, Broadcast antennas, RF filters, Circulators, remote site monitoring equipment and interfaces.

S-5

S-5

S-4

4356 Communications Drive Norcross, GA 30093 Phone: 770-903-6057 FAX: 770-903-6464 Contact: Laura Dunbar Scientific-Atlanta's PowerVu digital video com-

S-1

pression system is MPEG 2/DVB-compliant for direct-to-home networks, broadcasting, program distribution, and business television. Since the PowerVu system can receive either analog or digital input, it supports the installed base of analog studio equipment while providing a migration path to an all digital



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SWITCHCRAFT, INC. 5555 North Elston Avenue Chicago, IL 60630 Tel: (312) 631-1234 • FAX: (312) 792-2129 http://www.raytheon.com/re/swc.html Switchcraft® - Consistently Excellent Since 1946⁵⁴

network in the future. This allows broadcasters to benefit immediately from digital distribution's ability to significantly reduce transponder costs and ensure that today's equipment investment will pay dividends for years to come. This system includes the PowerVu digital video encoder, multiplexer, video modulator, commercial satellite receiver, business television satellite receiver, home satellite receiver, as well as encryption and conditional access.

101 Galveston Drive Redwood City, CA 94063 Phone: 415-369-5111 FAX: 415-369-4777 Contact: Pete Challinger



SCI FEX DIGITAL VIDEO

Formed by the integration of Abekas Video Systems and ImMIX, Scitex Digital Video is an international company that develops and markets a comprehensive line of digital video and multimedia products. Scitex Digital Video, which is headquartered in California, is the leading developer of fully realtime media solutions that expand the boundaries of both technology and the imagination. Its product lines include digital nonlinear editing systems, DVEs, production switchers, character and graphics generators and digital disk recorders. Scitex Digital Video products are sold through direct sales offices and a worldwide network of distributors.



Export Information

Stuart English Scitex Digital Video, Inc. 101 Galveston Drive Redwood City, CA 94063 Phone: 415-369-5111 FAX: 415-369-4777

13375 Stemmons Freeway Suite 300 Dallas, TX 75234 Phone: 214-620-2211 FAX: 214-620-8811 Contact: Dave Scott

5757 Wilshire Blvd. Los Angeles, CA 90036 Phone: 213-549-6850 FAX: 213-549-6801 Contact: Michael A. Prohaska

The Screen Actors Guild represents more than 90,000 professional performers nationwide who are dedicated to performing in motion pictures, television and multimedia development. They excel in on-camera performance and voice-over animators.

Damonmill Square Concord, MA 01742 Ph: 508-287-4499



FAX: 508-287-4099

URL: http://www.seachange-tech.com Contact: John Coulbourn

SeaChange Technology provides video servers and integrated systems for broadcast automation and digital insertion. Through its advances in data networking, software engineering and service performance, SeaChange Technology is a leader in video server-based systems. Its open system architecture provides fault tolerance and scalability to meet today's and tomorrow's applications.



Mr. John Coulbourn SeaChange Technology, Inc. Damonmill Square Concord, MA 01742 Phone: 508-287-4499 FAX: 508-287-4099 URL: http://www.seachange-tech.com

We are interested in marketing our product in: Worldwide

International Business Information Direct Sales, Agents/Distributors

Sennheiser Electronic Corp.6948

6 Vista Drive Old Lyme, CT 06371 Phone: 860-434-9190 FAX: 860-434-1759 URL: http://www.sennheiserusa.com Contact: Joe Ciaudelli

DAS4015 - new compact, DC powered, full diversity antenna distribution system; to be used with up to four EK4015-UHF frequency agile, diversity receivers. MKE104 - new condensor, cardioid lavalier microphone with removable capsule from cable; may be used with either straight or right angle cables. HMD25-1 - lightweight, dynamic combination headset; combines HD25 monitor headphone with a supercardioid dynamic microphone. EM2004 - true diversity VHF and UHF receivers tuneable to one of sixteen preprogrammed channels.

N-1

SEC.

Route 117, Harrison Road Bridgton, ME 04009 Phone: 207-647-3327 FAX: 207-647-8273 Contact: Sarah A. Lunt

Shively Labs is a manufacturer of professional antenna systems for FM, MMDS, Low power UHF-TV, and related components. At NAB this year we will be featuring our traditional line of FM antennas for the low, medium and high-powered broadcaster, a new low-power broadband antenna (our model 6832), waveguide and coaxial style MMDS antennas, and our low power UHF-TV antenna (up to 5 KW) with PVC radomes. Shively Labs has been in the broadcast industry over 30 years, and the quality of engineering which goes into each of our products is unsurpassed. Shively Labs, when you want your message to be heard.

Export Information

We are interested in marketing our product in: Africa, Asia, Australia, Canada, Central America, Eastern Europe, Middle East, Mexico, South America, Western Europe, Worldwide

International Business Information Direct Sales

SHOOK Electronic

Shook Electronics USA, Inc. manufacturers network quality mobile television production trailers, electronic field production trucks and an assortment of ENG, SNG and satellite uplink vehicles designed to meet outside broadcast (OB) requirements world wide. In addition, Shook designs and manufacturers specialty vehicles for data acquisition, cellular telephone and other hi-tech electronic requirements Shook also offers, on a case by case basis, systems engineering, design and on site integration services for turn key projects.

Export Information

Mr. Ron L. Crockett, Executive Vice President 18975 Marbach Lane, Building 200 San Antonio, Texas 78266 Phone: 210-651-5700 FAX:210-651-5220 Internet: shooksa@electrotex.com

We are interested in marketing our product in: Worldwide

International Business Information Direct Sales, Agents/Distributors

Shotmaker Dollies

S-1

<u>& Cranes Inc.</u>	11049
28145 Avenue Crocker	S-4
Valencia, CA 91355	
Phone: 805-257-1444	
FAX: 805-257-6197	
Contact: Terry Wolcott	

Companies and products represented include Panther GmbH (Panther Dollies and Pegasus

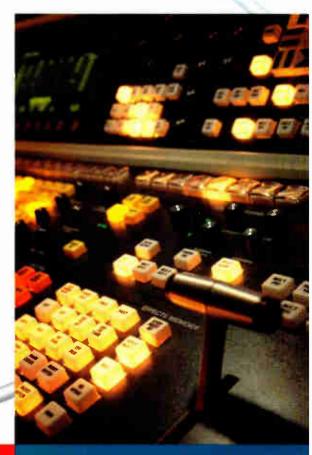
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http://www.tek.com/VND

Cranes), Aerocrane Inc. (Super Aerocrane Expandable Arm), Precision I-Beam Track (Dolly and Carne Track), Mark Roberts Motion Control (Precision Camera Robotics) and Service Vision System S.A. (Scorpio II 3-Axis Remote Head). Look for new Crab & Steer Dolly, Thoma TR3 Remote Head and Super Jib II (two man rideable).



Export Information

Terry Wolcott, Sales Manager 28145 Avenue Crocker Valencia, CA 91355 Phine: 805-257-1444 FAX:805-257-6197

We are interested in marketing our product in: Canada, Central America, Mexico, South America

International Business Information Direct Sales

222 Hartrey Avenue Evanston, IL 60202 Phone: 708-866-2200 FAX: 708-866-2279 Contact:Brian Johnson

Shure is exhibiting a complete section of wired and wireless microphones, mixers and teleconferencing equipment for the broadcast professional. Featured products include Shure's new UHF wireless microphone system, SCM 810 automatic mixer, and the ST3500 ConferencePhone full-duplex portable telconferencing system.

SHURE

Siemens Audio Inc.

See AMS Neve pic.

Sierra Automated Systems & Engineering Corporation

2112 N. Glenoaks Boulevard Burbank, CA 91504 Phone: 818-840-6749 FAX: 818-840-6751 Contact: Edward Fritz

SAS 32000 Audio Switching & Mixing System; Plant Routing & Distribution Systems; Mix-Minus & IFB Systems; Transmitter/Output Routing; Programmable Intercom Systems for Radio Broadcasters; Teleconferencing Hubs; The SAS 32000 Series offers a high density central matrix with a wide variety of control options. Two user serial control ports are standard. Automation available. Open protocol for user manipulation, SAS 64000 Audio Router; 256 X 256 for NEtwork & Larger Plant Installations. DAS 96000 Digitally Controlled Audio System; Programmable level control; Remote level systems; Model DCA-8 Digitally Controlled Amplifier contains 8independent amplifiers each with 128 dB level range. DAS frame holds up to 12 DCA-8 modules for 96 channels in one three RU frame.



Export Information

Mr. Giovanni Morales, General Manager Sierra Automated Systems & Engineering Corp.

2112 N. Glenoaks Blvd. Burbank, CA 91504 Phone: 818-840-6749 FAX: 818-840-6751

We are interested in marketing our product in: Asia, Australia, Central America, Eastern Europe, Middle East, Mexico, South America, Western Europe

SEC

S-4

International Business Information Agents/Distributors

Sierra Design Labs

999 Tahoe Blvd. Incline Village, NV 89451 Phone: 702-831-7837 FAX: 702-831-5710 Contact:Steve Roach

Sierra Design Labs offers breakthrough technology with the open architecture Quick-Frame [™] family of component digital video disk recorders. The Quick-Frame line combines SCSI disk array technology with a complete "DDR" interface and feature set in presenting a series of economical uncompressed video storage solutions from 2-48 minutes. Quick Frames operate as standalone digital disk recorders and as building blocks for Sierra's new servers; the SCSI-Framer based departmental workstation server, the newly introduced NFS-compliant Network File Server and the firm's upcoming large-scale server solution that will address the requirements of a complete production and/or broadcast facility.



N-1

Export Information

Mr. Steve Roach, Product Marketing Manager 999 Tahoe Blvd. Incline Village, NV 89451 Phone: 702-831-7837 FAX:702-831-5710

Sierra Video Systems10549

P.O. Box 2462 Grass Valley, CA 95945 Phone: 916-478-1000 FAX: 916-478-1105 Internet: info@sierravideo.com Contact: Pamela Yazell

Sierra Video Systems, Inc. is a manufacturer of signal distribution and image processing products for broadcast and corporate television, multimedia, telecommunications and CCTV markets. SVS offers the worlds largest selection of small and medium sized analog and digital routing switchers. For 1996 SVS is demonstrating the new Mirage Serial Digital Image Compositing System. Mirage is a high quality, 10-bit stand-alone keyer and mixer with serial digital video inputs and outputs. It

World Radio History

features full 4:4:4:4 realtime internal processing to produce outstanding chroma and luminance keys. Applications for Mirage include: new all digital studios, upgrading existing facilities and virtual studios. Several unique features of Mirage are: its easy to use wireless mouse driven HeadsUp control system, plus a unique motion tracking technology allowing up to 15 objects to be tracked with different chroma key, flare or color correction values. Mirage's built in color corrector can be used alone to fix global errors and/or to correct the coloring of individual objects. Also on display at NAB 1996 we will be showing our new line of 64x64 and 144x144 routing switchers plus our existing family of smaller routers and analog keyers.



Internet: mmorgan@sierravideo.com Contact: Mike Morgan

We are interested in marketing our product in: Worldwide

International Business Information Agents/Distributors

Sigma DesignsM4766

46501 Landing Parkway Fremont, CA 94538 Phone: 800-845-8086 FAX: 510-770-2640 Internet: vicky_marlow@sdesigns.com Contact: Vicky Marlow

REALmagic Producer - the world's first MPEG authoring system. Sigma Designs will show you how to create and use MPEG video for multimedia CD-ROM titles. REALmagic Producer includes everything you need to turn your PC into a full-featured multimedia authoring workstation. This affordable solution allows developers of training applications, kiosks, games, sales programs and corporate presentations to incorporate high-quality MPEG video and audio using a PC. The Producer includes a frame-accurate VTR controller and real-time video previewer. Also included is Adobe Premiere and Caligari trueSpace. New features include video bath processing, selectable I-frame insertion and and drivers for Windows 95.



Ms. Laura Singer Sigma Designs 46501 Landing Parkway Fremont, CA 94538 Phone: 510-770-0100 FAX: 510-770-2640 Internet: laura_singer@sdesigns.com

We are interested in marketing our product in: Worldwide

International Business Information Agents/Distributors

P.O. Box 448 S-5 1184 Enterprise Road East Petersburg, PA 17520 Phone: 717-569-2681 FAX: 717-569-4056 Contact: Susan Zander

Sigma Trimm Technologies 350 Pilot Boad MMW

Las Vegas, NV 89119 Phone: 702-263-2310 FAX: 702-361-6067 Contact:James Morrow

2011 North Shoreline Blvd. Mountain View, CA 94043 Phone: 415-933-3364 FAX: 415-960-2457 Contact: Crystal van Brug

Silicon Graphics and Silicon Studio will feature end-to-end solutions that production companies and broadcasters will recognize as answers to complex technology issues they face today. These include:uncompressed editing, desktop 3D animation solutions, motion capture and performance animation. on-air graphics, video and web servers, asset management and network distribution. Studio Services will also be highlighting Studio Training, StudioLive internet services, and StudioSupport, where customer service and integration information will be available.

Silicon Graphics Computer SystemsWhats New! What's Cool!

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Come and see stations and presentations that cover: Broadcaster's Web Showcase-Featuring the broadcaster and entertainment community which is using the WWW and WebFORCE to communicate with their audiences. Intranet &the Web in Entertainment Workfloe - Gather concepts of how broadcasters and the entertainment community can use the Web inside their corporation. Media Web Serving -How servers can be used to manage large amounts of rich media, featuring WebFORCE Challenge Servers. Creating Web Pages -Topics range from creating media to combining it into compelling content for the Web, featuring tools for VRML 2.0 and Java development.

SIRA Sistemi Radio8362

Via Senatore Simonetta, 26 Caponago, (MI)Italy 20040 (02)9574-2605 FAX: (02) 9574-2599 Contact: E. Ventura

SIRA, founded in 1977 and located near Milan, Italy, is a leading supplier of broadcast antenna products and systems for the worldwide market. This product line includes FM and TV transmitting antennas, filters, transmitter combiners, power dividers, manual and motorized caoxial switchers, dummy loads, isolators and circulators, and directional and 3dB couplers. In addition to these broadcast products SIRA designs and manufacturers antenna products for the commercial and military telecommunications markets. We welcome your enquiries regarding antenna system design assistance, installation and maintenance services and project management.

SMARTS Broadcast

S-5

SiliconGraphics

Computer Syste

Systems	
2102 Main St.	N-1
Emmetsburg, IA 50536-0000)
Phone: 800-498-0487	
FAX: 800-398-8149	
Contact: David Potratz	

Snell & Wilcox

1289 Hammerwood Avenue	S-4
Sunnyvale, CA 94086	
Phone: 408-734-1688	
FAX: 408-734-4760	
Contact: Chris Shaw	

Digital television? Compression? High Definition? Widescreen? These new and forthcoming industry standards and formats represent a formidable challenge for all broadcasters and TV professionals. Snell & Wilcox has a comprehensive range of high-quality interface solutions in all these areas. They are designed to ensure that the true content of a moving video image is preserved as transparently as possible through all stages of the signal chain. Our expertise in processing the moving image in real time is particularly applicable to the emerging information superhighway, where the issues of video transmission and display quality remains a hurdle. As well as stand-alone products and flexible modular solutions, we welcome OEM inquiries and potential joint-venture partners. Our capabilities include: compression pre- and post-processing, motion measurement (Ph. C), HDTV signal processing, aspect ration conversion, j field rate standards conversion, MPEG test and measurement, advanced colour decoding/encoding, audio distribution/processing, digital switching and routing, noise reduction, digital video effects, digitization, film conversion, video test and measurement, video test pattern authoring, display optimization, video distribution, video



parameter adjustment, studio communication protocol, TBC/Synchronisation, Color correction.



Export Information

Naresh Subhernal Snell & Wilcox, Inc. 6 Old Lodge Place St. Margaret's, Twickenham, UK TW1 1RQ Phone: 44-0-181-607-9455 FAX: 44-0-181-6079466 Internet: info@snell.co.uk

We are interested in marketing our product in: Worldwide

International Business Information Direct Sales, Agents/Distributors, Joint Ventures, Licensing Agreements

Horseshoe Park

SEC

Pangbourne Reading Berks GB-RG87JW United Kingdom Phone: 441734842151 FAX: 441734843939 Contact: Gordon Hunter

Softel is on hand to discuss a wide range of products and services in the following categories: The management and transmission of teletext services; Data broadcast using video distribution networks; Closed user group teletext broadcast and interactive teletext; Subtitle and captioning preparation workstations; Subtitle transmission automation systems for analogue and Mpeg/DVB distribution; Open caption subtitling and subtitle character generators; Commercial Insertion cuing and decoders for analogue and Mpeg distribution Softel is on hand to discuss a wide range of products and services in the following categories: The management and transmission of teletext services; Data broadcast using video distribution networks; Closed user group teletext broadcast and interactive teletext; Subtitle and captioning preparation workstations; Subtitle transmission automation systems for analogue and Mpeg/DVB distribution; Open caption subtitling and subtitle character generators; Commercial Insertion cuing and decoders for analogue and Mpeg distribution. Please contact Gordon Hunter, Booth S2834.



Export Information

Mr. Gordon Hunter Horseshoe Park, Pangbourne Reading, Berks R987JW UK Phone: 44-1734-842-151 FAX: 44-1734-84-3939

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400 North Columbus Street Suite 205 Alexandria, VA 22314 Phone: 703-549-8445 FAX: 703-549-8583 Contact: Douglas G. Byrd

Society of Motion Picture and **Television Engineers (SMPTE)** ...8440

SEC

N-2

S-4 595 West Hartsdale Ave. White Plains, NY 10607 Phone: 914-761-1100 FAX: 914-761-3115 URL: http://www.smpte.org/ Contact: John Izzo

Solid Electronics

Laboratories1127 630 Greene Countrie Drive Newtown Square, PA 19073 Phone: 610-353-9449 FAX: 610-356-8449 Contact: Steve Hemphill

Solid Electronics Laboratories will be exhibiting its FM Composite Signal Processor Model DCP-1. The unit performs the functions of instantaneous peak limiting and overshootcompensated low pass filtering of the composite signal in a single structure. The unit provides maximum protection of SCA subcarrier signals while also allowing the maximum program loudness obtained with instantaneous peak limiting. Protection for the 19 kHz stereo pilot signal is also provided for in the unit.

Export Information

Mr. Steve Hemphill, Owner 630 Greene Countrie Drive Newtown Square, PA 19073 Phone: 610-353-9449 FAX: 610-356-8449

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N-2 Beabroke

Oxford, Oxon GB-OX2OBW United Kingdom Phone: 44-1865-842300 FAX: 44-1865-842118 Contact: Sales Department

Axiom: The Axiom Digital Production System can be specified to fit a facility's working needs, whether that be broadcast production, sound-to-picture post-production or music recording and mixing. Axiom includes the revolutionary integral multitrack hard disk recorder/editor DiskTrack. Axiom Preparation Station: The Axiom Preparation System (APS) is primarily designed to provide simple and efficient recording and layback of audio to DiskTrack, prior to mixing on the Axiom digital console. It provides comprehenive editing and

World Radio History

monitoring of any 24 DiskTrack tracks, making it ideal for track laying prior to the mix. OmniMix is used by film & post facilites around the world. Scenaria Audio/Video Production System: Scenaria systems have been installed by broadcast and post-production facilities worldwide, improving work efficiency and commanding a higher rate for the job. These fully featured editing systems include Cyclebased automation, Fader Trim and Autoglide. SL 8000 GB: This console provides a high level of functionality, for on-air production and multitrack mixing. The renowned sound quality and signal processing of a G-Series console, is combined with additional functions specifically for on-air broadcast.



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N-1

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3 De Febrero 3254 **Buenos Aires 1429 ARGENTINA** Phone: 541-701-8622 FAX: 541-702-375 Contact: Federico Palleiro

Solutions Custom

SEC 1620 Missile Way Anaheim, CA 92801 Phone: 714-992-8111 FAX: 714-992-8114 internet: solcfi@aol.com Contact: Bliss Ehrlich

Solutions will show our ready-to-assemble furnishings, including the Slimline, Diamond and Crecent product lines. Designed with video professionals and computer users in mind, with ergonomic features and stylish looks. Also, see our work in high-end custom furnishings. We offer design, manufacture and installation for linear & non-linear edit bays, telecine rooms, graphics suites and more. Stop by for more info or a FREE design consultation.



Bliss Ehrlich, President 1620 Missile Way Anaheim, CA 92801 Phone: 714-992-8111 FAX: 714-992-8114 Internet: solcfi@aol.com

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119 Spadina Avenue Suite 767 Toronto, Ontario M5V 2L1 CANADA Phone: 416-351-9100 FAX: 416-351-0100 Contact: Kevin Banks

Sonic Solutions	
101 Rowland Way	MMW
Outline 440	

Suite 110 Novato, CA 94945 Phone: 415-893-8000 FAX: 415-893-8008 Contact: Paul Lefebvre

Sony Broadcast Products,

Incorporated	5828
3 Paragon Drive	S-1
Montvale, NJ 07645	
Phone: 201-358-4118	
FAX: 201-833-5241	
Contact: Gerard Charles	

Sound Ideas	5847, S2937
105 West Beaver Creek Road	
Suite #4	
Richmond Hill	
L4B 1C6 CANADA	
Phone: 905-886-5000	
FAX: 905-886-6800	
Contact: Brian Nimens	

8500 Balboa Blvd. Northridge, CA 91329 Phone: 818-893-4351 FAX: 818-830-7825

See Soundcraft products in booth #7126, including the new B800 console, B800 addresses the high-end on-air and production broadcast market and is aimed at networks, major market affiliates, large remote vans and other facilities with complex audio mixing requirements. B800 incorporates an unprecedented level of flexibility in terms of routing, communications, and monitoring and is available in frame sizes with 20 to 48 mono or stereo inputs. Standard features include eight mono (or four stereo) subgroups plus two stereo master busses, stereo AFL/PFL, four optional VCA groups, and six mono plus two stereo auxiliaries. Come by 7126 and learn all about B800's additional features!

Soundscape Digital

Technology	M4760
4478 Market Street	MMW
Suite 704	
Ventura, CA 91361	
Phone: 805-658-7375	
FAX: 805-379-2648	
Contact: Jerry Breiner	



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Export Information

Mr. Nick Owen Soundscape Digital Technology Crichton House/Mt. Stuart Square Cardiff Bay, Cardiff Wales, UK CF1 6DR Phone: 44-1222-450-120 FAX: 44-1222-450-130 Internet: nowen@sscape.sydec.be

1400 Dell Avenue Campbell, CA 95008 Phone: 408-378-6540 FAX: 408-378-6847 Contact: Sonny Funke

PO Box 5345 Beaumont, TX 77726 Phone: 409-842-1717 FAX: 409-842-2987



S-4

Southern Avionics is a leading manufacturer of LF/MF transmitters for the world aviation market. For more than 30 years, Southern Avionics equipment has been relied upon by military, civil, and commercial users to provide dependable, uninterrupted service in the harshest of environments. We are introducing a new product line of 100% solid state AM Broadcast Transmitters utilizing state of the art design for increased reliability and ease of maintenance. Please visit our exhibit to see various models from our new product line. Southern Avionics is a leading manufacturer of LF/MF transmitters for the world aviation market. For more than 30 years, Southern Avionics equipment has been relied upon by military, civil, and commercial users to provide dependable uninterrupted service in the harshest of environments. We are introducing a new product line of 100% solid state AM Broadcast Transmitters utilizing state of the art design for increased reliability and ease of maintenance. Please visit our exhibit to see various models from our new product line.

Speaker Array Logic	S1868
2429 W. Lomita Blvd.	SEC
Lomita, CA 90717	
Phone: 310-326-1417	
FAX: 310-326-7898	
Contact: Joe Haskell	

Speaker Array Logic, Inc. (Tachikawa-shi, Tokyo, Japan) will show the expanding circular wave studio monitor system incorporating a specially designed FIR digital filter; and a digital signal-processing system which performs concurrently with a 2-way divider and provides adjustable frequency and phase response.

Specialized Products

<u>Company</u>	S1054
3131 Premier Drive	SEC
rving, TX 75063	
Phone: 1-800-866-5353	
Contact: Joe Plantania	

Specialized Products Company just celebrated its 30th year as one of the nation's largest distributors of high quality hand tools, industry specific tool kits, test equipment and electronic related items with over 250 product lines carried. Featured will be NEW high-tech hand held equipment for cable and LAN testing. In addition, we will exhibit meters/ scopes and our custom designed tool kits for the Computer and Telecommunications professional. Technical Representation will be available to answer questions and free catalogs are available upon request.

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International Business Information Agents/Distributors

Spectral, Inc. 1000

18800 142nd Avenue NE Woodinville, WA 98072 Phone: 206-487-2931 FAX: 206-487-3431 Internet: hdrews@spectralinc.com Contact: Harold Drews

Spectral, Incorporated designs and manufactures Digital Audio Workstations and connectivity products for professional applications in boradcast, film and video post, music recording, and multimedia authoring. The AudioEngine DAW is a 16 track, 16 In/Out recording and editing system with a modular bus architecture, real-time and off-line processing, and multitasking Windows-based control software. The Prisma is a single board 12 track, 8 In/Out system which is file and media compatible to the AudioEngine. Prisma Studio is Spectral's revolutionary software interface that presents studio-friendly panels instead of menus and dialogs. Prisma eXpress is a new simplified version of the interface targeted to radio stations and other

Exhibit Hall Floorplans

Sands Expo Center Exhibits----SEC (Sands Exhibitors), NET (internet @NAB'96), MMW (MultiMedia World) Pull-out between pages 16 & 17 Also see pull-out section between pages 16 & 17 for overview floorplans of Sands meeting rooms and lobby areas.

Las Vegas Convention Center Exhibits----

N-1	See floorplan, page 97
S-1	See floorplan, page 98
S-2	See floorplan, page 99
S-3	.See floorplan, page 100
S-4	.See floorplan, page 101
S-5	.See floorplan, page 102
O (Outdoor Exhi	bits)Pull-out between
	pages 96 & 97

Also see pull-out section between pages 96 & 97 for overview floorplans of LVCC & Las Vegas Hilton meeting rooms and lobby areas.

installations where users may have different levels of audio experience.



Mr. Harold Drews Spectral, Inc. 18800 142nd Ave. N.E. Woodinville, WA 98072 Phone: 206-487-2931 FAX: 206-487-3431 Internet: hdrews@spectralinc.com

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Specular	M4042
479 West Street	MMW
Amherst, MA 01002	
Phone: 413-253-3100	
FAX: 413-253-0540	
Contact:Martin C. Edwards	

Speer Communications, Ltd.S2616 SEC

3201 Dickerson Pike Nashville, TN 37207 Phone: 615-650-6000 FAX: 615-650-5855 Contact:Ellen Evans



Export Information

Mr. Al Evans, Chief Technology Officer Speer Communications, Ltd. 3201 Dickerson Pike Nashville, TN 37207 Phone: 615-650-6000 FAX: 615-650-6273

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Spencer Technologies Inc.S1024 SEC

4000 W. Magnolia Blvd. Suite L Burbank, CA 91505 Phone: 818-840-0907 FAX: 818-840-8375 **Contact: Paul Lines**

Spirit by Soundcraft, Inc.7126

11820 Kemper Road Auburn, CA 95603 Phone: 916-888-0488 FAX: 916-888-0480

15720 Stagg St. Van Nuys, CA 91406 Phone: 818-994-6602 FAX: 818-994-2153 Contact: John M. Austin N-2

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Internet: scott.miller@am.sprintcorp.com

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SSE Technologies	S2935
47823 Westinghouse Dr	SEC
Fremont, CA 94539	
Phone: 510-657-7552	
FAX: 510-490-8501	

Contact: Victoria Schneider

SSE Telecom designs, manufactures and markets satellite communication products and systems to support the communications requirements of industries and governments worldwide. SSE now offers a full range of C, X, and Ku-band transceivers and up/down converters, modems, redundancy switches, network monitor-and-control software, and fixed or transportable Earth Station Terminals. SSE has won a number of prestigious awards recognizing its financial growth, product quality, and commitment to customer support. In addition to receiving the U.S. Commerce Department's highly coveted "E" Award for Excellence in Exports, SSE's commitment to success has been recognized by the likes of Forbes, Inc., and Business Week magazines.



Ms. Victoria Schneider SSE Telecom 47823 Westinghouse Drive Fremont, CA 94539 Phone: 510-657-7552 FAX: 510-490-5891

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Staco Energy Products

301 Gaddis Boulevard Dayton, OH 45403 Phone: 513-253-1191 FAX: 513-253-1723 Contact: Paul Heiligenberg

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N-2



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210 South Third Street North Wales, PA 19454 Phone: 215-699-4871 FAX: 215-699-9597 Contact: Peter A. Starke

Standard

P.O. Box 92151 Los Angeles, CA 90009-2151 Phone: 800-745-2445 Phone: 310-532-5300 FAX: 310-532-0397 Contact: Mason Truluck

S-5 Standard Communications

Standard Communications Corp. is the world's largest manufacturer of video rebroadcast quality satellite television receivers and a major provider of U.S. CATV headend products. We produce rebroadcast quality satellite receivers, MTS/BTSC stereo generators and frequency agile CATV modulators. Products include the Intercontinental MT900, the most agile satellite receiver available today; and our most

advanced video/uadio receiver, the MT830BR series. The Intercontinental is a rebroadcast quality, multi-standard receiver that has 70 MHz I.F. with spectrum inversion circuit for uplink turnarounds; and is an ideal SNG receiver. The MT830BR is a remote control. multi-format series of receivers, ideal for auotmated operation. Both receivers meet RS250 performance standards.



Mr. Newlin Warden, Intl. Sales Mgr. Standard Communications Corp. P.O. Box 92151 Los Angeles, CA 90009 Phone: 310-532-5300 FAX: 310-532-0397

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Stanton Video

<u>Services, Inc.</u>	9283
2902 E. Charleston Avenue	S-5
Phoenix, AZ 85032	
Phone: 602-224-6162	
FAX: 602-493-2468	
Contact: Lori Stanton	

12224 Montague St.	S-1
Pacioma, CA 91331-0000	
Phone: 818-890-3445	
FAX: 818-890-4460	
Contact: Patt Davis	

Star Microwave

Service Corp	S2821
5403 Randall Place	SEC
Fremont, CA 94538	
Phone: 510-651-8096	
FAX: 510-651-8098	
Contact:	STAR MICROWAVE
Henry-Paul Sanchez	SERVICE CORPORATION

Specialist in Harris-Farinon microwave equipment for Broadcast TV Stations and Telephone Companies.

Starnet

<u>Starnet</u>	S1371
404 West Ironwood Drive	SEC
Salt Lake City, UT 84115	
Phone: 801-464-1600	
FAX: 801-464-1699	
Contact: Bill Robertson	

9554 Vasser Avenue Chatsworth, CA 91311 Phone: 818-998-4033 FAX: 818-998-6992 Contact: Bob Campos

84 Hill Ave Fort Walton Beach, FL 32548 Phone: 904-244-0043 FAX: 904-664-0546 URL: http://www.sigtech.com Contact: Doug McConnell

ST Keltec offers a complete line of High Power Amplifiers designed for all existing data modes including multi-carrier and TDMA. Featured this year is our new "A" Series. The "A" Series is a complete line of HPAs in C, X, Ku and Tri-bnd at power levels from 100 to 700 Watts. Rackmount, hubmount, and "split" packages are available. Features of the "A" Series include: Compact lightweight units, universal input power, power factor correction, exceeds IESS performance standards, complete remote control, extensive diagnostic and BIT features. In addition, ST Keltec has the capabilities to meet any of your special SATCOM needs.

S-5



Mr. Doug McConnell, VP Marketing ST Keltec Corp. 84 Hill Avenue Ft. Walton Beach, FL 32548 Phone: 904-244-0043 FAX: 904-664-0546 URL: www.sigtech.com

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Storage Computer

11 Riverside Street MMW Nashua, NH 03062 Phone: 603-880-3005 FAX: 603-889-7232 Contact: Maureen Collins-Brown

2652 McGaw Avenue Irvine, CA 92714 Phone: 714-852-8511 Contact: Jim Biernacki



Export Information

Mr. Jim Biernacki, VP, Sales Storage Concepts 2652 McGaw Ave. Irvine, CA 92714 Phone: 714-852-8511 FAX: 714-852-8930 Internet: jimbi@storcon.com

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S-3

Storeel Corporation10303

3337 West Hospital Avenue Atlanta, GA 30341 Phone: 770-458-3280 FAX: 770-457-5585 Contact: Carolyn Galvin

Storeel Corporation provides tape storage systems for all tape formats. High Density designs incorporate mobile and static units. Unit sizes can range from 3' to 18' in length. All systems use low profile track, premium grade steel shelving or customized high impact plastic. Each system is designed to utilize all available space in the most efficient manner. Storeel Corporation provides tape storage systems for all tape formats. High Density designs incorporate mobile and static units. Units sizes can range from 3' to 18' in length. All systems use low profile track, premium grade steel shelving or customized high impact plastic. Each system is designed to utalize all available space in the most efficient manner.



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Mr. Robert Lauter, Sales Manager 3337 W. Hospital Avenue Atlanta, GA 30341 Phone: 770-458-3280 FAX:770-457-5585

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International Business Information **Direct Sales**

S-2 P.O. Box 9004 18111 S. Santa Fe Ave. Rancho Dominguez, CA 90221 Phone: 310-637-7500 FAX: 310-632-5519 Contact:John Booth

Strata I	Inc	M4545
2 W. St. G	eorge Blvd, #200	MMW

vd. #200 St. George, UT 84770 Phone: 801-652-5293 FAX: 801-628-9756 Contact: Allen Fearv

Studer Editech

Corporation	
1865 Air Lane Drive	S-3
Nashville, TN 37210	
Phone: 615-391-3399	
FAX: 615-391-5974	
Contact: Joe Bean	

Studer will introduce their first 24-bit MO-Recorder. The Analog mixing console A980 with surround sound monitoring will be shown, and the digital mixing console D940 working together with the D827 24 bit (EDR) Digital Multitrack. We will also feature the newest member of the D19 family and a new CD-Recorder. Studer Editech will display new additions to its Dyaxis II product line, including CD Press and VideoMix CD press. Studer Editech will also launch new software for the PostTrio, which includes an authoring tool for Digital Video Disc including subtitling.



Mr. Stefan Stocker Studer Editech Althardstrasse 30 CH 8105 Regensdorf SWITZERLAND Phone: 41-1-8707111 FAX: 41-1-8404737

We are interested in marketing our product in: Worldwide

N-1 5520 West Touhy Avenue Skokie, IL 60077 Phone: 847-676-9177 FAX: 847-982-0747 Contact:Gordon Kapes

Sumitomo Electric

21221 South Western Avenue S-5 Suite 200 Torrance, CA 90501 Phone: 310-782-0227 FAX: 310-782-0211 Contact: Yasuo Nakazawa

Sumitomo Electric introduces "Visumux 2000" real-time video signal multiplexer. It displays up to 16 channels on one screen simultaneously with 8-bit picture resolution.

Export Information

K. Nonami Sumitoma Electric U.S.A., Inc. 1-3-12 Motoakasaka Minato-Ku, Tokyo, JAPAN 107 Phone: 81-3-3423-5771 FAX: 81-3-3423-5099

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6309 N. O'Connor Road	SEC
Suite 217	
Irving, TX 75039-0000	
Phone: 214-444-8442	
FAX: 214-444-8450	
Contact: Rush Beesley	
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N-1

383 Middle St. Bristol, CT 06010 Phone: 860-585-4500 FAX: 860-582-3784 Contact: John Murray

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mount Uninterruptible Power Supplies in 3 technologies and ratings to 2200 VA; Transient Voltage Suppressors/ RFI Filters in wall mount, desktop, 19-inch rack mount, NEMA 12 and industrial hardwired types in ratings from 10 to 20 A: portable and cabinet Power Conditioners in ratings from 110 VA to 125 kVA.



Michael Miga 383 Middle St. Bristol, CT 06010 Phone: 860-585-4552 FAX: 860-582-3784

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- The Datacasting Business: Future Applications
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New Middletown, OH 44442	
Phone: 216-542-0900	
FAX: 216-542-1020	
Contact: Kathi Davidson	

17980 SW Shadypeak Beaverton, OR 97007 Phone: 503-848-8500 FAX: 503-848-8534 Contact: Carl Peek

8200 So. Memorial Pky. Suite C Huntsville, AL 35802 Phone: 205-882-1344 FAX: 205-880-8077 Contact: Mark Russell



SEC

..M4051

MMW

SVS<u>, Inc.</u>

7436 S. Eagle Street Englewood, CO 80112 Phone: 303-766-9505 FAX: 303-766-9504 Contact: Janie Huffman

Since 1988, SVS, Inc. has manufactured intelligently designed scissor lift systems. The motorized lifts are ideal for raising and lowering ceiling mounted equipment including projectors, TV monitors, audio speakers, lighting, and other A/V equipment. This year, SVS introduces their new Decorative Covers and their new Side-by-Side lift. All SVS lifts come with a complete key-switch control box for easy operation and added security. Three positions -Storage, Show and Service - which come standard with every SVS, Inc. lift - coupled with the patented fall-safe drum lock system, make equipment servicing quick and easy with less personal safetly liability for technicians.

Export Information

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Intl. Business Information Direct Sales

965 Shulman Ave. Santa Clara, CA 95050 Phone: 408-727-4889 FAX: 408-727-3025 Contact: Bill Markus

5555 North Elston Avenue Chicago, IL 60630 Ph: 312-792-2700 Switchcraft

FAX: 312-792-2129

URL: http://www.raytheon.com/re/swc.html Contact: Keith A. Bandolik

Switchcraft will display its line of audio connectors, jacks, plugs, audio and video patch panels, patch cords, molded cable assemblies, audio accessories, switches, jackfields, jack panels, power cords and EAC power receptacles.

Export Information

Stephen Waldron European Regional Sales Manager c/o Raytheon Marine Europe Anchorage Park Portsmouth PO35JD UK Phone: 44(0)1705-661579 FAX:44(0)1705-694642 URL: http://www.raytheon.com/re/swc.html

We are interested in marketing our product in: Worldwide

International Business Information Agents/Distributors

CM/D Inc

SWR Inc.	
619 Industrial Park Road	S-1
Ebensburg, PA 15931	
Phone: 814-472-5436	
FAX: 814-472-5552	
Contact: Edward Emiston	

SWS Corporation/

SEC 917 Lawrence Drive Newbury Park, CA 91320 Phone: 805-498-6727 FAX: 805-498-8834 Contact: Floyd G. Penland

Symetrix, Inc.	.1511
14926 35th Avenue, W.	N-2
Lynnwood, WA 98037	
Phone: 206-787-3222	
FAX: 206-787-3211	
Internet: 102102.1126@compuserve.com	1
Contact: Jon Bosaw	

The new 610 Broadcast Audio Delay, designed for live talk shows, eliminates unwanted comments by delaying program until 7.5 seconds is stored in memory. Then, the "dump profanity" button can be pressed and the audio in memory will vanish, taking the comment with it. Also available are the 528E Voice Processor which simultaneously performs mic preamplification, de-essing, compression/limiting, downward expansion, parametric EQ, and voice symmetry alignment, and the new 422 Stereo AGC-Leveler.





Mr. Jon Bosaw, Director of Sales Symetrix 14926 35th Avenue West Lynnwood, WA 98037 Phone: 206-787-3222 FAX: 206-787-3211 Internet: 102102.1126@compuserve.com

We are interested in marketing our product in: Worldwide

MMW

International Business Information Agents/Distributors

8055 Transcanada Highway St. Laurent, Quebec H4S 1S4 CANADA Phone: 514-331-9111 FAX: 514-331-4311 Contact: Patrick Prefontaine

SyntheSys

Research, Inc.	S1470
3475-D Edison Way	SEC
Menlo Park, CA 94025	
Phone: 415-364-1853	
FAX: 415-364-5716	
Internet: synthsys@well.com	
Contact: Chuck Pope	

The BA400 Bit Error Analysis System with the digital interfacing enables evaluation of generic digital channels at data rates of up to 400 MB/sec. The DVA184 Digital Video Analyzer measures the quality of serial digital video signal. It can generate still test images, log error events, and log complete errored frames. Automatic QuickPrint feature allows for a hardcopy summary. The capability to insert jitter, then display the Jitter Histogram, and isolate the Jitter Frequency components by looking at the FFT of jitter are some of the unique features offered in DVA184. The option of handling multiple formats makes the system complete.



Mr. Chuck Pope, Director of Marketing SyntheSys Research, Inc. 3475-D Edison Way Menio Park, CA 94025 Phone: 415-364-1853 FAX: 415-364-5716 Internet: synthsys@well.com

We are interested in marketing our product in: Asia, Australia, Canada, Europe, Mexico, South America, Western Europe International Business Information Agents/Distributors

Minchens Court Minchens Lane, Bramley Hampshire, GB-RG265BH UK Phone: 441256882797 FAX: 441256882797 Contact: S. Varsani

Systembase Limited specialises in the design and manufacture of a range of professional Digital Audio Codecs for transmitting broadcast quality audio over various types of digital networks such as: ISDN, Switched-56, Digital Leased Lines, Satellite, Cable and Optical Fibre networks. The Systembase System, making them ideal for true real-time transmissions and live OB applications. Full duplex audio transmission are permitted at bandwidths ranging from 3.7KHz Mono for Talk-Back applications, up to 15.2KHz Stereo for FM quality music applications such as radio STL's.

N-1



Export Information

Systembase Limited Minchens Court Minchens Lane, Bramley Hampshire,GB-RG265BH UK

We are interested in marketing worldwide International Business Information Agents/Distributors

465 Herndon Parkway Herndon, VA 22070 Phone: 703-471-7887 FAX: 703-437-1107 Internet: swl@wdn.com Contact: William Sien

Systems Wireless, Ltd. will display their full line of wireless microphones, wireless headsets, wireless IFB, wireless video and Clear-Com intercom systems including the Matrix Plus II digital point-to-point system. New products will include UHF Synthesized wireless mics by Lectrosonics, a new wireless triversity video system by Premier, a new UHF man-to-man wireless headset system, and new up-dates to the Matrix Plus II digital intercom system. They will also have a selection of popular microphones and accessories. Most products on display are available for rent. Pick up your 1996/97 Catalog and Buyer's Guide (Free!).



Export Information

Mr. William Sien Systems Wireless, Ltd. 465 Herndon Parkway Herndon, VA 22070 Phone: 703-471-7887 FAX: 703-437-1107 Internet: swl@win.com

We are interested in marketing worldwide

International Business Information Direct Sales Quality Through Knowledge... Quality Through Leadership... Quality Through Recognition...

Quality Through INTERNATIONAL MEMBERSHIP

"There is a definite competitive advantage to being in the forefront of technology and information, thus it is enough to have access to all of the technical materials as well as information on marketing and regulatory affairs to justify our membership."

— Dr. Xavier Almeida, General Manager, Radio Quito, Quito, Ecuador

"Everything is rapidly changing in Russia. We need more and more information on new technology and station operations to expand and compete. We joined NAB to help us with this."

— Maxim Kalinin, Moscow Television Company, Moscow, Russia

To receive information on NAB International Membership, complete the information below and fax to +1 202 429 5461, Attn: Emily Dorey, or pick up a brochure at the NAB International Membership booth at the Sands Expo Center registration.

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(Phone No.):	
Fax: (Country Code)	
(Fax No.):	
NAB, 1771 N Street, NW,	Washington, DC, USA 20036-289

Taber Mfg & Engr Co. 14260 Garden Road, Suite 276 San Diego, CA 92064 Phone: 408-867-8861 Fax: 619-487-5733 Context: Valden Lauraich	.9683 S-5
Contact: Veldon Leverich	

Tactile Technology Inc.151913855 Bentley PlaceN-2Cerritos, CA 90703

Phone: 310-802-1500 Fax: 310-802-7330 Contact: Angelica Coronei

TAI Audio, Inc.	.S1943
4403 Vineland Road	SEC
Suite B-3	
Orlando, FL 32811	
Phone: 407-649-6444	
Fax: 407-648-1352	
Contact: Joseph Guzzi	
Directed in the sized area days of manfeedaned	

Rental, sales and service of professional audio for film, video, television, studio, broadcast & live sound, wired & wireless mics, walkie talkies, wired & wireless intercoms, IFB, analog & digital recorders, cart machines, mixers, boompoles, playback systems, telephone interfaces, adapters, cables, cases, connectors, portable D.A.'s, portable sound booths, tape, batteries & expendables. Everything for sound.

Tally Display Corp. 1 120 Clinton Avenue 5. Nyack, NY 10960-0000 Phone: 914-353-6300 Fax: 914-353-4029 Contact: Steve Rose Contact: Steve Rose	1078 S-5
Tamron Industries, Inc. M 125 Schmitt Boulevard Farmingdale, NY 11735	4955 MW

Phone: 516-484-8880 FAX: 516-484-8906 URL: http://www.tamron.com

Tamron Fotovix converts negatives to positives with a variety of features like zoom and color correction. Digital Fotovix IIIS-D connects to Mac or PC via SCSI input capturing 640X480 images (from film and video sources) in less than 12-seconds. Fotovix IIX-S with 6X zoom converts all film sizes (35mm to 8.5X11 and live images) to S-video. Fotovix III-S with 3X zoom is designed fo 35mm. Tamron offers the most extensive line of Varifocal lenses in the industry with zooms ranging from 2.8mm to 30mm featuring Aspheric technology for superior quality at affordable prices.

PO Box 1254, 501 West 5th Street **SEC** Rolla, MO 65401 Phone: 310-455-1711 314-364-4925 FAX: 314-364-5631 URL: http://www.rollanet.org/~tao Internet: 73541.3446@compuserve.com Contact: Gary Meyer

P.O. Box 609 Penn Valley, CA 95946-0000 Phone: 916-639-2102 FAX: 916-639-2212 Contact: Shari Hughes

1173 Pittsford-Victor Road Pittsford, NY 14534 Phone: 716-248-0550 FAX: 716-248-2354 Internet: info@targetvision.com Contact: William Smith

Target Vision provides Multimedia Networks for Employee Communications. Corporations network Target Vision systems throughout their organization using phone lines, LANs, satellite or the Internet to transmit graphics and text messages for display on TVs in high-visibility areas. TVI DeskTop expands message delivery to PCs, UNIX, Mac, and the Internet. Information can be viewed by subject category and as a screen TVI DeskTop features a file attachment capability that permits the sending of text, audio or video files. Target Vision also produces an electronic news service: TVI News Break updates subscribers with the latest news, weather, business news & stock updates.

TASCAM

7733 Telegraph Road
Montebello, CA 90640
Phone: 213-727-4794
FAX: 213-727-7635
Contact: Karl Moet

<u>Taurus</u>

 Communications, Inc.
 8284, S1612

 P.O. Box 2861
 S-5 SEC

 860 Worcester Road
 Framingham, MA 01701

 Phone: 508-877-2210
 FAX: 508-877-1760

 Contact: Dudley C. Freeman
 General Contact: Contac

Taurus provides complete satellite and telecommunications services nationally and internationally including C/KU-Band Transportable Earth Stations, encryption and digital compression, satellite transponder sales full time/Ad Hoc, remote television production facilities, and broadcast management software.

Export Information

We are interested in marketing worldwide

Techexport, Inc.	58
One North Ave MM	W
Burlington, MA 01803	
Phone: 617-229-6900	
FAX: 617-229-7706	
Internet: jiannoco@txport_b.mhs.compuserve.c	om
Contact: Juliane lannaco	
Techexport, Inc. provides international distribu	-

tion and support for a comprehensive range of computer graphics and video products. The company serves the videographics, 3D modeling and animation, presentation graphics, pre-press and video editing markets with hardware, application software and peripherals. Techexport operates through subsidiary offices in Europe as well as sales offices in Spain, Argentina and Hong Kong. Techexport has an established distribution channel of over 350 resellers worldwide.



SEC

MMW

Juliane lannaco One North Avenue Burlington, MA 01803 Phone: 617-229-6900 FAX: 617-229-7706 Internet: jiannaco@txport_b.mhs.compuserve.com

We are interested in marketing our product in: Africa, Asia, Australia, Canada, Central America, Commonwealth of Ind. States, Eastern Europe, Europe, Middle East, Mexico, South America, Southeast Asia, Western Europe, Worldwide

International Business Information Agents/Distributors

Techflex, Inc.	10564
50 Station Road	S-5
P.O. Box 119	
Sparta, NJ 07871	
Phone: 201-729-6253	
FAX: 201-729-9320	
Contact: William Dermody	

<u>Technical Film</u>

Systems, Inc.	S1165
9205 Alabama Ave	SEC
Unit D	
Chatsworth, CA 91311	
Phone: 818-709-0515	
FAX: 818-709-0317	
Contact: Manfred Michelson	

Technical	Necessities	6162
4 High St		S-2

4 High St. Saugerties, NY 12477-0000 Phone: 914-246-3036 FAX: 914-246-1757 Contact: Vincent Bruno

Techni-Tool, Inc.	
5 Apollo Bd	S-5

5 Apollo Rd Plymouth Meeting, PA 19462 Phone: 610-825-4990 FAX: 610-828-5623 Contact: Bill Kushner

Techni-Tool has been the leading international supplier to the broadcast industry for over 36 years. Choose from a wide range of products including: tools, tool kits, tool cases, solder and desolder equipment, fume extraction, Electro-Static Dissipation products, clean room products used in elctronic production, rework and

surface mount technology. We carry a complete line of Test, Instrumentation and Power Supply products from Tektronix, Fluke, Huntron, Beckman and Extech. Techni-Tool warehouses and distributes products from over 650 vendors, featuring over 20,000 items for next day delivery. Techni-Tool also holds a GSA Schedule 66, Which is enforced until May 31, 1998.



Export Information

5 Apollo Rd. Plymouth Meeting, PA 19462 Phone: 610-825-4990 FAX: 610-828-5623

We are interested in marketing our product in: Asia, Canada, Middle East, Mexico

International Business Information Agents/Distributors

Technology Exchange

Suite 1102 Fo Tan Industrial SEC 26-28 Au Pui Wan Street Fo Tan, Shatin HONG KONG Phone: 852-2602-6300 FAX: 852-2609-1687 Contact: Louisa Fu

Technology Exchange Ltd., (TEL), a Hong Kong based publishing house, was established in 1987 to produce specialized periodicals and books. The Company's mission is to maintain an ongoing exchange of contemporary technical information between the outside world and China. To accomplish its goal, TEL publishes the "international" group of magazines (International Broadcast Information, International Cable TV Information, International Electronics Information, and International Medical Devices), all of which provide news concerning new technology and products to their respective fields in China. The company also publishes the Chinese Journal of Electronics, and the minutes of the International Symposium on Broadcasting Technology, which are scholarly in nature and produced in English for worldwide distribution. TEL's magazines are endorsed by the pertinent ministries and professional organizations in China, and are distributed free to senior personnel in them. As the above suggests, the company's focus is solely on China and its goal is to help the PRC achieve parity with the world's developed nations.

Technosystem S.P.A.4645

Sede Social F F Stabilimento Via Pietro Fumaroli 14 00155 Rome ITALY Phone: 062282049 FAX: 062282355 Contact: Mauro Collalto

27 Mauchly Road, Suite 210 Irvine, CA 92718 Phone: 714-450-0400 FAX: 714-450-0401 Contact: Doreen Harrison

Tekniche Limited	
100 Stonehurst Court	S-3
Northvale, NJ 07647	
Phone: 201-784-2288	
FAX: 201-784-3860	
Contact: Richard V. Lun	niss

Tekniche has extended its range of standards converters with additions to its series of linear converters and enhancements to its high-end motion compensated system - CYRUS PRIME. Several additions have been made to the Genesis 6000 modular interface system, including digital multiplexers and de-multiplexers, fiber optic drivers and receivers, broadcast quality digital encoders and de-coders and frame synchronizers. Also to be launched at the show is Tekniche's monitoring and control system, TACS (Technical Assessment and Control), This allows remote control of all Tekniche equipment through a PC or dedicated control panel and conforms to SMPTE 273 SMDP.



Mr. Tony Nowak Tekniche, Ltd. 18 Boundary Way Woking, Surrey, UK GU21 5DH Phone: 44-0-1483-728006 FAX: 44-0-0483-770195

We are interested in marketing our product in: Worldwide

International Business Information Direct Sales, Joint Ventures, Licensing Agreements

Tekskil Industries Inc.10463

#108 - 15290 103 A Avenue Surrey, BC V3R 7A2 CANADA Phone: 604-589-1100 FAX: 604-589-1185 Contact: Rick Jones



We are interested in marketing our product in: Canada, South America

International Business Information Agents/Distributors

S-2

 Tektronix Inc.
 9313

 14180 SW Karl Braun Dr.
 S-3
 14180 SW Karl Braun Dr. Box 500 - DS 50-220 Beaverton, OR 97077 **Tektronix** Phone: 503-627-2654 FAX: 503-627-5593 Contact: Jerry Schneider

Telkom SA Ltd.B101

SEC

S-5

152 Proes Street Pretoria, South Africa 0001 Phone: 2712 311 1142 FAX: 2712 311 4236

Broadcast services offered: Occasion use, turn-around, hubbing facilities, access into Africa, direct to home (signal distribution facilities), C-Band and KU-band facilities, transponder leases (short and long term), uplinking and receiving capabilities, SNG services, VSAT services.

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Telecast Fiber

<u>Systems, Inc.</u>	5856
102 Grove Street	S-2
Worcester, MA 01605-0000	
Phone: 508-754-4858	
FAX: 508-752-1520	
Contact: Richard Cerny	

N. 2111 Molter Road O. SEC Libery Lake, WA 98019-0665 Phone: 800-551-4567 509-926-6000 FAX: 509-926-8915 Internet: getinfo@telect.com Contact: Dave Tewel

Telect, a telecommunications company based in Liberty Lake, Washington, manufactures an extensive line of audio/video and communications equipment for cable TV and broadcast media markets. For example, our new modular frame lets you integrate audio/video routing, distribution, control, and fiber conversion products for both analog and digital applications -up to 10 different products -- all in one unit. Plus, it's rugged enough to withstand the harsh conditions found in mobile units. If you need more density, high bandwith and multiple functionality, this frame's for you! We also offer a modular, expandable line of audio/video products including distribution amplifiers, routing switchers, controllers, local and remote control panels, digital and fiber conversion products, and serializers and deserializers. And we have a complete line of digital quality audio and video patch panels along with our Cable Management System and LINXS fiber distribution frame for routing and protecting your fiber optic cable. For more information, visit our Internet website at http://www.telect.com.



Milt Cole Telect, Inc. N. 211 Molter Road Liberty Lake, WA 99019 Phone: 800-551-4567 FAX: 509-926-8915 Internet: getinfo@telect.com We are interested in marketing Worldwide

Intl. Business Information Direct Sales, Agents/ Distributors, Joint Ventures, Licensing Agreements

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S-5

Teleglobe CanadaB101

1000 DeLa Gauchetiere St. West Montreal Quebec H3B 4X5 CANADA Phone: 514-868-7180 FAX: 514-868-7764 Internet: bdaly@teleglobe.ca Contact: Bill Daly

Teleglobe is a world-leader in the field of overseas telecommunications. It operates a network of cables and satellites linking North America with 240 countries and territories. With more than 20 years of broadcast experience, Teleglobe owns and operates satellite earth stations, cable stations and international switching centres that provide connectivity between North America to both the Atlantic and Pacific Ocean regions. Also, Teleglobe customers have access to Globesystem Atlantic, a high-capacity transatlantic cable system which increases the flexibility of Teleglobe's network, while providing greater interconnectivity to meet all broadcast needs.

Telemetrics, Inc. 10372

6 Leighton Place Mahwah, NJ 07430-3119 Phone: 201-848-9818 FAX: 201-848-9819 Contact: Anthony C. Cuomo

Since 1965, Telemetrics, Inc. has developed and produced innovative camera control systems for broadcasting, industrial, educational, and military applications. In developing these products, video multiplexing, serial control, and robotic mechanism technologies were integrated to produce a variety of specialized, user-convenient products. Telemetrics offers coaxial, triaxial, and fiber-optic cable remote camera control links; high-performance, programmable, robotically controlled camera pan and tilt systems; and interactive distance learning and teleconferencing systems. Telemetrics is an engineering oriented company, with the goal of providing the finest-quality products and services to our customers. Telemetrics can offer its many years of proven experience in designing and producting your custom television camera control system, at your request.



Export Information

Mr. Anthony C. Cuomo, President Telemetrics, Inc. 6 Leighton Place Mahwah, NJ 07430-3119 Phone: 201-848-9818 FAX: 201-848-9819

We are interested in marketing our product in: Worldwide

International Business Information Direct Sales, Agents/Distributors

Telenor Satellite

Keysersgt 13 St. Olavspt N-0130 Oslo NORWAY Phone: 47-22-777950 FAX: 47-22-777980 Internet: ragnar.jorani@oslo.satellite.telenor.no Contact: Ragnar Joranli

Telenor Satellite Services AS, Norway's signatory to the international satellite organizations, is a full satellite service provider, offering land, sea and air mobile services, business communications services, and broadcast services. Telenor's 20+ years of experience was fully tested in its faultless coverage of the 1994 Lillehammer Winter Olympic Games. The Eik teleport handles Inmarsat and international telephony/dtat traffic, whereas the Nittedal teleport operates over twenty transponders with Nordic and pan-European coverage, deployed for television distribution and occasional use services, and also provides global connectivity through the Intelsat system for SNG and special events.



Ragnar Joranli Keysersgt 13 St. Olavspt Oslo N-0130 Norway Phone: 47-2277-7950 FAX: 47-2277-7980 Internet: ragnar.joranli@oslo.satellite.telenor.no

We are interested in marketing our product in: Worldwide

4783 Ruffner Street San Diego, CA 92111 Phone: 619-268-8559 FAX: 619-268-8559 Contact: Andy Tyndale

445 Livingston Street	S-4
Norwood, NJ 07648	
Phone: 201-767-6733	
FAX: 201-784-0323	
Contact: Kay Hyde	

Television Engineering Corp.6331

101 Industrial Drive Sullivan, MO 63080 Phone: 573-860-4700 FAX: 573-860-4600 Contact: Linda Vines

ENG unit complete with eagle eye camera and IFB audio controller manufactured by Television Engineering Corp.

Telex

9600 Aldrich Avenue South Minneapolis, MN 55420 Phone: 612-884-4051 FAX: 612-884-0043 Internet: patti.dufresne.telex,com

S-5

N-1

Contact: Patti Du Fresne Telex Communications, Inc. manufactures a wide variety of products for Broadcast and Teleproduction applications: Including: RTS ADAM advanced Digital Audio Matrix Intercom Systems, RTS Two Wire Intercom Systems, Audiocom Modular Intercom Products, and Radiocom Wireless Intercom Products. Wired and Wireless IFB systems, Professional headsets for intercom or on-air applications. Telex Wireless Video Systems for field monitoring or broadcast quality applications. UHF-VHF wireless microphones in studio and ENG styles. Ultra miniature microphones, Sound Enhancement systems and Audio Cassette Duplicators. Telex offers complete design services and technical support from intercom system design to frequency coordination services for all of our wireless products.

Export Information

Mr. Michel Locquegnies, VP, Intl. **Telex Communications** 9600 Aldrich Ave. South Minneapolis, MN 55420 Phone: 612-884-4051 FAX: 612-884-0043 Internet: michel.locquegnies@telex.com

We are interested in marketing our product in: Worldwide

International Business Information Agents/Distributors

S-5

2101 Superior Avenue Cleveland, OH 44114 Phone: 216-241-7225 FAX: 216-241-4103 Internet: info@zephyr.com Contact: Customer Support

Cutting Edge will demonstrate the Unity 2000i FM and the Unity AM broadcast transmission processors. The units provide the widest range of processing settings appropriate for every format. NAB attendees are invited to hear how much better Unity processors sound when compared with other products. Both come with Unity Remote Software for processor control from anywhere by modem. Cutting Edge is also showing the Dividend Composite Filter, which provides full spectral protection including RBDS and other SCA signals. The Dividend can boost main channel modulation and reduce multipath distortion.



Export Information

Mr. Neil Glassman, Marketing Director **Telos Systems** 2101 Superior Avenue Cleveland, OH 44114 Phone: 216-241-3343 FAX: 216-241-4103

We are interested in marketing our product in: Africa, Australia, Canada, Central America, Commonwealth of Ind. States, Europe, Indian Ocean, Middle East, Pacific Ocean, South America, Southeast Asia, Worldwide

International Business Information Direct Sales, Agents/Distributors, Joint Ventures, Licensing Agreements

<u>Tel-Test, Inc.</u>6033

605 NW 53rd Ave. Suite A17 Gainesville, FL 32609 Phone: 904-374-4503 FAX: 904-376-3260 Contact: Zeke Zieten

T.E.M. Tecnologie Elettroniche

N-1 via Bruno Buozzi 18/20 20089 Rozzano (Milano) ITALY Phone: 39289200131 FAX: 39289200129 Contact: Marco Castellani

T.E.M. is one of the most important Italian manufacturers of professional FM, TV and microwave broadcasting equipment in the highest quality and technology range. All TEM products are designed and manufactured in our factory at the border of Milan according to the most advanced technology. Our FM equipment range from 20 Watt to 10KW output power, while TV products include TV IF Modulators, TV Repeaters and Transmitters up to 10KW output power. Our company is also particularly specialized in Microwave Links for point-topoint signal propagation in most of the frquency bands available for the Broadcasting Service. New products: 1KW FM Transmitter. Established products: Solid state UHF/VHF amplifiers from 30W to 1KW, portable links, slimline analogue links all frequency bands, solid state fm transmitters from 20W to 1KW.

Export Information

We are interested in marketing our product in: Worldwide

International Business Information Direct Sales

<u>Tentel</u>5220

4475 Golden Foothill Parkway El Dorado Hills, CA 95762 Phone: 916-939-4005 FAX: 916-939-4114 Contact: Wayne Graham

S-24291 Horby Horby SWEDEN Phone: 4641516400 FAX: 4641516401 Contact: Bengt Stahl

Texscan MSI

Texscan MSI	S1644
124 N. Charles Lindbergh Drive	SEC
Salt Lake City, UT 84116	
Phone: 801-359-0077	
FAX: 801-359-0216	
Contact: Calvin Ryver	

TET Inc.

S-1

S-1

TFT, Inc.	.3002
3090 Oakmead Village Drive	N-1
Santa Clara, CA 95051	
Phone: 408-727-7272	
FAX: 408-727-5942	
Internet: 73163.2207@compuserve.com	
Contact: Darryl E. Parker	

Modulation monitors for AM, FM and TV, both BTSC and SAP/Pro Studio-to-Transmitter Links for radio, both analog and digital; composite and mono Exclusive FM Reciter/Booster for synchronized FM transmitter operation Emergency Alert Systems.

Export Information

Ms. Vivian Marinko, International Sales Mgr. 3090 Oakmead Village Drive Santa Clara, CA 95051-0862 Phone: 408-727-7272x204 FAX: 408-727-5942 Internet: 73163.2207@compuserve.com

We are interested in marketing our product Worldwide

International Business Information Direct Sales, Agents/Distributors

Theatre Service

1792 Union Ave. Baltimore, MD 21211 Phone: 410-467-1225 FAX: 410-467-1289 Contact: Jackie Kelman

Manufacturer of curtains and track systems for TV, Film, Stage, and live entertainment applications. Distributor of lighting and dimming equipment, stage equipment, scenic materials and hardware.



Mr. Richard Antisdel, President 1792 Union Avenue Baltimore, MD 21211 Phone: 410-467-1225 Fax:410-467-1289

We are interested in marketing our product Worldwide

International Business Information **Direct Sales**

<u>Thermodyne</u>		
International	Ltd	

N-1

1841 Business Parkway Ontario, CA 91761 Phone: 909-923-9945 FAX: 909-923-7505 Contact: Gary S. Ackerman

Product Offerings: THERMODYNE manufactures cases to protect your video, audio, computer and electronic equipment against damage during shipment and storage. THERMODYNE offers over 310 SHOK-STOP sizes along with 21 RACK PACK and QUADRAFLEX rack mount shock isolated cases. All THERMODYNE cases have specially designed ribbing for strength and flexibility, an aluminum valance to maintain seal integrity, and are provided with replaceable hardware. Thermodyne manufacturers cases to protect your video, audio, computer and electronic equipment against damage during shipment and storage. Thermodyne offers over 310 SHOK-STOP sizes along with 21 RACK PACK and QUADRAFLEX rack mount shock isolated cases. All THERMODYNE cases have specially designed ribbing for strength and flexability, an aluminum valance to maintain seal integrity, and are provided with field replacable hardware.

S-1



Gary S. Ackerman 1841 Business Parkway Ontario, CA 91761 Phone: 909-923-9945 FAX: 909-923-7505

We are interested in marketing our product in: Worldwide

International Business Information **Direct Sales**

Thomson Broadcast

S-2

17. rue de Petit Albi BP 8244 S-3 95801 CERGY PONTOISE CEDEX FRANCE Phone: 33-1-34-20-70-00 Fax: 33-1-34-20-70-47 Contact: Alain Fresco

Thomas Broadcast Systems, subsidiary of THOMSON multimedia, having pioneered 16/9 Television and digital compression and continuing to innovate steadily, will present at NAB '96 the following products: CAMERAS -1657 high performance 16/9 & 4/3 portable EFP camera; 1657 SPORTCAM; 1657 TX cost-effective multicore EFP camera; 1657 Split Head compact camera - NEW; All cameras available both in PAL and NTSC. **CONVERSION - 7830 Motion compensated** standards converter; MIXERS/PRESEN-TATION - 9200 Small/medium capacity digital component mixer (1M/E), 9250 Compacted digital component production mixer (1M/E)

NEW: 9300 Intermediate size digital component mixer in the 9000 Series (2M/E) - NEW; 9500 Large 4:2:2 digital component mixer (2,5 M/E); 9600 High end digitial component production mixer (2,5 M/E) NEW; 9920 Continuity Mixer, GRAPHICS PRODUCTS: PIXTORE GRAPHICS graphics and animation store in connection with GETRIS IMAGES systems -NEW. INTERFACES - EVOLUTION sieres new modules - NEW; DBI 2000 Audio/video acquisition - NEW; CART MACHINE - PRO-CART, Cart machine and automation system - NEW. MPEG2 DIGITAL BROADCAST EQUIPMENT: DBE 2110: MPEG2 TV service encoder; DBX 2200: MPEG2 re-multiplexer; DBT2600: Telecom network adapter; DBS2910: MPEG2 channel controller; DBM 2310: QPSK Satellite modulator. DIGITHOM FAMILY: TER8522: single TV codec; TER8523: Low cost solution for a compressed single TV programme transmission; TER8527: perfectly adapted for SNG applications.



Export Information

Jean Claude Rousseaux THOMSON BROADCAST SYSTEMS 17, rue du Petit Albi - BP 8244 95801 CERGY POINTOISE CEDEX, FRANCE Phone: 33 1 34 20 71 00 FAX: 33 1 34 20 70 47

We are interested in marketing our products in: Africa, Asia, Australia, Canada, Central America, Eastern Europe, Mexico, Middle East, South America, Western Europe, Worldwide

International Business Information: Direct Sales

Thomson Components

40 G Commerce Way S-1 Totowa, NJ 07511 Phone: 201-812-9000 FAX: 201-812-9050 Contact: Joseph Emsley

Thomson-CSF (Comark)7109

P.O. Box 506 Route 309 Advance Lane Colmar, PA 18915 Phone: 215-822-0777 FAX: 215-822-9129 Contact: Ellen J. Rainey

Tiernan

SEC 10975 Torreyana Road, Ste.200 San Diego, CA 92121

Phone: 619-587-0252 FAX: 619-587-0257 Internet: rnitz@tiernan.com Contact: Ronald C. Nitz

Tiernan will display its compression products for the professional television broadcast industry, specifically digital satellite news gathering and video backhaul. Products are compact,

light-weight and low cost. TCI products are compliant with the MPEG-2 and Digital Video Broadcasting (DVB) standards, so you can use them in systems with equipment from any compliant manufacturer. Products included in live demos will be the TE3 encoder and the TD2 decoder. On display for the first time will be Tiernan's TDR7, an integrated receiver/decoder for professional television broadcast applications. The IRD includes an integrated demodulator in the same 2-rack unit high chassis as the TD2.



Mr. Ronald C. Nitz, VP Marketing Tiernan Communications, Inc. 10975 Torreyana Road, Ste. 200 San Diego, ČA 92121 Phone: 619-587-0252 FAX: 619-587-0257 Internet: rnitz@tiernan.com

We are interested in marketing our product Worldwide

International Business Information Direct Sales, Agents/Distributors

S-3

Tiesseci Viale Europa, no.15 **N-2** Viale Europa, no.15 21100 Varese ITALY Phone: 39332289164 FAX: 39332831281 Contact: Zanetti Luca

Tiffen Manufacturing Corp.8835

90 Oser Ave. Hauppauge, NY 11788 Phone: 516-273-2500 FAX: 516-273-2557 Contact: Jack Bonura

Tiffen filters are the industry standard for television and film production. The wide range of filters exhibited include the Ultra Contrast. ProMist series, Soft/FX and Color Grads, New filters include SkyFire and Twilight Color Grads, Low Light Ultra Contract, and Day for Night Filters. Tiffen also offers a full lines of camera accessories such as the FilterFlex matte box, a unique filter control system, and the Davis and Sanford line of tripods. Tiffen is also proud to introduce Tiffen Digital, and the development of "Crystal Image" -- software that precisely emulates the effects of the Tiffen optical filters.

Export Information

Mr. Jack Bonura Tiffen Manufacturing Corp. 90 Oser Avenue Hauppauge, NY 11788 Phone: 516-273-2500 FAX: 516-273-2557

We are interested in marketing our product in: Worldwide

Intl. Business Information: Direct Sales, Agents/Distributors

World Radio History

3353 Earhart Drive

MMW

Suite 212 Carrolton, TX 75006 Phone: 1-800-601-6991 Phone: 214-980-6991 FAX: 214-980-6994 Internet: 73072.3453@compuserve.com Contact: Chuck Jones

Computer/Multimedia Products: CDMultiServer. A CD-ROM jukebox. The CDMultiServer is a flexible, configurable resource for storing and sharing large CD-ROM libraries over any Local Area Network. The CDMultiServer can be configured for 1-42 drives with a CD storage capacity of 550 disks to 300 disks. The CDMultiServer is also field configurable. The system can be modified as network and usage patterns change to avoid obsoleting existing equipment. Broadband/Cable Product Offerings: The Automated Video Library Manager is a low-cost robotic storage and retrieval device for VHS and S-VHS tape programming. The system can be used in media retrieval, on-demand PPV systems, cable headends and certain broadcast environments for on-demand viewing, scheduled broadcasting or automated recording.

115 Cabot Street West Babylon, NY 11704 Phone: 516-293-4068 FAX: 516-293-4075 Contact:Eric Anderson URL: http://tbcconsoles.pb.net Internet: tbc@pb.net

TBC designs and manufacturers custom and modular consoles for video production. Product offering include non-linear consoles, digital edit consoles, adjustable monitor stands, equipment carts and cabinets.

2401 Dogwood Way Vista, CA 92083 Phone: 619-727-3300 FAX: 619-727-3620 Internet: timeline@cerf.net Contact: Michael MacDonald

TimeLine, Inc. designs and produces state-of-the-art digital audio solutions for film, radio, television, and multimedia post production professionals. It is the worldwide supplier of the Studioframe ™ digital audio workstation, DSC-100 edit controllers, Micro Lynx and Lynx-2, industry-standard machine control systems; and the newly introduced MMR-8 Modular Multitrack Recorder, designed to replace the current generation of magnetic dubbers predominantly used in the film post production industry.



Elizabeth Murphy Burns Morgan Murphy Stations Duluth, MN

NA

Bill Duhamel Duhamel Broadcasting Rapid City, SD

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L. Lowry Mays Clear Channel Communications San Antonio, TX

Patricia Smullin California Oregon Broadcasting Medford, OR — *Truslees* — Gary Chapman LIN Television Providence, RI

Dick Ferguson NewCity Communications Bridgeport, CT

Judith Ekberg Johnson Meyer Broadcasting Bismarck, ND

Dick Novik WKIP/WRNQ Poughkeepsie, NY

Wayne Vriesman Tribune Broadcasting Chicago, IL

Russ Withers Withers Broadcasting Mt. Vernon, IL

Congressional Club -

Steve Linder KWLM/KQTC Willmar, MN Peter Desnoes Burnham Broadcasting Chicago, IL

Robert Fox KVEN Broadcasting Ventura, CA

Milton Maltz Malrite Communications Cleveland, OH

> Harry Pappas Pappas Telecasting Visalia, CA

Bud Walters The Cromwell Group Nashville, TN

Chuck Hillier WKQX-FM Chicago, lL Bill McElveen

WTCB-FM Columbia, SC

Elizabeth Murphy Burns Morgan Murphy Stations Duluth, MN

> Steve Hicks SFX Broadcasting Austin, TX

Mel Karmazin Infinity Broadcasting New York, NY

Michael McKinnon McKinnon Broadcasting San Diego, CA

Lowell Paxson Paxson Communications Miami, FL

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Steve Dodge American Radio Systems Boston, MA

Carl Hirsch Omni America Group Cleveland, OH

Norman Knight Knight Quality Stations Boston, MA

Harry Pappas Pappas Telecasting Visalia, CA

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> Norm Pattiz Westwood One Burbank, CA

Frank Wood Secret Communications Cincinnati, OH

Television and Radio Political Action Committee, 1771 N Street, NW, Washington, DC 20036-2891. This is not a solicitation.



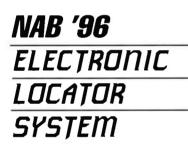
Export Information

Chris Hollebone, Dir. European Operations AD Business Centre, Hithercroft Road Wallingford Oxon OX109DJ UK Phone: 44-1491-826-889 FAX: 44-1491-826-890

We are interested in marketing our product in: Worldwide

International Business Information Direct Sales, Agents/Distributors, Joint Ventures, Licensing Agreements

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TIW's new digital communications system, the DCS-1000, combines the latest hardware and software platforms with powerful digital signal processors. The DCS-1000 utilizes state-of-the-art DAMA networking software. Designed to handle thin to medium route voice, data, and facsimile traffic in full mesh network applications, the DCS-1000 offers several unique features: facsimile traffic in full mesh network applications, 1-6 digital voice channels, fully synthesized transceiver with LNB operation; accessible 500 MHz bandwidth; new DAMA software eliminates need for PBX; Built-in GPS receiver; User-friendly operation on any satellite; Band-edge operation possible; International SNG ready.



Mr. John W. Whetstone, Executive Vice President TIW Systems, Inc. 4431-B Broofield Corporate Drive Chantilly, VA 22021 Phone: 703-818-2324 FAX: 703-818-9092 Internet: tiweco@cpcug.org

We are interested in marketing our product in: Worldwide

International Business Information Direct Sales, Agents/Distributors, Joint Ventures, Licensing Agreements

2002 Academy Dallas, TX 75234-0000 Phone: 214-406-6810 FAX: 214-406-6890 Contact: Richie Allen

Route 1 Box 426 PO Box 915 Glens Ferry, ID 83623 Phone: 317-711-1000 FAX: 317-711-165 Contact: Melissa Morris

1250 Feehanville Drive Mt. Prospect, IL 60056-0000 Phone: 847-297-0070 FAX: 847-699-1194 Internet: khiguma@tokoam.com Contact: Karl Higuma

Through daily live demonstrations, Toko is introducing its 1996 version of the VAST-p, a revolutionary, transportable communication system. The VAST-p provides both live and store-and-forward full motion video and audio transmission from anywhere in the world, over any channel, including Inmarsat A, B, ISDN/ACCUNET/T1, telephone land line, cellular telephone, Ku-band, C-band, and X-band. Let VAST-p be your communication link to the world.



Mr. Karl Higuma Vice President, System Products Toko America 1250 Feehanville Drive Mt. Prospect, IL 60056 Phone: 847-297-0070 FAX: 847-699-1194 Internet: khiguma@tokoam.com

We are interested in marketing our product in: Central America, Southeast Asia, Worldwide

International Business Information Direct Sales, Agents/Distributors

3601 Alameda Ave. Suite 201 Burbank, CA 91505 Phone: 818-954-8666 Internet: info@toonboom.com Contact: Tom Carrigan

Toon Boom Technologies, Inc. develops, markets and distributes Tic Tac Toon, the cartoon software. A unique product on the world market, Tic Tac Toon is paving the way for the era of digitization in the animation industry.

Export Information

N-2

SEC

S-2

Mr. Tom Carrigan VP Sales & Marketing Toon Boom Technologies 3601 Alameda Ave., Ste. 201 Burbank, CA 91505 Phone: 818-954-8666 Internet: info@toonboom.com

We are interested in marketing our products in: Worldwide

International Business Information: Agents/Distributors, Direct Sales

Torpey Controls

& Engineering	10952
98-2220 Midland Avenue	S-4
Scarborough, Ont. M1P 3E6 CANADA	
Phone: 416-298-7788	
FAX: 416-298-7789	
Contact: Bob Torpey	

Toshiba Corporation	
1-1. Shibaura, 1-Chome	S-2

Tokyo 105-01 JAPAN Phone: 81334573246 FAX: 81354764057 Contact: Kolchi Ohrui S

Transvideo USA

2755 Alamo Street Suite 103 Simi Valley, CA 93065 Phone: 805-520-1275 FAX: 805-520-6949 Contact: Steve Manios Jr.

Compact 5" and 6" multi-standard LCD color monitors compatible with all signals - PAL, SECAM, NTSC, Y/C, Y/Pr/Pb, RGB, synchro, and digital. Multi-lingual menus make it easy to select input, adjust picture, and program backlight settings. Stores up to three setting configurations for easy repeatability.

7680

S-5

Treetop Systems, Inc.	S3340
191 Post Road West	SEC
Westport, CT 06880	
Phone: 203-221-2700	
FAX: 203-222-9163	
Contact: Mark Slade	

Treetop Systems will be introducing the world's fastest "lift and shoot" rig that combines a portable telescoping tower and robotics. Incorporating the latest electro-mechanical and robotic design technology, it provides remote-controlled camera elevations to 21 feet in 30 seconds. There are no complicated parts to assemble. The operator attaches the pan/tilt head and controller to the tower, plugs in the power supply and is ready to shoot. Total set up time is about 10 minutes. For studio and location shooting, Treetop Systems adds an exciting dimension to broadcast coverage of sports, special events, entertainment and industrial production.

Export Information

Mr. Mark Slade, Director Sales & Marketing Treetop Systems, Inc. 191 Post Road West Westport, CT 06880 Phone: 203-221-2700 FAX: 203-222-9163

We are interested in marketing our product in: Worldwide

International Business Information Direct Sales, Joint Ventures

TRF Production Music Libraries

Music Libraries	6462
747 Chestnut Ridge Road	S-2
Chestnut Ridge, NY 10977	
Phone: 800-899-MUSIC	
FAX: 914-356-0895	
Internet: trfemail@aol.com	
Contact: Michael Nurko	

Largest collection of production music libraries for broadcast purposes. Over 50,000

selections (4,000 discs) of both contemporary and traditional music. Includes the well-known Bosworth, Image, MP 2000, Music Scene, Prime Time, Pyramid, TRF Alpha and Tele Music library with full-length compositions, underscores, jingle-length versions, opening and closing themes, bridges, fanfares, beds, etc. Authentic International Ethnic library. Most complete Classical Series. Large Sound Effects library. Complete music selection services. Special Annual Blanket Program allows you to design your own library at a very economical rate. New releases being recorded digitally. Free catalogs and music sampler.



747 Chestnut Ridge Rd. Chestnut Ridge, NY 10977 Phone: 914-356-0800 FAX: 914-356-0895 Contact: Ken Gilman

We are interested in marketing our product in: Africa, Canada, Central America, Mexico, South America

International Business Information Direct Sales, Agents/Distributors, Licensing Agreements



MMW

<u>Trompeter</u>

Electronics Inc.	
31186 LaBaya Dr.	S-1
Westlake Village, CA	91362

Phone: 818-707-2020 FAX: 818-706-1040 Contact: Ken Cerniak

6570-B East 51st Street Tulsa, OK 74145 Phone: 918-663-4877 FAX: 918-664-0309 Contact: W.M. Grass

TRON-Tek, Inc. manufactures miniature S-band video transmission links. Links can be supplied as fixed frequency, tunable or remotely tunable in user selected outputs to 5 Watts. Packaged products include TOWER CAMS and REPEATERS. Please call to obtain our free catalog.



6570-B East 51st St. Tulsa, OK 74145 Phone: 918-663-4877 FAX: 918-664-0309 Contact: David H. Brown

We are interested in marketing our product in: Worldwide

International Business Information Direct Sales

Truevision 4650 2500 Walsh Avenue S-2 Santa Clara, CA 95051 Phone: 408-562-4200x394

FAX: 408-562-4033 Contact: Karen Graver

TV/COM

International	S1230
16516 Via Esprillo	SEC
San Diego, CA 92127	
Phone: 619-675-4714	
FAX: 619-451-1505	
Contact: Andrea Lavorgna	

TV Equipment

South Salem, NY 10590 Phone: 914-763-8893 FAX: 914-763-9158 Contact: Bill Pegler

Matthey Electronics 3000 Series-Digital Interface & Distribution System. The range includes 10bit A/D & D/A converters, serial digital distribution amplifiers both reclocking and non-reclocking, serializers and deserializers. Six cards can be housed in the 1U rack frame designed to meet the latest EMC directives. Each card is also available as individual stand alone box. Matthey Electronics 3070 Series - AES/EBU 20bit Digital Audio Embedders and Extractors. The DEM-3071 can embed AES/EBU digital audio signals within the digital video datastream. The DEX-3072 is capable of extracting up to two digital stereo pairs from a 270Mb/s video datastream. Matthey electronics video delay lines, video filters, delay distribution amps and video-DA's. Low pass filters for OEM applications: CCIR-601, HDTV, oversampling.

30988 Old Colony WayNETWestlake Village, CA 91361Phone: 818-991-9254FAX: 818-991-9254Contact: David Cronshaw

SEC

TW Graphics, Inc. is a graphic design firm that specializes in the design, layout, and printing of video sleeves and graphic inserts. Whether for major motion pictures, infomercials, industrial films, or training videos, we have the experience and creativity to complete the look of your video with an innovative and eye-catching design. TW Graphics prides itself on quality and and service, at the industry's most affordable prices. We offer the following standard forms of packaging, and are also able to design unique boxes for any individual needs: Video Sleeves: end load, side load, mailers...etc.; Graphic Inserts; CD and CD-ROM: jewel cases, booklets, inlays...etc.; Audio: J-cards, O-cards...etc. We can provide photography and graphics, or work with the text, photos and graphics that you provide. Design and layout can be as simple or elaborate as you need -- we are able to work within any budget! TW Graphics is happy to work directly with your clients with complete confidentiality, or with your company, as a vendor, allowing you to middleman our services. If I can provide any further information or give an estimate on a specific job, please don't hesitate to call me at 800-470-0038. Thank you for your consideration.

P.O. Box 55606 1630 Elmview Houston, TX 77255 Phone: 713-973-6904 FAX: 713-973-0205 Contact: Sandra Prewitt

<u>Tyrell</u> CorporationM3935

49150 Great Marlborough St London GB-W1V1DG United Kingdom Phone: 441712871515 FAX: 441712871464 Contact: Charles Rowden

Tyrell Corporation was founded in 1992 as the UK's first independent non-linear specialist. Our objective was to become the leading supplier and innovator of creative production technology for the professional video and audio production industries. Our product range focuses specifically on the following product areas: Non-linear video for on-line, broadcast quality, multimedia compatible workstations. Non-linear audio workstations for pre/post production, radio production and CD mastering. 3D media creation tools for broadcast facilities, animators, multimedia and games developers. TyreStor Data Storage Systems, the most comprehensive range of disc drive and archive products for non-linear workstations and computer graphics systems.

Export Information

We are interested in marketing our product in: Worldwide

International Business Information Direct Sales, Agents/Distributors

Exhibit Hall Floorplans

Sands Expo Center Exhibits— SEC (Sands Exhibitors), NET (internet @NAB'96), MMW (MultiMedia World).....Pull-out between pages 16 & 17 Also see pull-out section between pages 16 & 17 for overview floorplans of Sands meeting rooms and lobby areas.

Las Vegas Convention Center Exhibits-

N-1	See floorplan, page	97
	See floorplan, page	98
S-2	See floorplan, page	99
S-3	See floorplan, page	100
S-4	See floorplan, page	101
S-5	See floorplan, page	102
O (Outdoor Exh	ibits)Pull-out betwo	een
	pages 96 8	97

Also see pull-out section between pages 96 & 97 for overview floorplans of LVCC & Las Vegas Hilton meeting rooms and lobby areas.

N-1

S-5

ULTECH

Corporation11041 28C Great Hill Rd. Sevmore, CT 06483 Phone: 203-735-5805 FAX: 203-735-6653

New digital closed caption encoder card for PC's. Handles component and composite video automatically. Equipped with LTC time code reader, digital CG for slate generation/editing, and full EDH error detection & handling. New low cost desk-top closed caption/XDS encoder. Optimized for caption creation & monitoring. EIA-608 decoder features color on composite and Y/C outputs. Accepts non-standard video -- even from consumer-grade BCR's. Comes with LTC time code reader and analog composite & component inputs/outputs. 1RU racks for encoding closed captions, XDS, teletext, and custom data. Perfect for captioning local news. Character generator optimized for foreign language subtitling and open captions. Miniature GCR Ghost Cancelling Reference Generator for microwave links/ENG, and cable. TV video trigger accessory for oscilloscopes. All products are NTSC & PAL compatible; 120/240VAC. New digital closed caption encoder card for PC's. Handles component and composite video automatically. Equipped with LTC time code reader CG for slate generation/editing, and full EDH error detection & handling. New low cost desk-top closed caption/XDS encoder. Optimized for caption creation & Monitoring, EIA-608 decoder features color on composite and Y/C outputs. Accepts non-standard video -- even from consumer-grade VCR's. Comes with LTC time code reader and analog composite & component inputs/outputs. 1RU racks for encoding closed captions, XDS, teletext, and custom data. Perfect for captioning local news. Character generator optimized for foreign language subtitling and open captions. Miniature GCR Ghost Canceling Reference Generator for microwave links/ENG, and cable. TV video trigger accessory for oscilloscopes. All products are NTSC & PAL compatible; 120/240VAC.



Ultech Corporation

28C Great Hill Road Seymour, CT 06483 Phone: 203-735-5805 FAX: 203-735-6653

We are interested in marketing our product in: Worldwide

International Business Information Direct Sales, Agents/Distributors

20554 Plummer St. Chatsworth, CA 91311 Phone: 818-993-8007 FAX: 818-993-3762 Contact: Lynne Sauve

S-4

Bluescreen Compositing tools for use in about any situation. Ultimatte 300 -- Composite Broadcast. Ultimatte 45 -- Switchable between Y, Pb, Pr and RGB. 525/60 625/50 switchable. Analog Inputs and Outputs. 4:4:4:4 processing. Ultimatte 8 -- 4:2:2:4 or 4:4:4:4 Inputs and Outputs. Screen Correction and Smart Fill allow for flawless composites even with the worst bluescreens. Ultimatte for Macintosh --Plug in for Adobe Premier vs 4.0 or higher. Data Translations Media 100 vs 2.5.2 or higher and Adobe After Effects 3.0 to composite bluescreen film or video. CineFusion -- Full featured software for use on SGI workstations. Resolution Independent.

Export Information

We are interested in marketing our product in: Worldwide

International Business Information Agents/Distributors

Union Connector	6360
PO Box 507	S-2
Roosevelt, NY 11575	
Phone: 516-623-7461	
FAX: 516-623-7475	
Contact: Richard A. Wo	olpert

Union Connector is the prime manufacturer of the lighting industry's standard three-pin connector. These devices are UL Listed, and available in ratings from 20 to 100A. Union also acts as a distributor for: Bryant Electric NEMA type connectors; CEEP 19-pin connectors; ECT cam-type connectors; SINE multi-pin connectors; and Safety-Lock sequential interlock connector systems. Union manufactures a variety of UL Listed electrical power distribution equipment. Products in this area include standard and custom built automatic emergency transfer systems, connector strips, patch panels, outlet boxes. cable assemblies and portable power distros. Equipment rental is also available.

Export Information

Mr. Richard A. Wolpert, President Union Connector P.O. Box 507 Roosevelt, NY 11575 Phone: 516-623-7461 FAX: 516-623-7475

We are interested in marketing our product in: Africa, Asia, Australia, Canada, Mexico, Pacific Ocean, South America

International Business Information Direct Sales, Agents/Distributors

Div Of Kniff Woodcraft Corp 449 Avenue A Rochester, NY 14621 Phone: 716-544-3820 FAX: 716-544-1110 Contact: Ronald Kniffin

S-1

650 Columbia Street P.O. Box 2345 Brea, CA 92622-2345 Phone: 714-990-2700 FAX: 714-990-2070 Contact: Cheryl Hall

United Media	
4771 East Hunter	S-3
Anaheim, CA 92807	
Phone: 714-777-4510	
FAX: 714-777-2434	

Contact: Leslie Ricci Product Offerings: Non-Linear Editing Production Systems: United Media will be introducing their new NON-LINEAR EDITING PRODUCTION SYSTEM which is designed for creating quality on-line videos completely on the PC. It takes advantage of and capitalizes on the latest technology for the PC and provides a powerful and professional desktop editing tool with true broadcast quality video. This completely integrated post-production digital editing system operates on the latest Pentium ™ under WindowsNT on a standard PCI bus allowing a wide variety of high performance without compromising the creative process. MVS duo EDITOR-A/B ROLL EDITING WITH TOTAL SOFTWARE CONTROL OF THE PINNACLE ALLADIN: The MVS duo Editor is a Windows ™ based Desktop Editing System which was specifcally designed for total software control of the Pinnacle Alladin. This powerful editing system provides total remote control of the Alladin via custom API/OLE2 software control (no cables needed). Powerful and upgradeable Desktop Editing System, MVS EDITOR: The MVS Editor is a Windows ™ based Desktop Editing System which provides direct machine control and switcher control from a standard PC. This sophisticated editing system allows integration of all machine types and formats as well as external switcher devices and audio control.



Leslie Ricci, Sales Manager 4771 East Hunter Anaheim, CA 92807 Phone: 714-777-4510 FAX: 714-777-2434

We are interested in marketing our product Worldwide

International Business Information Direct Sales, Agents/Distributors

Export Information

We are interested in marketing our product in:

2794 Circle Port Drive Erlanger, KY 41018 Phone: 606-282-1802 FAX: 606-282-1804 Contact: Pete Beckett



Utility Tower Company1900

3200 NW 38th Box 12369 Oklahoma City, OK 73157 Phone: 405-946-5551 FAX: 405-947-8466 Contact: Ron Nelson, Jr.

Manufacturers and Installation of AM, FM, TV, **CELLULAR & MICROWAVE Towers.**

Export Information

Utility Tower Company 3200 N.W. 38th Box 12369 Oklahoma City, OK 73157 Phone: 405-946-5551 FAX: 405-947-8466

We are interested in marketing our product in: Canada, Central America, Mexico, Worldwide

International Business Information Direct Sales

Valcom Limited	
175 Southgate Drive	SEC
Guelph, Ontario	
NIH 6L3 CANADA	
Phone: 519-824-3220	
FAX: 519-824-3411	
Contact:Wm. B. Burtensh	aw

Valentino, Inc.	832
500 Executive Boulevard.	S-1
Elmsford, NY 10523	
Phone: 914-347-7878	
FAX: 914-347-4764	
URL: http://www.tvmusic.com	
Contact: T.J. Valentino	
Production music & sound effects, audio CD CD-ROM .	&

Varian Associates

SEC

See Communications & Power Industries

V.A.S. Group, Inc	35
4531 Empire Avenue S	-4
Burbank, CA 91505	
Phone: 818-843-4831	
FAX: 818-843-6544	
Internet: vasgroup@directnet.com	
Contact: Tim Ready	
VAS Group manufactures and develops	

professional quality SCAN CONVERTERS, ENCODERS, and ANIMATION CONTROLLERS. The RTC Real Time Converter is recognized as the quality leader for high resolution scan conversion to video from any high resolution source. The new RTC HD 3:2 downconverts HDTV sources to NTSC/PAL. The MiniVAS-2 is an external animation controller with fast cycle recording capability. The ENC-7 encoder accepts video level RGB and outputs broadcast quality Betacam or MII, S-VHS, and composite video.



N-2

We are interested in marketing our product in: Worldwide

International Business Information Agents/Distributors, Joint Ventures, Licensing Agreements

VDONet Corporation	i4066
2700 Augustine Drive	NET
Suite 261	
Santa Clara, CA 95054	
Phone: 408-654-8400	
FAX: 408-654-9447	
Contact: Carol Morrison	

<u>VEAM</u>	.7872
100 New Wood Road	S-5
Watertown, CT 06795	
Phone: 203-274-9681	
FAX: 203-274-4963	
Contact: Keith Olsen	

<u>Veetronix Inc.</u>	6744
1001 Washington St.	S-2
Lexington, NE 68850	
Phone: 308-324-4600	

FAX: 308-324-4985 Contact: Eddie Howerter

We design and build keyboard panel mount hermetically sealed dry reed switches actuated magnetly taylored for miliamp switching at low voltage. They have a very long life cycle. We also have wide variety of key caps and do engraving. We maintain our own in house tool and mold shop. Because of this we respond more quickly to special requests. We also manufacture a tone and voice pager.



Mr. Eddie Howerter, V.P. Sales Veetronix, Inc. 1001 Washington St. Lexington, NE 68850 Phone: 308-324-4600 FAX: 308-324-4985

We are interested in marketing our product in: Worldwide

International Business Information Direct Sales

<u>Vega</u>

.8026 9900 East Baldwin Place S-3

El Monte, CA 91731 Phone: 1-800-877-1771 Phone: 818-442-0782 FAX: 818-444-1342 Internet: 73513,1417@compuserve.com Contact: Rick Sanchez

NEW PRODUCTS FOR NAB '96: R-672 frequency agile UHF Wireless Microphone Receiver. 16 channel selections on the front-end; computer re-programmable for



<u>Rohn</u>10310 6718 West Plank Road S-3 Peoria, IL 61604 Phone: 309-697-4400 FAX: 309-697-5612 Contact: J. M. "Mike" Fleissner

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Export Information

6718 W. Plank Rd. Peoria, IL 61604 Phone: 309-697-4400 FAX: 309-697-5612 Contact: J.M. "Mike" Fleissner

We are interested in marketing our product in: Worldwide

International Business Information Direct Sales, Agents/Distributors, Joint Ventures, Licensing Agreements

1815 N. Fort Myer Drive, #203 Arlington, VA 22209 Phone: 703-696-3963 FAX: 703-696-3745 Contact: Steve Lambert

U.S. Tape & Label Corp. 1717

1561 Fairview Avenue St.Louis, MO 63132 Phone: 1-800-569-1906 Phone: 314-423-4411 FAX: 314-423-2964 Contact: Byron Crecelius

Provide the broadcasting industry with bumper strips/ window decals and collateral information.





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Maxat Media/Professional Insurance **Microsoft** National Association of Commercial **Broadcasters in Japan** NIMA International **Nippon Computer Graphics** Association Panasonic PETRY MEDIA **PHILIPS**, Inc. **Pike & Fischer Post-Newsweek Stations Radio Computing Services Rep Temps Richardson Electronics Royal Insurance Silicon Graphics** Sprint Tektronix Teleglobe **Telenor Telekom SA Tribune Broadcasting Company Tribune Television United Press International** Varian Vyvx, Inc. Westwood One

additional channel combination selections through a RS-232 port. Vega's new R-672 is a high-end Broadcast and Studio UHF receiver. For the Cable and Rental House market, the Vega U2020 Series UHF Wireless Microphone System with 100 frequency agile channel selections with front-end control. CURRENT PRODUCTS AT NAB'96: R-662A & R-662B UHF Wireless Microphones for Broadcasters. T-678 miniature UHF bodypack transmitter, and T-677 UHF UHF bodypack transmitter. T-6888 UHF handheld transmitter with the Electro-Voice N/D757B element, and the T-687 UHF handheld transmitter with the Shure SM-87 element. R-42A and R-32A VHF wireless microphone systems for high-end Broadcast and Studio applications. In the Cable market, the AX-20 wireless microphone system. For the ENG/EFP market, the VX-20 VHF miniature camera-mountable receiver system. Q-600 UHF wireless intercom system. From 1-6 wireless beltpack units for studio, livesound and theatrical productions. Full-duplex, hands-free, wireless communications for stage and studio production crews. RMT-10 IFB wireless VHF system for talent-cueing and hearing-impaired applications. RMT-14 IFB four channel wireless VHF system. Single rack space high. System can be loaded-up with 1-4 IFB channels. Both RMT-10 and RMT-14 transmit to the Vega PL-2 beltpack receivers.

Vela	Res	earch	Inc.	M3835
2501	118th	Avenue	North	MMW

2501 118th Avenue North St. Petersburg, FL 33716 Phone: 813-572-1230x7186 FAX: 813-573-2508 Contact: David Edwards

The Vela Research Perspective 2000 VIdeo Server answers the need for a multimedia playback solution. This multichannel video playback system provides a flexible, scalable architecture that allows for a variety of configurations. The Perspective 2000 stores digitized video clips (movies, commercials, etc.) in a compressed digital format (MPEG-1, MPEG-1+, MPEG-2). The compressed video can be decompressed in real time to deliver NTSC or PAL video at staggered start outputs to support near video-on-demand, ad-insertion and miscellaneous other motion video playback applications.



Export Information

Mr. Rick Chile, Director of Sales Vela Research, Inc. 2501 118th Ave. N. St. Petersburg, FL 33716 Phone: 813-572-1230x7171 FAX: 813-573-2508 Internet: rchile@vela.com

We are interested in marketing our product in: Worldwide, Western Europe, Asia

International Business Information Agents/Distributors

Vertex Communications Corporation

S2038 SEC 2600 Longview St., P.O. Box 1277 Kilgore, TX 75662 Phone: 903-984-0555 FAX: 903-984-1826 Internet: billanton@kilgore.net Contact: Bill Anton

The Vertex Communications Corp. family of companies offers world-class engineering and product solutions for your earth station subsystem requirements. Vertex Antenna Division of Kilgore, Texas: fixed, mobile, and flyaway antennas; turnkey installations, testing, verifications, and retrofits. Vertex Control Systems Division of Longview, Texas: positioning and tracking systems, and retrofits. VISAT of Longview, Texas: type-accepted VSAT antennas ranging in size from 2.4M to 3.8M in diameter. Vertex Antennentechnik GmbH of Duisburg, Germany: radio/optical telescopes and special antenna positioners. Gamma-f Corporation of Torrance, California: passive microwave devices, filters, diplexers, horns, and feeds. MAXTECH, Inc. of State College, Pennsylvania: SSPA's, SSPA systems, LNA's, and LNA systems.



Mr. Bill Anton Vertex Communications Corporation 2600 Longview Street Kilgore, TX 75662 Phone: 903-984-0555 FAX: 903-984-1826 Internet: billanton@kilgore.net We are interested in marketing Worldwide

Intl. Business Information Direct Sales

S-2

1508 West Burbank Blvd. Burbank, CA 91506 Phone: 1-800-292-656 FAX: 818-840-6724 Contact: Jerry Meisel

VICTORY BATTERY COMPANY manufactures a line of battery belts, packs, superblocks, and chargers for the broadcast and film industry. We now also carry a line of replacement two way communication batteries with a multistation conditioner/ analyzer charger. VIC-TORY BATTERY also repairs and rebuilds other brands of nicad belts and packs.



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VidCAD Documentation

Contact: Walter P. Black

Programs, Inc.	8476
749 Carver Road	S-5
Ste 2	
Las Cruces, NM 88005	
Phone: 1-800-VID-CAD6	
Phone: 505-524-8959	
FAX: 505-524-9669	
URL: http://www.lascruces.com/~vidcad	
Internet: vidcad@lascruces.com	

VidCAD 7.0 is communications system design and documentation software for contractors and engineers. Version 7.0, based on AutoCAD R13, enables the contracter and engineer to make important engineering decisions, quickly and accurately without typing or drafting, making it 70 times faster than any CAD program. AutoCAD drawings of cables, equipment and jacks are linked with 20+ engineering databases, with specifications for more than 10,000 audio, video, fire/ security and telecommunications equipment models, cables, jacks and furniture. VidCAD helps keep track of all phases of the engineering process from the planning, to the design, to the installation and then the ongoing maintenance.

Export Information

749 Carver Rd., Ste 2 Las Cruces, NM 88005 Phone: 505-524-8959 FAX: 505-524-9669 Contact: Theresa Kerschen

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2450 Central Avenue, H Boulder, CO 80301 Phone: 303-443-4950 FAX: 303-440-8878 Contact: Kirk Fowler

Video Associate Labs IncM4026 MMW

S-1

SEC

4926 Spicewood Springs Road Austin, TX 78759 Phone: 512-346-5781 FAX: 512-346-9407 Contact: Henry Mistrot

40-2 Oser Avenue Hauppauge, NY 11788 Phone: 516-231-4400 FAX: 516-231-4405 Contact: Stephen Seiden

Video Data Systems is an OEM within Cable and Broadcast for over 24 years. We produce single and multi-channel CHARACTER GENERATORS, EVENT CONTROLLERS, Turnkey Playback Systems, Titlers and Keyers.

Full motion custom video LAPS PPV BARKER CHANNEL approach maintaining a LOCAL **ORIGINATION CHANNEL SERVICE utilizing** alphanumeric text, CDROM imaging and live video for Cable Systems. High-end PPV PLAYBACK SYSTEMS up to 8 Channels and 60 sources have been installed across the US in Cable, Military, Universities, Hotels, and Wireless Systems incorporating BDS PC-Based controlling software and high-standards of assembly and Systems Integration. VDS also provides a key component for EMERGENCY ALERT SYSTEMS for both Cable and Broadcast applications. Look to VDS for many new and innovative products during the 90's.



Export Information

Mr. Stephen Seiden, Vice President Video Data Systems 40-2 Oser Avenue Hauppauge, NY 11788 Phone: 516-231-4400 FAX: 516-231-4405

We are interested in marketing our product in: Canada, Central America, Middle East, Mexico, South America, Western Europe

International Business Information Agents/Distributors, Joint Ventures, Licensing Agreements

Videofax/Chyron Corp.M5258 MMW

5 Hub Drive Melville, NY 11747 Phone: 516-845-2019 FAX: 516-845-3895 Contact: Alicia Libeson

VIDEOFAX - Chyron Corporation and The VIDEOFAX Company market pc-based hardware and software solutions for video information systems. Capabilities include: (1) Author multimedia "shows" with graphics, text, audio and full motion video segments, (2) Control multiple VTRs, Laserdiscs, DDRs, switchers, (3) Schedule shows in advance of time of day, (4) Update and control remote VIDEOFAX systems via modem, ISDN, data networks, and (5) Attach client data and record affadavits per site. Applications: Healthcare: Patient Education, Staff Training, Public Information. Corporate: Video/Electronic Bulletin Boards, Education: Public Access, Campus Information. Government: Military Information Channels, City Access. Retail: In-store Advertising, Cable: Photo Advertising, Public Access, Character Generation.

2400 N.E. Waldo Road Gainesville, FL 32609 Phone: 352-372-0270 FAX: 352-378-5320

Digital switchers, converters and system equipment. Introducing: CVX series digital converters, DAs and system equipment; board

S-3

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Marcy Lawrence, Sales Administration Video Gainesville 2400 N.E. Waldo Road Gainesville, FL 32609 Phone: 352-372-0270 FAX: 352-378-5320 Internet: vgv.com

We are interested in marketing our products to: Canada, Mexico International Business Information: Agents/Distributors

Video International

<u>Dev. Corp.</u>	8672
65-16 Brook Ave.	S-5
Deer Park, NY 11729	
Phone: 516-243-5414	
FAX: 516-243-4314	
Contact: Bernd Bressel	

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2266 Executive Circle Colorado Springs, CO 80906 Phone: 1-800-432-3887 Phone: 719-579-6643 FAX: 719-576-5655 Contact: Jane Pennie

Refurbished video and audio heads for 1" C format Ampex, Sony, and Hitachi Machines. Refurbished viideo heads for 2" quad machines. Manual and belt driven tape degaussers for high density metal tape. Refurbished Sony lower scanners for 1" BVW machines. Refurbished Sony Betacam upper Drum Assemblies for BVW-60, 65, 70 and 75 Machines

Export Information

Jane Pennie, Marketing Manager 2266 Executive Circle Colorado Springs, CO 80906 Phone: 1-800-432-3887 Phone: 719-579-6643 FAX: 719-576-5655

We are interested in marketing our product in: Africa, Asia, Australia, Canada, Central America, Commonwealth of Ind. States, Eastern Europe, Europe, Indian Ocean, Middle East, Mexico, Pacific Ocean, South America, Southeast Asia, Western Europe, Worldwide

International Business Information Direct Sales, Agents/Distributors, Joint Ventures

Videomaker

Magazine	M3955
P.O. Box 4591	MMW
920 Main Street	
Chico, CA 95928	
Phone: 916-891-8410	
FAX: 916-891-8443	
Contact: Karen Behncke	

Videomedia	
175 Lewis Road	S-4

San Jose, CA 95111 Phone: 408-227-9977 FAX: 408-227-6707 URL: http://www.videomedia.com Contact: Stan Sult

Introducing OZ-PCE Digital version 4.0 and EQ-Digital video production systems with hybrid non-linear video editing tools. Also presenting OZ-PCE version 3.1 with new features for VDI Virtual Device Interface control of the Alladin, EDL management, and the new Pro-III Keyboard. The EdiQit EQ-3000 for multi-source CMX/GVG style editing with QWERTY keyboard. New V-LAN products include the Express CX universal single device controller with Prosumer and Professional protocols and the new Super "T" V-LAN Transmitter for 32-bit applications. The new hybrid V-LAN Remote control software. The HUB V-LAN Control Network for remote assignment and control of devices from multiple workstations.



Stan Sult 175 Lewis Road San Jose, CA 95111 Phone: 408-227-9977 FAX:408-227-6707 URL: http://www.videomedia.com

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International Business Information Direct Sales, Agents/Distributors

Video<u>nics</u> .M3839 MMW

1370 Dell Avenue Campbell, CA 95008 Phone: 408-866-8300 FAX: 408-866-4859 Contact: Darrell Gorr

VideoQuip Research

Limited	
595 Middlefield Road	N-1
Units 4 & 5	
Scarborough M1V 3S2	
CANADA	
Phone: 416-293-1042	
FAX: 416-297-4757	
Contact: Joseph Costa	

S-4 243 Shoemaker Road Pottstown, PA 19465 Phone: 610-327-2292 FAX: 610-327-9295 Internet: 103332.341@compuserve.com

Visit Videotek at Booth 8231 to register to win a Camcorder or a Laptop Computer or one of hundreds of other prizes. Videotek has entered the digital marketplace with sophisticated and innovative solutions to meet your business needs. NEW! The exciting unique Serial Digital Color Corrector is a cost effective and easy to use solution to ensure optimum signal quality. It optimizes color guality and appearance and lets you correct picture errors and alter video levels in component serial digital in real time. The NEW Remote Control Unit for this color corrector is also being announced and shown. Our NEW full featured demodulators have the features and price performance you have been asking for. Our NEW Digital Distribution Amplifier includes composite video outputs from a serial digital component video signal. With digital and analog solutions to meet client needs, Videotek continues to provide leading edge products in the video and audio environments. Products are especially suited to the cable, television, broadcast, telephone and broadband industries, and the production and post production markets. Other NEW products being announced include an improved VTM-100 with image keying, a Digital Sync and Test Generator, plus a Special Cable Auto Test package.

Export Information

Paul Calkin, VP of Marketing 243 Shoemaker Road Pottstown, PA 19465 Phone: 610-327-2292 FAX: 610-327-9295 Internet: 103332.341@compuserv.com

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International Business Information Direct Sales, Agents/Distributors, Joint Ventures, Licensing Agreements

Video Toaster User	M5266
See AMG Media.	

Videssence	5459
189 Airport Blvd.	S-2
Burlingame, CA 94010	
Phone: 800-579-7577	
FAX: 415-579-7579	
Contact: Paul Costa	
Viewgraphics Inc.	
	4643 S-2
1340 Space Park Way	

Contact: Adam Schadle

Contact: Don Taylor

Vinten/TSM/(Total

709 Executive Dr Valley Cottage, NY Vinten TSM 10989 Phone: 914-268-0100 FAX: 914-268-0113 Contact: Donna McMahon

MMW

Vision ImagesM4053

Danmarksgade 29 DK-6700 Esberg DENMARK Phone: 4575453188 FAX: 4575453186 Contact: Jan Weigner

Software for an integrated post-production environment running on Silicon Graphics workstations. Animator Broadcast, the all-in-one solution that combines all elements needed: paint, effects, animation, compositing, editing, morphing, titling, DVEs, video device control and more. One software does it all. Introducing: Vision Images' new generation of digital studio software with new advanced 3D features, full scripting and programming capabilities, and an previously unseen degree of integration and workflow.

Export Information

J. E. Weigner, Sales & Marketing Manager Vision Images Danmarksgade 29 6700 Esbjerg, Denmark Phone: 45-75453188 FAX: 45-75453186 Internet: weigner@visionimages.com/www.visionimages.com We are interested in marketing our product Worldwide Intl. Business Information Agents/Distributors

Unit C, Wessex Road Bourne End Bucks GB-SL85DT United Kingdom Phone: 441628531221 FAX: 441628530980 Internet: 100270,3222@compuserve.com Contact: Bob Wright

Vistek Electronics, a pioneer and world leader in the fields of Standards Conversion, Video Encoding and Decoding, System Automation and Video Compression will be showing the following products. Broadcast Products - New V4701 VEGA Standards Converter offering flexible interfaces including SDI, Vector-VMC Motion Compensated Standards Converter, V4228 Digital Varicomb Decoder, New V4238 Digital Varicomb Encoder, V1600 Digital Interface Products (includes ADC/DAC, Serial/Parallel Converters, Frame synchroniser, Serial Distribution amplifier), GM7200 Series Colour Picture Monitors. Broadcast

World Radio History

Systems - D8001/4 Digital Vision Switcher with 4:4:4:4 Processing, D2401/P Digital Presentation Switcher, V2000 ARRAY Series Routers (analogue and digital) expandable up to 1024 x 1024, New SX164 Serial Digital Router compact 1RU 16x4 Router, Autotran Industry standard PC based system for Automation and Control offering vast library of software moludes. Telecommunications - New MV Series MPEG-2 Video Codecs variable bit rate, MP@ ML (Main profile at main level), DVB compliant, automation ready. TV34/45 Video Codecs for contribution circuits, benefits include PHAME Motion estimation, noise reduction in encoder, frame synchroniser in decoder.

V-SOFT Communications

N-1 1600 Picturesque Drive Cedar Falls, IA 50613-4541 Phone: 319-266-8402 FAX: 319-266-9212 URL: http://www.v-soft.com Internet: dvernier@v-soft.com Contact: Doug Vernier

Broadcast engineering software for DOS and Windows: AM, FM and TV coverage map development software for color printers and plotters. Produce your own electronic coverage maps complete with population scatter grams, towers, airports, roads, railroads, lakes, steams, counties, state borders and 32,000 cities. Professional level AM, FM and TV frequency search programs with databases. Microwave, RF hazard and propagation analysis programs. Directional antenna and tower vertical sketch programs and much more! Broadcast Engineering consulting: AM, FM and TV frequency searches. FCC applications for station upgrades and moves. Signal analysis. Translator and booster stations. System designs and directional antennas. Satellite station licensing.

1420 Blake Street Denver, CO 80202 FAX: 303-595-4630

SEC

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Phone: 800-637-4336 Contact: Tom Pripish



111 E. First St. Tulsa, OK 74103 Phone: 918-588-5760 FAX: 918-588-5761 URL: http://www. dfrontiers.com/vyvx/ Contact: Sharon Leighty



VYVX is the premier international, broadcastquality switched fiber-optic video transmission services company with services throughout the U.S., Canada and Europe. It is the 5th largest fiber-optic network nationwide with more than 30,000 domestic network miles, and offers both analog and digital access. Vyvx provides

cost-effective switched broadcast and real-time fiber-optic video transmission services. It owns four regional satellites teleports and works in harmony with other satellite and microwave video companies. Vyvx is a division of Wiltech and one of the Williams Companies. Customers include television networks, stations, DBS, production and on-site studios as well as companies requiring videoconferencing.



Export Information

Ms. Sharon Leighty 111 E. 1st Street Tulsa, OK 74103 Phone: 918-588-5760 Fax: 918-588-5761 URL: http://www.dfrontiers.com/vyvx/

We are interested in marketing our product in: Asia, Canada International Business Information **Direct Sales, Joint Ventures**

S-2

PO Box 35746 Tulsa, OK 74153-0746 Phone: 1-800-255-9458 Phone: 918-493-7323 FAX: 918-491-9817 Contact: Robert Boltinghouse

Television and motion picture lighting; studio and remote facilities design and installation services. Supplier of a full line of lighting, lamps, studio grid, electrical distribution, lighting control systems, curtains and curtain racks, studio ladders and other gaffer equipment.

Export Information

We are interested in marketing our product in: Asia, Australia, Canada, Central America, Mexico, South America

International Business Information Direct Sales, Agents/Distributors, Joint Ventures, Licensing Agreements

Walters-Storyk

Design Group, Inc.	.2925
262 Martin Avenue	N-1
Highland, NY 12528	
Phone: 914-691-9300	
FAX: 914-691-9361	
Internet: 74021.3020@compuserve.com	
Contact: Sharon Butler	

Walters-Storyk Design Group, Inc. is a full service architectural and acoustical design firm specializing in audio-video production facilities and critical listening environments. A leader in the field of architectural space planning and acoustical consultation for 26 years, WSDG specializes in the design of audio and video production and broadcast studios, performing arts and teleconferencing facilities. WSDG principals John Storyk (AIA) and Beth Walters, and professional affiliate, leading acoustical

consultant Sam Berkow, have designed, developed, and supervised construction of over 500 facilities throughout the world. These credits include: AR Studios (Brazil), Synchrosound Sound Studios (Malaysia), MJI Broadcasting, Inc., Mercury/Polygram Records, SBK Records and Howard Schwartz Recording (NYC), Interlochen Public Radio (MI), and the Peavey Educational Performance Center (MS). Working with Computer Aided Design (CAD) and Acoustical Modeling & Analysis Software, WSDG provides architectural and acoustical design and consulting services. Site selection, HVAC, lighting, interior design, and construction supervision. Areas of expertise include Acoustics, Mechanical Noise Control, Environmental Noise Sound System Design, and Audio/Video Systems Design, including system programming, equalization, acceptance testing, and owner instruction. WSDG has aided in the development and use of innovate acoustical products including SMAART Software, a portable, real-time, windows-based program for room and sound system measurement and acoustical analysis developed by Sam Berkow.

Export Information

Beth Walters, President 262 Martin Avenue Highland, NY 12528 Phone: 914-691-9300 FAX: 914-691-9361 Internet: 74021.3020@compuserv.com

We are interested in marketing our product in: Asia, Australia, Mexico, South America, Western Europe, Worldwide

International Business Information Direct Sales, Agents/Distributors

S-3

841 Progress Ave. Scarborough Ontario M1H 2X4 CANADA Phone: 416-438-6550 FAX: 416-438-3865 Contact: Eugene Johnson

2601 West Broadway Rd Tempe, AZ 85282 Phone: 602-438-8700 FAX: 602-438-8890 Internet: bnichols @wavephore.com **Contact: Billy Nichols**



WavePhore develops, promotes and operates Multimedia Datacasting Services in North America and worldwide through the uage of high-end technology, and strategic business alliances. We have developed two different technologies that insert digital information into the vertical blanking interval and active portion of the video signal at speeds of 150Kbps and 384kbps, respectively. We provide the necessary hardware and software for the transmission and reception of such data in a PC. WavePhore's Multimedia Datacasting System is a complete turnkey solution for delivering PCready information anywhere within TV's reach.

Export Information

Mr. James McNeill, Director, Intl. Sales WavePhore, Inc. 2601 W. Broadway Rd. Tempe, AZ 85282 Phone: 602-438-8700 FAX: 602-438-8890 Internet: jmcneill@wavephore.com

We are interested in marketing our product in: Asia, Australia, Canada, Central America, Eastern Europe, Mexico, Middle East, Western Europe, Worldwide

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WeatheradioM4751

MMW

SEC

P.O. Box 1400 Dubuque, IA 52004-1400 Phone: 319-556-4000 FAX: 815-747-2062 Contact: Thomas Churchill

5725 Tokay Blvd Madison, WI 53719 Phone: 608-274-5789 FAX: 608-273-5854 Contact: Patricia Borchardt

LiveLine GENESIS 3D weather animation system! GENESIS is changing the face of on-air weather presentation with cutting edge technology paired with a production team that includes many of the original LiveLine creators plus creators of top-of-the-line digital video equipment. Providing the highest quality 3D fly thru weather, GENESIS highlights include, easy-to-use, full featured 2D and 3D Protean II, smooth loops of high resolution satellite and NexRad radar imagery, time lapse video from multiple sources, unlimited dissolve and user-definable transitions. Combined with the MetLine met analysis workstation and satellite delivered data and imagery, Weather Central, Inc.'s, complete package provides power and capability plus fast and easy operation.



Mr. Chuck Sholdt Weather Central, Inc. 5725 Tokay Blvd. Madison, WI 53719 Phone: 608-274-5789 FAX: 608-273-5854 Internet: wxgnome@aol.com

We are interested in marketing our product in: Australia, Canada, Central America, Mexico, South America, Western Europe

International Business Information Direct Sales, Agents/Distributors

WeathernewsS1407

333 West El Camino Real, Suite 270 **SEC** Sunnyvale, CA 94087-0000 Phone: 408-522-8350 FAX: 408-481-0667 Internet: harry@wni.com Contact: Harry Stockman

Weathernews WorldVision provides a high quality color graphics system with high speed animations including 3-D fly-by satellite animations, Future Clouds, and 5-day forecasts and graphics for 250 cities around the world. WorldVision automatically updates the weather graphics presentation. Weathernews provides an "Online" service producing part or all of your weather graphics. Our maps are actual satellite snapshots of the world to a resolution of 30 meters. You can actually see bridges, buildings, and streets, and we have the capability to ly through these environments in 3-D.



Export Information

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Mr. Harry Stockman, Media Manager Weathernews, Inc. 333 W. El Camino Real, Suite 270 Sunnyvale, CA 94087 Phone: 408-522-8350 FAX: 408-481-0667 Internet: harrys@wni.com

We are interested in marketing our product in: Worldwide

International Business Information Direct Sales, Agents/Distributors, Joint Ventures

Wegener

11350 Technology Circle Duluth, GA 30155 Phone: 770-623-0096 FAX: 770-623-0698 Contact: Ken Leffingwell

Wegener will feature MPEG digital video transmission products including MPEG-2 Satellite News Gathering, DVB Compliant MPEG-2 video distribution products, T-1 rate MPEG-1, and its multi-rate multi-format MPEG-1/MPEG-2 receiver. Wegener's MPEG-2 SNG product is ruggedized for truck installation and features video data rates from 2.5 to 15 Mbps, variable FEC coding rates, and a 70 MHz QPSK modulator in only 5.25 inches of rack space. Wegener will also demonstrate its new redesigned Advanced Network Control System ANCS Plus with graphical user interface.

Export Information

Mr. Ken Leffingwell, Manager, Marketing 11350 Technology Circle Duluth, GA 30155 Phone: 770-623-0096 FAX:770-623-0698 Internet: kleff@wcikenlf.wegener.com We are interested in marketing our product in:

Worldwide

International Business Information Direct Sales, Agents/Distributors, Licensing Agreements

555 Park Drive Owatonna, MN 55060 Phone: 507-455-4100 FAX: 507-455-4258 Contact: Jayne Nelson

Wenger Corporation will be exhibiting their modular, quickly relocateable, sound isolating technology used for broadcast and voice over applications. These rooms feature quick setup and take down for applications that require flexible sound isolation. Inside the sound isolating rooms Wenger will have on display their room acoustic treatments showing various sizes and shapes of diffusion and absorption.

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555 Park Drive Owatonna, MN 55060 Phone: 507-455-4100 FAX: 507-455-4258 Contact: Paul Miller

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International Business Information Direct Sales, Agents/Distributors

1810 Highway #6 North Hamilton, ON M5M 1W1 CANADA Phone: 416-529-5132 FAX: 416-529-5311 Contact: Sarah Proctor

Westcott

PO Box 1596 S-5

1447 Summit Street Toledo, OH 43603 Phone: 1-800-886-1689 Phone: 419-243-7311 FAX: 419-243-8401 Contact: Mary Byatt

MMW

S-2

Westcott introduces the Westcott Box in two sizes for professional image makers. This new line, available with a variety of accessory kits, attaches easily to lights with speed rings. Westcott also features a new collapsible Illuminator Plus background size of 6' X 7' with a 7' attached apron, a new 52" Illuminator Reflector size in three metallic finishes, a 48" X 72" Illuminator Reflector in the sunlight/white finish, and a new muslin diagonal background series available in four colors-earth, light gray, sky blue, and aurora.

Export Information

Mary Byatt, Sales Coordinator 1447 Summit Street Toledo, Ohio 43603 Phone: 419-243-7311 FAX:419-243-8401

N-1

We are interested in marketing our product in: Worldwide

International Business Information Agents/Distributors

4631 Viewridge Ave San Diego, CA 92123 Phone: 1-800-443-6699 Phone: 619-565-6699 FAX: 619-565-6938 Internet: info@wsm.com Contact: Sales Department

Western Scientific offers a complete line of high performance peripherals and networking

products to upgrade and enhance your Sun, Hewlett-Packard, Silicon Grpahics, DEC, IBM RS/6000, PowerPC and Novell workstations. Since 1978, we have been supplying our customers with the most affordable, latest technology peripheral systems. Using high quality components from premier suppliers such as Seagate, Hewlett-Packard, IBM, Conner, 3Com, Exabyte, and Lantronix, we configure, integrate and test innovative disk, tape, optical, RAID, jukebox, memory upgrades and networking products to meet your application requirements.



Export Information

Mr. Claude Miron, International Sales 4631 Viewridge Avenue San Diego, CA 92123 Phone: 619-565-6699 FAX 619-565-6938 Internet: claude@wsm.com

We are interested in marketing our product in: Worldwide

International Business Information Direct Sales, Agents/Distributors

Westinghouse

Electric Corp.Special Tech Exhibit 930 International Drive Linthicum, MD 21090 410-765-7171 Fax: 410-993-7528 Contact: Dick Gillman

Westinghouse will feature a live High Definition Television broadcast direct from KLAS Channel 50, in the heart of downtown Las Vegas. This will be the first time that high definition signals of 8VSB format are broadcasted using a totally solid state Silicon Carbide transmitter. This state-of-the-art technology provides the broadcast industry with a low-cost, highly reliable transmitter cooled with forced ambient air...no cooling water required. Additionally, the footprint of a 60KW transmitter is about one quarter of the size of the current tube type transmitter. Stop by the Westinghouse booth at the Grand Lobby Special Technology Exhibition to see the transmitter and view the live giant-screen HDTV presentation.

WEST PENN WIRE/CDTS2824

2833 West Chestnut Street Washington, PA 15301 Phone: 412-222-7060 FAX: 412-222-6420 Contact: Louis V. Valente

Variety of Electronic and Fiber Optic Cable for Broadcast/Video/Multimedia Systems. RGBS Cable (Plenum and non Plenum) - Precision Video Coax (Plenum and Non Plenum) - Miniature Audio and Microphone Cables - Multiple Pair Snakes for Low Level Audio Microphones -Miniature 75 OHM coax (Plenum and Non Plenum) - Tri Shield Coax, Aquaseal Direct Burial Cable - Coax and Fiber Opttic Connectors and associated field test equipment.



Export Information

Louis V. Valentine, Vice President Sales 2833 West Chestnut Street Washington, PA 15301 Phone: 412-222-7060 FAX: 412-222-6420

We are interested in marketing our product in: Africa, Asia, Canada, Central America, Eastern Europe, Mexico, South America

International Business Information Agents/Distributors

Wheatstone Corporation1211

7305 Performance Drive Syracuse, NY 13212 Phone: 315-452-5000 FAX: 315-452-0160 Internet: wheatstone@aol.com Contact: Ray Esparolini



Mr. Jim Vurraro, Export Sales Wheatstone Corporation 7305 Performance Drive Syracuse, NY 13212 Phone: 315-452-5000 FAX 315-452-0160 Internet: wheatstone@aol.com

We are interested in marketing our product in: Worldwide International Business Information

Direct Sales, Agents/Distributors

618 Fourth Avenue Warren, PA 16365 Phone: 800-825-5575 FAX: 814-723-3245 Contact: Bill Turner

SEC

Whirley Industries manufactures and custom imprints both thermal and non-thermal plastic beverage mugs and sports bottles for beverage promotions, giveaways, souvenirs, and retail sales. We carry over twenty different styles and the sizes range from 8oz to 64oz.

Export Information

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International Business Information Direct Sales, Agents/Distributors

100 Box Art St. PO Box 12692 Rochester, NY 14612 Phone: 716-663-8820 FAX: 716-865-8930 Contact: Michael Laiacona

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8713 Sunset Plaza Terrace Los Angeles, CA 90069 Phone: 310-657-7111 FAX: 310-652-6509 Contact: Dain Blair

Station ID/ Image Jingle packages, News, Weather, Sports packages and music production library featuring 500 individual titles / 25 CDs.

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SEC

Will-Burt TMD Division	
169 South Main	S-5
PO Box 900	
Orrville, OH 44667	

Phone: 216-682-7015 FAX: 216-684-1190 Contact: Steven Pinkley

N-2

SEC

Pneumatic telescoping masts to position antennas, sensors or cameras to heights up to 134 feet. Standard duty mast models for mobile radio remotes or testing up to 34 feet. Heavy duty mast models for cameras, sensors or mobile ENG and SNV remotes up to 58 feet. Trailer mounted models of 100' and 134' for telecommunications applications. Custom designed masts for special requirements are available upon request. Pan/tilt positioners, pre-formed cable conduit and pneumatic systems can be supplied to fit each application.

Export Information

Mr. Donald Barlow, Export Manager Will-Burt P.O. Box 900 Orrville, OH 44667 Phone: 216-682-7015 x252 FAX: 216-684-1190

We are interested in marketing our product in: Asia, Australia, Central America, Middle East, Mexico, South America, Western Europe

International Business Information Agents/Distributors

Wilson Case, Inc. M3956 PO Box 1106 Industrial Park East MMW

PO Box 1106, Industrial Park East Bldg. 37 Hastings, NE 68902 Phone: 1-800-322-5493 Phone: 402-463-5040 FAX: 402-463-5276 URL: http://www.cnweb.com/wcase Contact: Doug Huffaker

Wilson Case, Inc. has been in business over 20 years. Wilson manufactures ATA-300 (Category I) reusable protective transport shipping cases for a wide variety of industry. All ATA-300 cases are adaptable to meet Mil-Spec 810C & D. Wilson Case also offers over 20 standard sizes of injection molded Protector Cases that are water-tight, rust-proof, dust-proof and unbreakable. The Wilson in-house staff of sales professionals and design engineers provide a level of customer

service and experience that is unparalleled within our industry. All end-using customers enjoy the security of communicating factory direct.



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Winsted Corporation6825, M4027

10901 Hampshire Ave., South S-1, MMW Minneapolis, MN 55438 Phone: 612-944-9050 FAX: 612-944-1546 Contact: Randy R. Smith



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Exhibit Hall Floorplans

Sands Expo Center Exhibits-

SEC (Sands Exhibitors), NET (internet @NAB'96), MMW (MultiMedia World)Pull-out between pages 16 & 17 Also see pull-out section between pages 16 & 17 for overview floorplans of Sands meeting rooms and lobby areas.

Las Vegas Convention Center Exhibits-

N-1See floorplan, page 97	
S-1See floorplan, page 98	
S-2See floorplan, page 99	
S-3See floorplan, page 100	
S-4See floorplan, page 101	
S-5See floorplan, page 102	
O (Outdoor Exhibits)Pull-out between	
pages 96 & 97	

Also see pull-out section between pages 96 & 97 for overview floorplans of LVCC & Las Vegas Hilton meeting rooms and lobby areas.



Export Information

10901 Hampshire Ave. S. Minneapolis, MN 55438-2385 Phone: 612-944-9050 Fax: 612-944-1546 Contact: Gerald R. Hoska

We are interested in marketing our product in: Africa, Australia, Canada, Central America, Commonwealth of Ind. States, Europe, Indian Ocean, Middle East, Pacific Ocean, South America, Southeast Asia, Worldwide

International Business Information **Direct Sales**

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Hillside, NJ 07205 Phone: 908-686-7400 FAX: 908-686-0483 Contact: Gerald Krulewicz

1965 SE 22nd Ave Ft. Lauderdale, FL 33316 Phone: 954-522-3302 FAX: 954-522-3302 Contact: Roger Ludwig

So, San Francisco, CA 94080 Phone: 415-589-5676 FAX: 415-589-1355 Contact: Carl J. Dempsey



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We are interested in marketing our product in: Central America, Eastern Europe, Mexico

International Business Information Direct Sales, Agents/Distributors, Joint Ventures

7 B St Auburn Industrial Park Auburn, MA 01501 Phone: 508-791-1950 FAX: 508-799-2384 Internet: wolftruck@aol.com Contact: Richard Wolf

A custom Coach builder to the broadcast industry with 28 years of experience. Wolf Coach provides full vehicle design and fabrication services, rack ready and turnkey vehicles from 1M to 7M antennas. Approximately 240 mobile satellite units in the field. Builders of mobile units from ENG vehicles through satellite uplinks to expanding side trailers for teleproduction use. Wolf Coach is continuing innovations for all aspects of news gathering, with the Wolf Pac for "Flash News," the Patented Power Truck for satellite uplink communications and progressive improvements on ENG capabilities. Our expanding systems division provides system design, complete RF and baseband systems integration and final testing in mobile broadcast and communications vehicles.

S-3



We are interested in marketing our product in: Asia, Canada

International Business Information Direct Sales, Agents/Distributors

51930
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WSI Corporation10883

4 Federal St. Billerica, MA 01821 Phone: 508-670-5000 FAX: 508-670-5100 Contact: Don Freeland

WSI Corporation recently unveiled WEATHERproducer, an on-demand weather programming system for custom production of shows of any length right up to air time. WEATHERproducer features alert-prompted graphics created instantaneously and automatically, drag-and-drop nonlinear editing, fast-access animation, and immediate playback from disk. Sources such as NEXRAD Doppler radar imagery, NOWrad mosaic radar imagery, worldwide high resolution satellite imagery, real-time lightning, and alphanumeric text data can all be overlaid onto the system.

XAOS Tools S2258

600 Townsend St. Suite 270E San Francisco, CA 94103-0000 Phone: 415-487-7000 FAX: 415-558-9886 Contact: Mike Goos

2390 Walsh Avenue Santa Clara, CA 95051 Phone: 408-988-0299 FAX: 408-988-8623 Contact: Kevin Kirkpatrick

Xicom Technology manufactures high power TWT amplifiers for the worlwide Satcom uplink community. Standard amplifier products include X-, X-, Ku-, DBS, Ka- and Tri-band for both fixed and mobile applications. The units are available in compact rack-mount and antenna-mount configurations. RF power ranges from 50 to 2500 watts.



Export Information

Mr. Kevin Kirkpatrick, Director, Marketing Xicom Technology 2390 Walsh Avenue Santa Clara, CA 95051 Phone: 408-988-0299 FAX: 408-988-8623

We are interested in marketing our product in: Worldwide

International Business Information Direct Sales, Agents/Distributors

Xing Technology Corp. 1540 West Branch Street NET

1540 West Branch Street Arroyo Grande, CA 93420 Phone: 805-473-0145 FAX: 805-473-0147 Contact: John Fisher

Yale Electronics

6616 Sunset Blvd. Hollywood, CA 90028 Phone: 213-465-3186 FAX: 213-465-5630 Contact: David Langford

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YEM America, Inc. M4023

SEC

SFC

S-5

734 Silver Spur Road, Ste.203	MMW
Rolling Hills Estates, CA 90274	
Phone: 310-544-9343	
FAX: 310-544-9363	
Contact: Kuni Iwamoto	

Digital video effects; encoders and decoders; processing amplifiers; routing switchers; standards converters; synchronizers video; test and measurement devices; video signal enhancement.



Mr. Kuni Iwamoto YEM America, Inc. 734 Silver Spur Road, Ste. 203 Rolling Hills Estates, CA 90274 Phone: 310-544-9343 FAX: 310-544-9363

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International Business Information Direct Sales, Agents/Distributors

2442-A Willow Road Arroyo Grande, CA 93420 Phone: 800-821-5095 FAX: 800-489-2917 Contact: Art Benz

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MMW

2514 Channing Avenue San Jose, CA 95131 Phone: 408-324-0551 FAX: 408-324-1110 Contact: Fanchette Rohr

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Mountain View, CA 94043	
Phone: 415-254-2380	
FAX: 415-254-2399	
Contact: Norman Matsumoto	

<u>Zaxcom</u>

N-2

140 Greenwood Avenue	S-5
Midland Park, NJ 07432	
Phone: 201-652-7878	
FAX: 201-652-7776	
Contact: Glenn Sanders	

8482

Norton St, Hockley Birmingham GB-B18 5RQ United Kingdom Phone: 441215232106 FAX: 441215232924 Contact: Cath Lambert

Zero Cases Europe, a Zero Corporation Company and first time exhibitor at NAB, introduce the Zero Pro Media Pack and range of deep drawn light aluminum cases. At last a stylish, strong alternative to heavy flight cases which is already being taken up in the European Broadcast market by Sony, HHB and many other major companies. Examples of some of the better known items are displayed in Sands Convention Center on stand S1346. Come and see how we can make it easy for your business to select the right case for your equipment.



Mr. Peter Whitbread, Sales Manager, Europe Zero Cases Europe Norton Street, Hockley Birmingham B18 5RQ UK Phone: 441215232106 FAX: 441215232924

We are interested in marketing our product in: Worldwide

International Business Information Direct Sales, Agents/Distributors, Joint Ventures, Licensing Agreements

Zoran Corp

2041 Mission College Blvd Santa Clara, CA 95054 Phone: 408-986-1314x347 FAX: 408-986-1240 Contact: Dave Fronzcak

254/NAB '96 Exhibitors (Additions)

Asia Image	S1171
58 A Smith Street	SEC
SINGAPORE 0105	
Phone: 011652238823	
FAX: 011655324203	
Contact: David Hedges	
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72 Newburyport Turnpike SEC #4 Newbury, MA 01951 Phone: 508-465-3447 FAX: 508-462-0079 Contact: Mark Lajoinie

AT&T Capital Corporation S2273 SFC.

P.O. Box 619260 Dallas-Ft, Worth Airport, TX 75261 Phone: 214-456-4006 FAX: 214-456-4059 Contact: Corrie Shaw

Broadcast Asia Journal4841 S-1

GPO Box 10729 Hong Kong Phone: 852-2982-0610 FAX: 852-2982-1807 Contact: Gerald Brown

China Information

31-41 Shan Mei Street Rm. 1830, Block B Fo Tan Shatin N.T. HONG KONG Phone: 852-260-81016 FAX: 852-260-80981 Contact: Zoe Sze

Cinemar Corporation M4628

10700 SW Beaverton-Hillsdale Hwy. MMW Ste. 470 Beaverton, OR 97005-3008 Phone: 508-646-2800 FAX: 508-646-5610 Contact: Fred Cooper

1805 W. Magnolia Blvd. Burbank, CA 91506 Phone: 818-841-8980 FAX: 818-841-8023 Contact: Cheryl Olson

Elastic Reality, Inc.

For information on Elastic Reality, Inc. products please visit Avid Technology booth #9338

Elemack System S.R.L. S2252

Via Costagnevizza 161-00054 Fiumicno Roma, Italy Phone: 011-39-6-650-2546 FAX: 011-39-6-650-2549 Contact: Torre Zelli

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EL- <u>OP</u>	
P.O. Box 1165	SEC
Rehovot, Israel 76111	
Phone: 972-7-467502	
FAX: 972-7-467475	
Contact: A. Hershtik	

FMdigitalSpecial Tech Exhibit Charles River Broadcasting Company WCRB PO Box 9173 Waltham, MA 02254 Phone: 617-736-9595 FAX: 617-893-0038 Contact: David P. Maxson

IEEE/Broadcast Technology

Society.....Special Tech Exhibit c/oVoice of America 330 Independence Ave. S.W. Room 4240 Washington, D.C. 20547 Phone: 202-619-3771 FAX: 202-619-3484 Contact: Dr. Gerald Berman

Interactivity

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International Broadcasting

Asia Magazine	S1973
33-39 Bowling Green Lane	SEC
London, UK	
EL1RODAKin	
Phone: 011441735058070	
FAX: 011441708334519	
Contact: Amoren Kenyon	

ITEX Corp. S2274

P.O. Box 2309 Portland, OR 97208 Phone: 503-244-4673 FAX: 503-245-0748 Contact: John Holmes

Keepsakes, Inc. S1426

31200 LaBaya Drive Ste. 304 West Lake Village, CA 91362 Phone: 818-707-0471 FAX: 818-707-7894 Contact: Jackie Raskind

Kemps International S2174 9911 West Pico Blvd. Los Angeles, CA 90035

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Phone: 310-772-7485 FAX: 310-772-7487 Contact: Karen Watts

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Media Exchange

International, Inc......10183 National Press Building Suite 1266 Washington DC 20045 Phone: 1-800-331-NEWS(6397) FAX: 202-638-4349 Contact: Tracey Davis McDade

Media Form M4278

Eagle View Corporate Center MMW 400 Eagle View Blvd. Exton, PA 19341 Phone: 610-458-9200 FAX: 610-458-9554 Contact: Jonathan Bradlee

MFactory M5136 MMW

1440 Chapin Ave. #200 Burlingame, CA 94010 Phone: 415-548-0600 FAX: 415-548-9249 Contact: Bernard Camaro

MMS Multi Media

Systems	.11069
Krepenstr. 8	S-5
Hannover-Germany	
Phone: 49-511-678070	
FAX:49-511-630070	
Contact:Peter Spoer	
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<u>NASA Television</u>	 S1030
300 E. Street, N.W.	SEC

300 E. Street, N.W. Washington, D.C. 20546 Phone: 202-358-1737 FAX: 202-358-4333 Contact: Patrick Mellody

NTT International M4729 MMW

Multimedia System Division 1-6 Nakase, Mihama-ku Chiba-shi, Chiba-ken JAPAN 261 Phone: 81432113330 FAX: 81432118921 Contact: Emi Nishimura

Parallax Software Group

For information on Parallax Software products please visit Avid Technology booth #9338

NAB '96 Exhibitors (Additions)/255

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Photoflex 333 Encinal Street Santa Cruz, CA 95060	S1356 SEC
Phone: 408-454-9100 FAX: 408-454-9600 Contact: Roseanne Valenza	

Power Production Software	. M4576
1733 Hermosa Avenue	MMW
Ste. 302	
Hermosa Beach, CA 90254	
Phone: 310-937-4411	
FAX: 310-937-4416	
Contact: Sally Walsh	

Quality Video Supply S1975

76 Frederick Street Hackensack, NJ 07602 Phone: 800-231-4000 FAX: 201-487-3978 Contact: Rose Marie Cassell

8000 North Federal Highway Boca Raton, FL 33487 Phone: 407-995-9075 FAX: 407-995-9075 Contact: Tom Elmo

<u>SierraCom</u> F201 99 South Street Hopkinton, MA 01748 Phone: 508-435-2400 FAX: 508-435-2022 Contact: Angela Breau

Square D

<u>Square D</u>	S1945
1660 Scenic Drive	SEC
Costa Mesa, CA 92626	
Phone: 714-557-1636	
FAX: 714-434-7652	
Contact: Ellen Horiuchi	

Superscope Technologies 2927 N-1

1000 Corporate Blvd. Ste. D Aurora, IL 60504 Phone: 708-820-4800 x216 FAX: 708-820-8103 Contact: Hilarie Hackendahl

SEC

N-2

25 Willowdale Avenue Port Washington, NY 11050 Phone: 516-767-2500 FAX: 516-767-9335 Contact: Cheryl Mazzella

TV & Video Latino America 5141 S-2

Zedcoast Center 1680 SW Bayshore Blvd. Port St. Lucie, FL 34984 Phone: 407-879-6666 FAX: 407-879-7388 Contact: Robert Schweiger

USA Digital Radio Special Tech Exhibit 332 South Michigan Suite 605 Chicago, IL 60604 USA Contact: Mr. Jeff Andrew, Project Manager Phone: 312-987-4449 FAX: 312-427-7410

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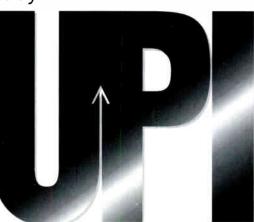


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SYSTEM 4LD SPECIFICATIONS

Video -

Bandwidth Return Loss at 10 MHz Isolation at 10 MHz-55 dB

Audio -

Frequency Response .20 Hz to 20 kHz Signal to Noise Ratio -85 dB Max Total Harmonic Distortion -78 dB Peak to Peak Voltage8 Volt p-p

Other

Switching Speed	
Power Supply	90 - 270 Volt (auto-switch)
Power Consumption	
Operating Temperature	00 - 500 C
Storage Temperature	200 - +700 C
MTBF (Demonstrated)	
Approved	UL Listed, CE Mark
Dimensions	19" W x 1.74" H x 16.2" D
Warranty	2 years parts and labor

*The System 4LD communicates directly with: Ampro, Barco, Electrohome, Hughes/JVC, NEC, Mitsubishi, Panasonic, Runco, Seleco, Sony and Vidikron using their IR remote controls!

improve any quality video and make professional quality video look like HDTV (High Definition) video. Four universal inputs (each can switch composite video, S-VHS, or RGB signals) make the System 4LD capable of switching multiple video inputs to one projector or monitor display. Any of the four inputs may be line-doubled or decoded to RS 170 RGB, making the output the highest possible quality.

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