



“Professional development for television, corporate, advertising and industrial communication professionals in Connecticut”

**May 1, 2006
Volume 2, Issue 9**

NEXT MEETING:

May 9, 2006

@ 6:30

TOPIC:

NAB Report

By Jeff Young and Keith Larson

Location:

University of Hartford
Television Studio

Harry Jack Gray Center
200 Bloomfield Avenue

West Hartford, CT 06117-1599

From: New Haven – I91N to exit 32A, to I84W, get in the right-most lane. Exit 48 and turn right onto Asylum Ave. Take right onto Scarborough St. At the end of Scarborough, take a left onto Albany Turnpike (Rte 44). Bear right onto

Bloomfield Ave (Rte 189). University entrance on the right.

From: I-84 East – Exit 41

Left onto S. Main becoming N. Main to junction of Rte. 44. Turn right onto rte. 44 to junction with Rte. 189. Sharp left onto Rte. 189. Campus is 1/2-mile on right.

From: I-84 West – exit 48 Right onto Asylum Ave. Right on Scarborough, left onto Rte. 44. Bear right onto Rte. 189. Campus is on the right.

Once on the University campus, proceed to parking lot D on your right (enter the lot at the second entrance.) The television studio is in the lower level of Harry Jack Gray Center (the center building) opposite the second entrance to Lot D. Once inside, the studio entrance is on the right, across from the entrance to Wilde Auditorium.

Non-members are always welcome at our meetings! There is a

\$10 charge at the door for non-members

Election News: MCA-I/CT 2006 – 2007

Well the Nominations are in and the time to vote our new board is upon us. Each member of MCA-I/CT will be receiving a ballot by mail in early May.

The Ballot will list the positions and the respective nominees. There will also be a space available for write-in candidates for each position, in which you can vote for any member of your choice, including yourself. However, Write-In's should have been previously contacted and be willing to accept the position, if elected.

Send your ballots in as soon as possible to the address that will be provided.

The deadline for ballots is May 29, 2006.

The votes will be tallied and the winners will be announced at the June Wrap Party.

Window XP on Mac: Stop the Press!

Were you as shocked as I was when I read that Mac can now process a Windows XP operating system with a Boot Camp program to install Windows XP on your current Mac. After the initial shock subsided I looked at the fine print.

Apparently, there was a contest 'Windows XP-On-Mac' where programmers and hackers raced to be the first to put Windows XP on Intel Chipped Armed Mac computers. The prize ... a motivating \$14,000. Pretty clever way to get things done!

Well a programmer/hacker going by the Handle 'narf' successfully completed the task on March 16th 2006. Go narf! And already Mac is selling the products and updates! There is a catch, of course! Here's the scoop! Before you buy Macmall.com's bootcamp software read the fine print.

Obviously there is a great benefit, including using PC only DVD, CD, Game, Games, and

The Positions:

President
President Elect
Vice President of Programming
Secretary
Treasurer
Communications/Newsletter
Membership
Webmaster Liason

Members-At-Large
... of Programming
... of Membership
... of Communication
... of Freelancers/Membership
Contact

Email your questions to John Ferrante at ijfsr@juno.com

other exclusively PC products on your Mac. But is the software ready for purchase? Well, *maybe* if you buy a new Mac with the Intel Chip and OSX and XP pre-installed ... but what about our trusty old machines that have the intel chip ... is the Boot Camp Ready? Simply .. NO!

Boot Camp is a Beta Test software available for a limited time. The fine print says that it is not suitable for commercial operating environment. The Boot Camp is incomplete and may cause loss of data. Use at your own risk! And the kicker ... it may stop working after the limited time license expires!

Recommended Reading:

The XP experiment: Running Windows on a Mac Is installing XP on an Intel Mac worth the effort? By Rob Griffiths

Special Thanks for your contributions to the Newsletter: Business Wire, Tewksbury, MA, March 29, 2000

The XP experiment: Running Windows on a Mac Is installing XP on an Intel Mac worth the effort? By Rob Griffiths

admarketing.apple.com/adcinstitute/wp-content/Missouri_Podcasting_White_Paper.pdf

Memorable Quote:
"Once a song and dance man, always a song and dance man. Those few words tell as much about me professionally as there is to tell."

James Cagney

I love Tech-Tips!

TECH TERM Rank

A respectable and commonly used brand of Telecine machines. The word is sometimes used interchangeably with telecine in much the same way as 'Steenbeck' is used in place of "flatbed."

Tell us your Tech Term!
osi@mcaict.org

Got a Tech-Tip you would like to share? E-mail it to

osi@mcaict.org

Elections for Next Years Board members are Coming Up If you are interested in being on the Board Email me - osi@mcaict.com

I-Cast News: New Technology in the Forefront

TEWKSBURY, Mass.--(BUSINESS WIRE)--March 29, 2000-- -- Avid Unity MediaNet Achieves 1,000 Seat Milestone with Sale to Online Entertainment Company -- Avid Technology, Inc. (NASDAQ:AVID) today announced that iCAST, an online entertainment and majority-owned operating company of CMGI, Inc., has selected Avid's nonlinear editing and storage tools to create a complete digital media workflow solution. Avid's content creation products will allow iCAST to create broadcast audio/video content for streaming on the Web, making it one of the leading Web-based multimedia companies using broadcast editing technology for high bandwidth online entertainment.

Avid Xpress(R), Avid's broadcast-quality video editing system designed for multimedia professionals, and Avid Unity(TM) MediaNet, a shared storage network for professional media production environments, will enable iCAST's editors to store, share and deliver high volumes of digital multimedia, allowing them to meet the demanding production deadlines of online multimedia companies. iCAST's investment in Avid Unity MediaNet is a milestone for Avid as it marks the 1000th client seat sold to a customer.

"By selecting Avid's tools, iCAST will receive not only the speed and flexibility, but also the end-to-end creation, collaboration and publishing capability that only Avid can deliver," said Chas Smith, Avid's vice president of worldwide sales and marketing. "The shipment of the 1,000th seat of Avid Unity MediaNet underscores the fact that more and more leading broadcasters, post-production facilities, studios and web publishing organizations are endorsing Avid Unity MediaNet as the preferred solution for linking digital content creation and web publishing tools."

The industry-leading capabilities of Avid Unity MediaNet will allow iCAST to store, share and distribute large media files among its multimedia editors and producers. Editors and producers will have instant, transparent and simultaneous access to over six hundred hours of high-resolution media, or several thousand hours of high desktop-quality media. In addition, Avid Unity MediaNet will support multiple background media conversion processes to Microsoft Windows Media and eventually other streaming formats.

"Our use of Avid's solution is an innovative demonstration of how television and film editing technology can be used to optimize new media entertainment in a high bandwidth environment," said Jeff Brissette, multimedia producer at iCAST. "With Avid's solution, we can preserve our content at broadcast quality before uploading it from our site."

The two Avid Xpress systems for the Windows NT platform will be used by iCAST to edit and prepare digital content in conjunction with their previously owned Avid Xpress system for the Macintosh platform. Avid Xpress software features include a robust set of editing, effects, titling, compositing, audio, graphics and interoperability tools that will enable iCAST to create original content such as interviews and live event footage, electronic press kits, film trailers and music videos. The Avid Unity MediaNet support of Avid Xpress editing clients means that iCAST can edit, store and manage large quantities of both raw and finished media, creating a powerful workflow solution.

About Avid Technology, Inc.

Avid Technology, Inc. is an international, industry-leading provider of digital audio and video tools for information and entertainment applications. The company's products are used by a variety of customers worldwide including film, television and interactive content producers, corporate communicators, TV news broadcasters, and consumers. For more information, visit Avid's Web site at www.avid.com.

About iCAST

iCAST (www.icast.com) is a multi-media rich, online entertainment company that champions self-publishing within a personalized, community-oriented environment. www.icast.com empowers individuals with the tools to create, customize and share their personal entertainment passions. It offers original, user-generated and syndicated audio and video content, entertainment news, features and interviews, live and archived events and more. iCAST and the iCASTER, its downloadable media player, use Microsoft Windows Media as its preferred streaming media format. iCAST is a majority-owned operating company of CMGI, Inc.

Pricing and Availability

Avid Xpress and Avid Unity MediaNet are available through Avid's worldwide reseller channel. USMSRP for the Avid Xpress complete turnkey system is \$24,999, while the Avid Xpress kit, which includes software and Meridien(TM) board only, is USMSRP \$12,999. Prices for Avid Unity MediaNet begin at USMSRP \$38,000.

CONTACT: Avid Public Relations
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Middleberg & Associates
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Find out More:

www.avid.com/community/podcasts/index.asp

PODcasting and VODcasting: Changing the industry

Podcasting is the process of capturing an audio event, song, speech, or mix of sounds and then posting that digital sound object to a Web site or "blog" in a data structure called an RSS 2.0 envelope (or "feed"). RSS stands for Real Simple Syndication and is an agreed specification of XML tags used to define objects which can be subscribed to through a "RSS news reader". Using specialized news readers like iPodder or iPodderX, users can subscribe to a Web page containing RSS 2.0 tagged audio files on designated web pages and automatically download these files directly into an audio management program on their personal computer like iTunes, Windows Media Player or MusicMatch. When a user synchronizes their portable audio device with their personal computer the podcasts are automatically transferred to that device to be listened to at the time and location most convenient for the user. Many have compared podcasting to Tivo® or a DVR (digital video recorder) because of it's "time-shifting" ability. In some aspects it is similar, but it is also different in that the recorded content is delivered in it's final format to a portable device that is independent of the recording device. VODcasting (also called "vlogging") - the "VOD" stands for "video-on-demand" - is almost

identical to podcasting. The difference is that the content is video versus audio, and the content is more likely to be played on a laptop than a PMA (personal media assistant) due to their newness and relative expense.

How it works

- I. Create or capture and edit the content.
- II. Publish content to a web site or blog.
- III. Subscribe to the content using an "RSS News Reader".
- IV. Download the content into content management software (CMS).
- V. Play content on download device or synchronize CMS with portable media player and play.

Can any of us jump on the bandwagon?

Here is what you need to get going!

1. **Audio/Video Capture Tools**
2. **Audio/Video Editing Tools**
3. **File Transfer Software**
4. **RSS Enclosures-** Preparing the content for delivery requires it to be tagged via XML in a format known as RSS 2.0. The enclosure can be created with software designed to create RSS feeds or can be hand coded using your favorite text editor or WYSIWIG web design software.
5. **Specialized RSS news reader** To automatically download the podcast requires a type of software called a RSS News Reader. It must be designed to specifically download podcasts to a specific folder on the subscriber's computer or can be modified to do so. Podcasting news readers like iPodder, iPodderX, and PlayPod will work, as well as stand alone generic news reader applications like Feedreader and Awasu. Two packages to look at are iPodder (free - ipodder.sourceforge.net) for most popular operating systems, or iPodderX (\$39.95 - www.ipodderx.com) for the Apple OS X.
6. **Content management software.** There are a number of software tools that are available for managing podcasts or any other audio content. CMS software allows the user to sort and organize their content into "playlists" which can

be scheduled to automatically synchronize with a media player when you connect it to your computer or at specified times of the day. iPhoto for the Mac and Adobe Album are both great products with which to organize your content.

7. **A digital music player & a laptop computer or portable digital media player** Most of these players come with some type of content management software and methods for synchronizing with a desktop or laptop computer. Although portable video devices are beginning to appear, the most popular playback environment for VODcasts is still the laptop or desktop computer. Interestingly, some of the units even have built-in personal video recorders (PVR) allowing for the creation of additional content which can then in turn be VODCast.

Read more about Pod and Vodcasting at:

1. Edmarketing.apple.com/adcinstitute/wp-content/Missouri_Podcasting_White_Paper.pdf
2. www.podcasting-tools.com/how-to-podcast
3. www.podcastingnews.com/

Want to Request a Chapter Meeting Topic?

Let us know! Send any board member an e-mail or attend a board meeting and tell us what you would like!

Memorable Quote

Eric Cartman: [as he sees the attic hippies] See that hippies. These are what we call the ,uh, giggling stoners. Pretty common form of hippies, usually found in attics.

South Park

Do your want your info listed on MCA-I/CT's Website?

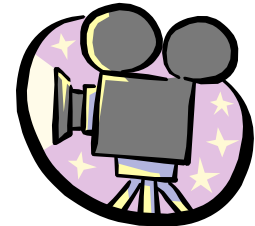
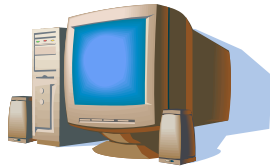
Let us know!
E-mail me at osi@mcaict.org



Your 2005-2006 Board Members!

President	Jamie Boss	Jamie@technicalconcepts-ct.com	203-877-9096
Vice President, Programming	John O'Neill	John@KinMedia.com	860-659-5898
Co-Chair of Programming	Cathie Reese	Cathie@geomatrixproductions.com	203-389-0001
Secretary	John Ferrante	jfjsr@juno.com	203-268-5019
Treasurer/ Webmaster Liaison	Gulnar Jeffereis	gulnar@gipro.net	203-790-1044
Communications/Newsletter	Osi Korn	osi@mcaict.org	917-273-7524
Membership	Craig Mikhitarian	TheBros@aol.com	203-431-9575
Member-At-Large for Programming	Ryan Broadbin	ryanbroadbin@snet.net	203-260-3152
Member-At-Large for Membership	Joan Franzino	JoanFranzino@aol.com	203-434-2575
Member-At-Large for Communications	Steven Washer	swasher2@comcast.net	860-688-5296
Member-At-Large Freelancer Member Contact	Francie Anne Riley	farspeaks@hotmail.com	914-649-0437

The next Board Meeting will be held on Wed. May 31st at **7:00pm** at Technical Concepts in Milford. All members are welcome.



Member meetings are held on the **2nd Tuesday of each month** at various locations throughout CT. Go to our website for next meeting topics and location. Visit our Website: www.mcaict.org



MCA-I Connecticut Chapter
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