



Tech Management for Producers

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**My How Things Have
Changed...**

What Happened?

- The Non-linear/Computer Revolution
- Dedicated facilities to SOHO
- Increasing Complexity and Choices
- Loss of old Training Process

**Are
YOU
a Facility Owner?**

What is Required to Get Things Done

- Creative Mission
 - Workflow
 - Equipment
 - Environment
 - Personnel

Used to be...

- One U.S. video format: 525 lines, 30 frames
- One kind of display: CRT
- Analog video had few variants
- Even digital video was still 525/30



Today's Workflow Questions

- SD vs. HD (and aspect ratio)
- Tape vs. file-based
- Storage Media (and archiving)
- Deliverables (what is a Master?)
- Equipment Choices

What About Quality?

- Camera specs – imager, lenses, compression
- Compression – codecs, transcoding
- Monitoring – what does it **really** look like?
- Did I mention compression?
- Delivering to... Whom?

Equipment Selection Guidelines

- Accurately define what needs to get done
- Define workflow – input to output process
- Determine users – experience, staff/freelance
- How will it be maintained?
- Complexity / Flexibility / Cost / Quality

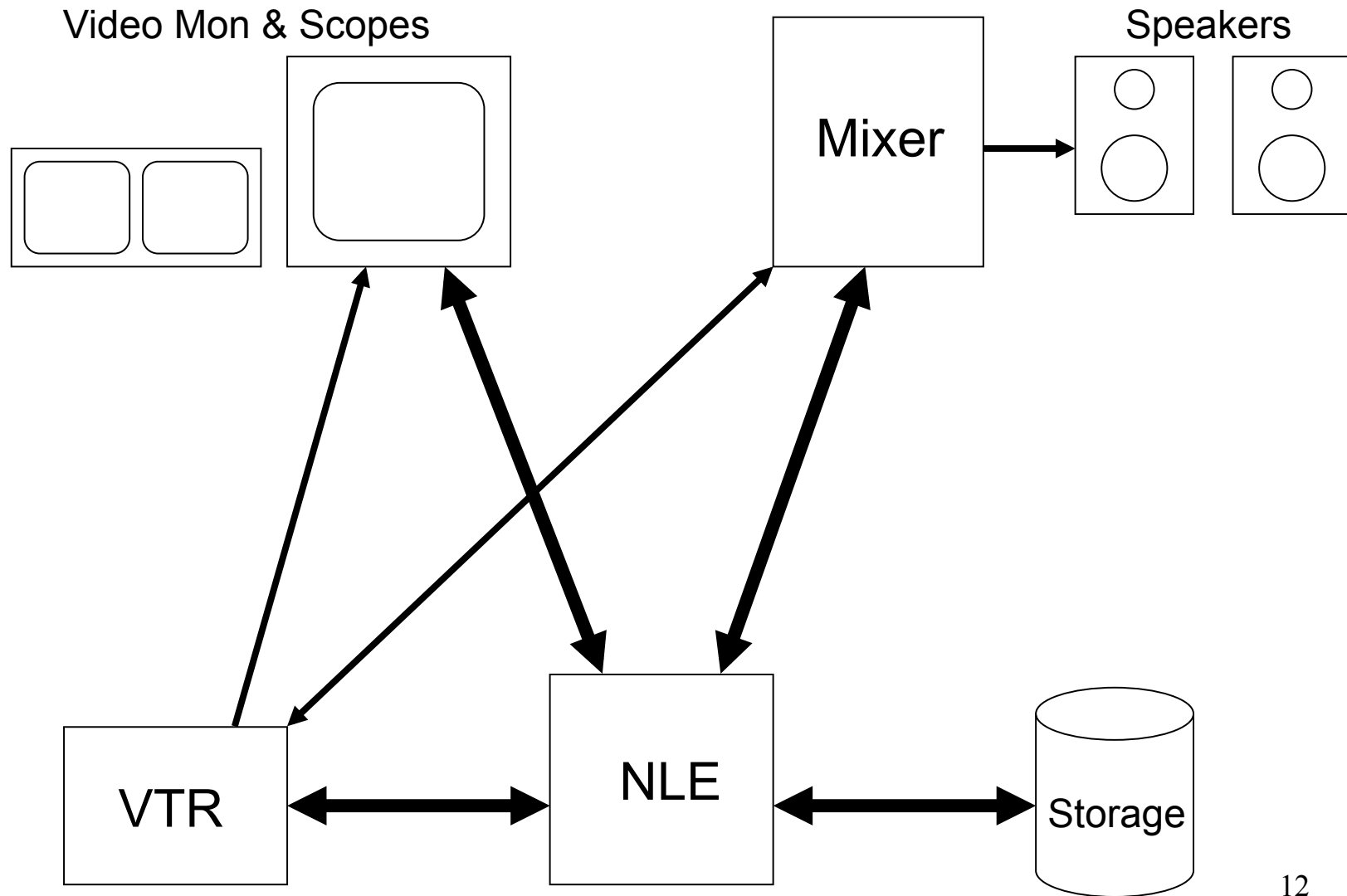
Working with Equipment Vendors

- Mail order “box” houses
- Local sales companies
- Local sales with “value added” services
- Systems Integrators

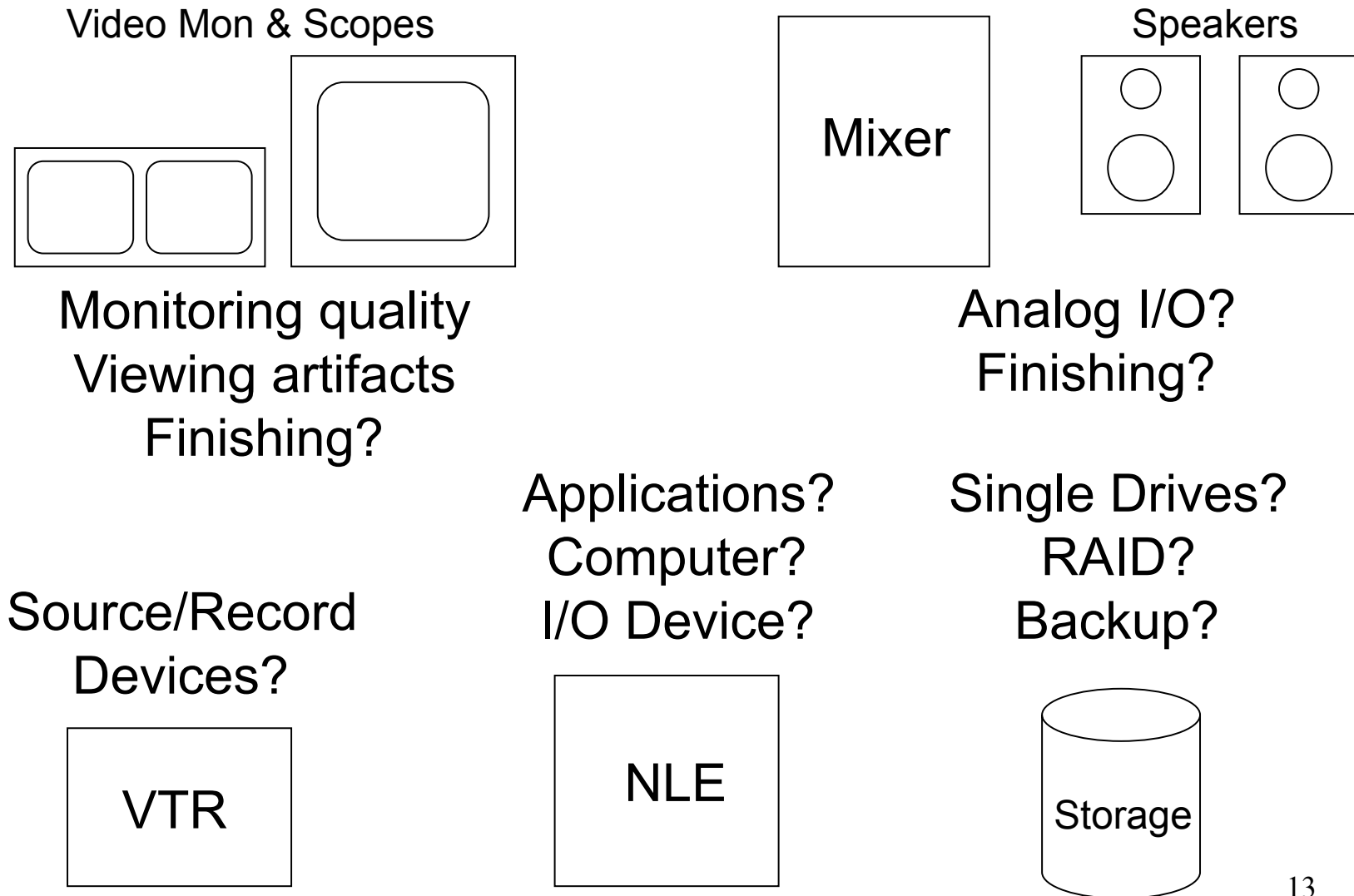
Working with Equipment Vendors

- Do not shop price only!
- Consider local for long-term relationship
- Beware of sales advice
- Do not expect “integration” with basic sales

Typical NLE System



Typical NLE System



Sources of Information

- Equipment vendors
- Magazines
- Seminars, trade shows
- Colleagues
- Online forums

Environment/Infrastructure

Is your edit room...



Unpleasant ?

Environment/Infrastructure

- Layout for comfort and viewing ability
- Electrical Power
- Cooling for equipment and people
- Acoustical Considerations
- Allowance for expansion

Personnel

This stuff is complicated!

Operators must have knowledge, experience and initiative to learn.

Engineering Management is important
for any size facility!

The Tech Manager

- Keeps track of manuals, discs, serial numbers, service needs, phone contacts
- Central contact for service requests, changes, freelancer questions

The Chief Engineer/ Engineering Lead

- For large and complex projects
- Has overall picture, knowledge of many disciplines, coordinates contractors and interdependent decisions

Using Freelancers



Do you have one of these?

How many know how to work a HDCam deck?



How about one of these?

Using Freelancers

- All systems are not the same
- Lots of app knowledge, not technical
- Allow for training and familiarization
- Rules of behavior
- Critical contacts

Which leads to...

The Tech Procedures Book!

Simple Troubleshooting

Use good observation techniques:

- Note all conditions during problem
- Note conditions leading up to problem
- When was the last good operation?
What changed?
- Be clear about meaning of words!

Troubleshooting Strategies

- It pays to know how things are SUPPOSED to work.
- Start with known good signals (bars and tone), good path and monitoring.
- Change one thing and observe...
- Swap things: cables, equipment, software
- Cut problem in half

Troubleshooting Strategies

Manuals are like GOLD!

And Now

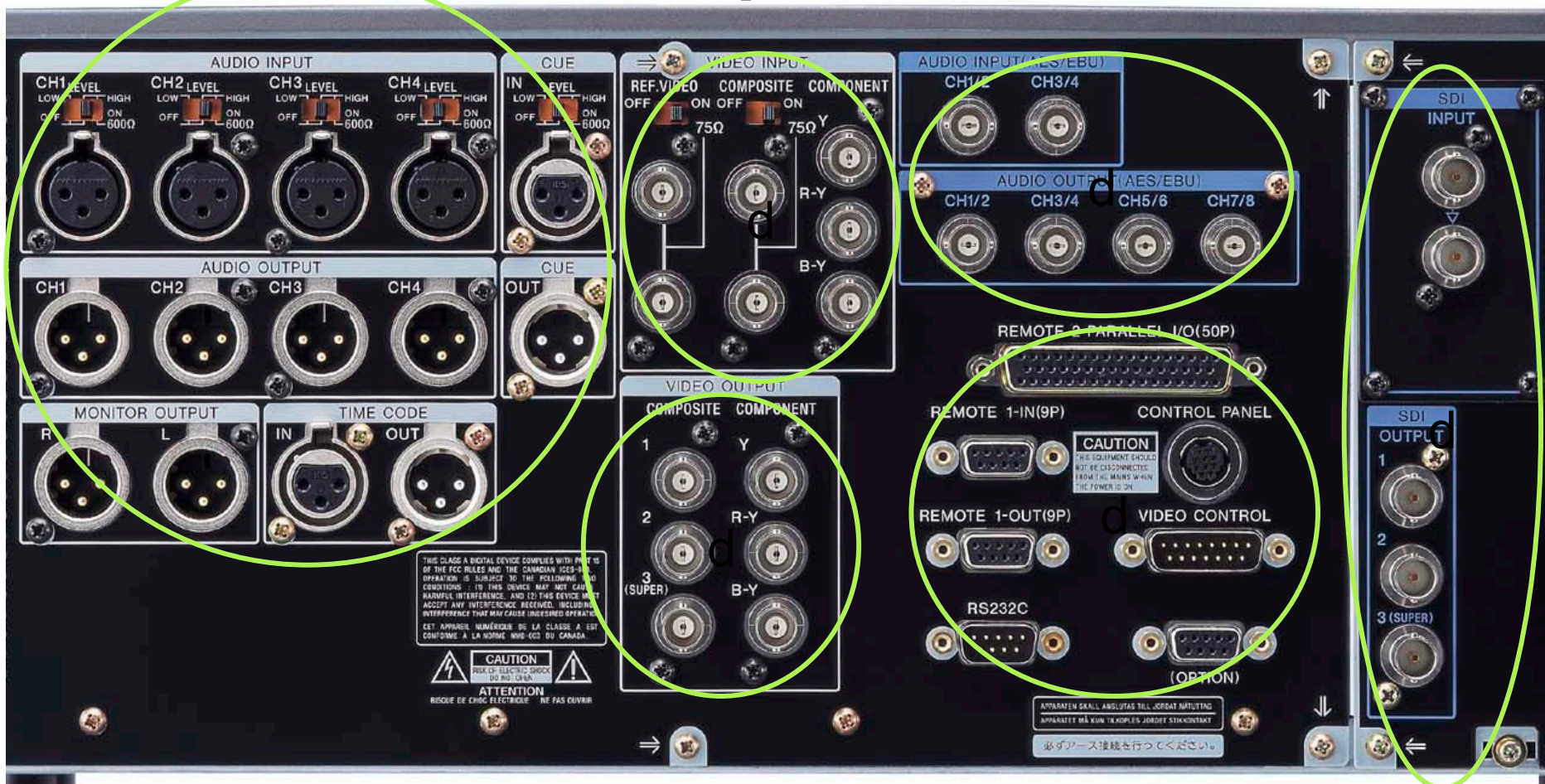
Some scary things...

Analog Audio I/O

Analog Video Inputs

Digital Audio I/O

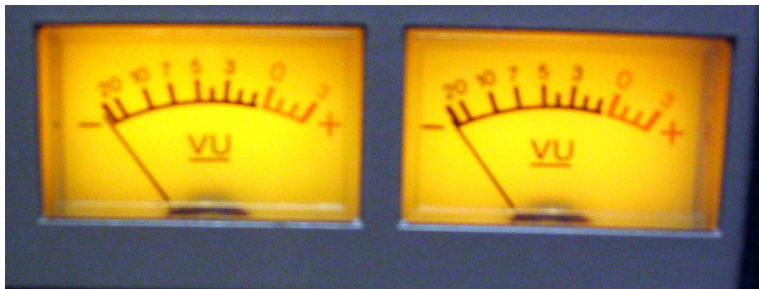
Digital Video I/O

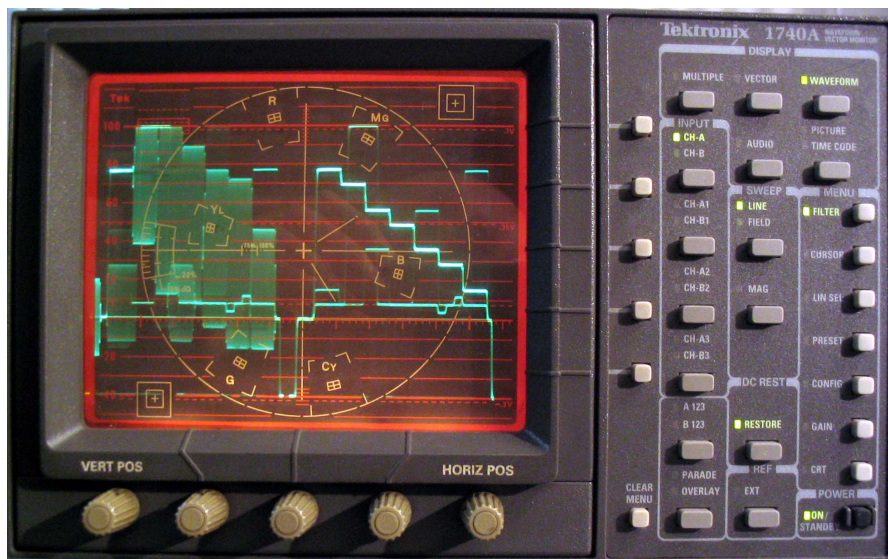


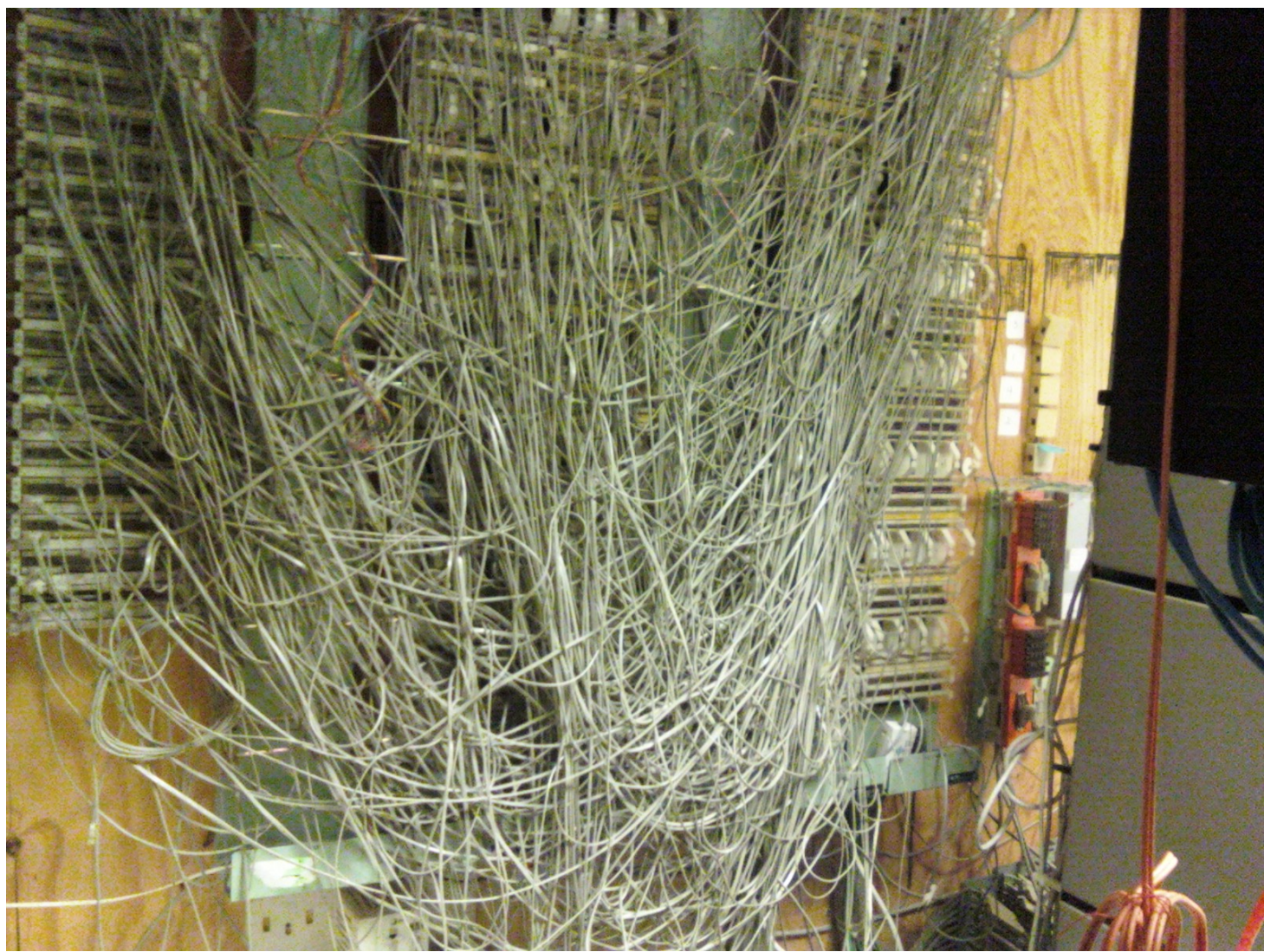
Analog Video Outputs

Remote Control And Misc.

Uh oh...







Television Engineering

- Systems Integrators
- Systems Engineers/Consultants
- Software/Application Experts
- Bench (repair) Techs
- IT Consultants
- Broadcast Engineers

System Engineering Perspective

- Maintain Signal Quality
- Accurate Monitoring
 - What is the signal really like?
 - How will it look/sound elsewhere?
- Flexibility

Engineering Value

- Broad knowledge of industry practices and available technology
- Understanding of how equipment and processes are supposed to work

Engineering Services

- Build system for reliability and ease of service
- Integrating “legacy” equipment with new technologies

Thank You!

**Please send me feedback
on this presentation**

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