



JUNE 15, 2010

Linwood Dunn Theater – 1313 N. Vine St.  
Parking in the rear, enter on Homewood Ave.  
Social Hour at 6:30pm; Program begins at 7:30pm

Loudness– TV and Related Cinema Post-Production (Can you hear me now?)

Congress has now passed H.R. 1084, the CALM Act. When passed by the Senate and signed by the President, it will direct the FCC to enforce the provisions of the Advanced Television Systems Committee's A/85 Recommended Practice. A/85 explains new methods for measuring and maintaining television loudness.

The members of our distinguished panel were all members of the committee that worked hard for two years to develop this new standard. They will help us understand what it is and how to use it. The implications are far-reaching, affecting everyone from people working in Production/Post-Production, through to Broadcast and other Distribution. After opening presentations, **Lon Neumann will moderate a panel** discussion that promises to be lively, which will likely extend to include other related topics, such as the implications for the emerging Mobile/Handheld field, and others.

The panel:

Jim Starzynski, NBC, Principal Engineer, Chief Audio Architect, Advanced Technology  
Tomlinson Holman, Professor, USC School of Cinematic Arts and Viterbi School of Engineering  
Jeff Riedmiller, Dolby, Director, Sound Platform Group  
Rich Friedel, Fox Networks, EVP/General Manager, Engineering and Operations