

ATSC Board of Directors

2005 Nominees Biographical Information

(Listed in random order)

Biography for Ed Barrett

Ed Barrett, with Sony Electronics, Inc. is a member of the Company's Technology Standards Office. He is Sony's principle member to the Executive Board of the International Committee for Information Technology Standards (INCITS) and serves as the Chairman of the INCITS Standards Development Board. Through INCITS, he also participates in ISO/ IEC JTC 1 TAG, the INCITS committees B10 on identification cards and related devices, T3 on Open Distributed Processing, and B11 for Optical Digital Data Disks. He also is a member of the IEC TC100 US TAG and the Technical Area Manager for Digital system interfaces and protocols in TC100.

Goals for ATSC

The ATSC should continue to be the pre-eminent organization for the creation, promotion, and implementation of voluntary technical standards for advanced television systems, including generation, distribution and reception. Accomplishing these goals requires a well-balanced organization representing all industry segments as HDTV enters a period of wider acceptance.

Standards should be rigorously vetted in a consensus environment that meets the needs of consumers, manufacturers and broadcasters in a timely manner. This requires cooperation with other standards bodies and government support. The Board must assure due process and openness for quick acceptance and credibility of the ATSC standards product.

Biography for Brian Smith, Philips

Over 30 years in the Consumer Electronics business with the vast majority involved with advanced products/technologies. Involved with HDTV since 1984 and a member of the Grand Alliance team leading to the ATSC Standard.

Former 3-year member of ATSC Board of Directors and served as Chair of annual Objectives committee. Currently voting participant in ATSC T3 and AS subcommittees.

Currently Vice-Chair of CEA Video Board of Directors and Chair of CEA TV Manufacturer's Caucus.

Goals for ATSC

ATSC's output is not just about technical standards; it impacts consumers in products they purchase, in programming they watch, in method(s) that programming is delivered and in facilitating new services.

It also impacts equipment manufacturers and content production/distribution companies - ATSC's core membership. These companies provide valuable resources to work on ATSC Standards and invest significantly in the new products/services utilizing ATSC Standards.

Therefore, the ATSC Board must exercise diligence when considering new standards activities to recognize the potential impact on all parties. Consensus and cooperation by all affected entities is critical to provide the opportunity for success.

Biography for Wayne Luplow

Extensive CE management and technical experience with ATSC relevant technologies

Sarnoff, 2 years

Zenith, 40 years

Led development: VSB/ATSC DTV system

Leading role: FCC's ACATS

Grand Alliance Leader for Zenith/AT&T

Leading DTV Implementation – U.S. and rest of world

Industry Leadership

ATSC Executive Committee and Board (1988 – present)

ATSC Subcommittees: Technology, Applications, Promotion

Chair, 2003 ATSC Nominating Committee

Ad hoc ATSC Board: IPR; Priorities & Goals; Finance

Board, ATSC Forum

Chair, CEA's Video Systems (R4.0) Standards Committee (1998 – present)

Elected Member, IEEE's CE Society AdCom (1965 – present)

Editor, IEEE Transactions on Consumer Electronics (1975 – present)

Fellow, IEEE: "...leadership in establishing ...DTV..."

Luplow's Goals for ATSC

My goal as a member of the Board of Directors of ATSC, is to further the technologies inherent in advanced television work to help enable the financial health and growth of all ATSC member industries and companies. The development of such peer-reviewed, consensus-based standards provides the certainty for investment and development of new products and services using newer technologies. A Board member must reflect the interest of all member organizations and not just the company/industry in which he or she is employed. The Board, as best possible, should be proportionally representative of the industrial sectors of the membership of ATSC.

Biography for Patrick Griffis

Patrick Griffis is Senior Director, Worldwide Media Standards for Windows responsible for digital media standards on a global basis. Before Microsoft, he spent 15 years at Panasonic in senior positions including VP/ Strategic Product Development at Panasonic Broadcast where he helped launch DVCPRO and support HDTV strategy for the USA. He started his career at RCA earning 8 patents in TV design. He is Vice Chairman of the Digital Living Network Alliance and on the board of directors of the ATSC, ATSC Forum, and SMPTE Foundation. He holds a BSEE from Tuft University and MSEE from Purdue University.

Goals for ATSC

The potential for DTV extends beyond the traditional CE marketplace into the emerging digital ecosystem. I will work to help realize that potential by helping to build a bridge to the IT industry. Further I will endeavor to make sure ATSC exercises its fiduciary and management responsibilities on behalf of its membership.

Biography for Edward Caleca

Ed Caleca is PBS Senior Vice President, Technology, Distribution and Operations, the nation's public broadcast service. Ed's leadership enabled PBS to transition to digital TV, including HDTV, and to develop a 10-year technology roadmap in support of the PBS business plans.

He created and led a PBS operational improvement plan that resulted in a 99.99% on-air reliability that is consistently achieved. Ed negotiated with cable MSOs and secured voluntary digital carriage, such that PBS programming reaches 45 million cable subscribers. He developed and now executes a PBS Strategic Plan for the next generation of interconnection/distribution for public television..

Ed brings exceptional technical and non-commercial business expertise to the ATSC Board.

Goals for ATSC

The FCC has just released the 2nd Order in the DTV Rules Proceedings. The issues that are addressed, channel election, replication and maximization, interference protection, DTV transmission standards et al, are a clear signal that the final push to transition is upon all broadcasters.

ATSC's role is critical. There is much work to be completed on a host of issues. The collaboration amongst all member representatives, national associations and the FCC, must be transparent, effective and candid.

As a Board member, I would work to ensure that the ATSC supports what is "right" for the multimedia enterprises it represents.

Biography for Michael McEwen

Michael is Secretary General of the North American Broadcasters Association, and President of Canadian Digital Television (CDTV), a non-profit company, representing all sectors of the television industry, guiding the Canadian transition to digital TV/HDTV. McEwen had a 27-year career in CBC and his wide range of responsibilities included VP and Senior Advisor to the President of CBC, Executive Vice President for TV and Radio services; and Vice President, Human Resources.

His responsibilities involved strategic planning, business development, regulatory affairs, executive management, and international broadcasting affairs.

As a senior Canadian broadcast executive his expertise will bring the views from your northern neighbor to the ATSC Board of Directors.

Goals for ATSC

The primary responsibility is to work towards the full implementation of the ATSC transmission standard in the context of North America and those other countries in the world that have adopted the standard. It is also important to ensure that related standards and developments speak to a need defined by broadcasters to realize potential services and revenue and that they not detract from the core transmission standard.

A further responsibility from a Board member not residing in the United States is to bring a more global view to some of the issues that the ATSC Board deals with in the course of their deliberations. Finally a Board member should be able to relate well to member companies and Associations in furthering the ATSC agenda.