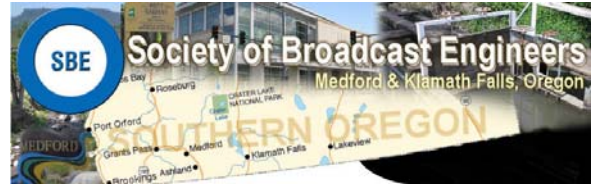




Medford, OR #3 of what can possibly 82 reports,.



Medford is a much smaller market than the broadcast markets due north (Eugene & Portland). The engineers in Medford are every bit as talented and have joined together to have one of the newest SBE chapters in the nation. I'm proud to say that I helped them form several years ago.

With 29 in attendance, all were ready to pull someone in off the street so the group would qualify for the Indian Head Test Pattern door prize from Chuck Pharis ☺. The Road Show created a larger turnout than the regular monthly meetings.

We were greeted by Steve Aase, Chief Engineer of KOB-TV and one of his fellow engineers (his name escapes me). For the last six years, Medford was our first venue – this year it was our third. Studio C (across the street from the main facility), resembles an abandoned super market being very spacious and suited for our presentation.

We had representatives present from Avocent (Scott Busey), Omnion (Scott Nix) and Tiernan (Rene Savalle). If I left anyone out, it's because I either didn't remember, or they didn't put a card in the jar. ☺ This will be the last venue for Scott Busey until we get down in Florida and for Rene Savalle until we get down into San Diego. Scott Nix will be joining us at other western US presentation at a later date. These gentlemen helped us set up, strike and stow the van. My assistant, Shawn and I really appreciate the help these folks have given us.

As before, the various reps fielded the ones for their companies and I fielded the remainder. Instead of mentioning every comment and/or interaction, I'm going to focus on what appeared to be the more serious inquiries, which leads me to report on the Trilitic EAS system. One of the attendees gave me a business card asking for more information. Unfortunately, because we didn't have any CD's, I wasn't able to give them much of a follow up except direct them to the website and send my contact at Trilitic an e-mail with his contact information.

There was quite a bit of interest in the JVC hi-def camera, but we were in the same boat with no CDs available for this fine bit of technology.

Once again there was good interest in all the audio products from the Henry Engineering devices to the JK Audio blue-tooth devices. The ATSC RF monitoring gear from Audemat generated a lot of interest and there was some interest in the ESE digital time code inserter.

As we closed the presentation and spoke with many of those who came to see YOUR technology, we were asked to return next year with several saying that this is the best Taste of NAB Road Show ever.

Until I get totally comfortable with the presentation, if any of you have reps that are going to attend, please have them report in about 3 hours before the presentation so I can go over the technology with them to ensure I'm doing it right. Thanks.

In closing, we asked those in attendance what format they wanted the information about the technology we had with us to take with them. As in the past six years, the preponderance asked for CDs. Because of comments made in past years, I asked if the envelop or sleeve made any difference. As before, those asked requested paper envelopes so they could make notes on them. You cannot write on the fancy plastic containers. Don't kill the messenger - Snuf said. 😊

Thanks for your understanding.