



# Page of Enlitenment

September 10, 2002

The Enliten Management Group  
29 N. Park Square, Suite 201  
Marietta, GA 30060  
(770) 590-1590 (v)  
(770) 590-1553 (f)  
[www.enliten.net](http://www.enliten.net)

Enliten Management Group provides **Page of Enlitenment** as a courtesy to its customers and other users of satellite-based business television and interactive distance learning networks.

**Page of Enlitenment** is intended to provide information on the latest trends in applications, technologies and services, including video and multimedia delivery, viewing and display.

## Featured Contributions:

**Content Management & Distribution Lab For Testing**

**Ad-Hoc Special Events Are Still The Ticket**

**Internet – The Search for White Papers on MPEG**

### Tradeshows & Conferences

#### **E-GOV Learning 2002**

Ronald Reagan Bldg  
Washington, D.C.  
September 18-19, 2002  
[www.e-gov.com/events/2002/el/](http://www.e-gov.com/events/2002/el/)

#### **Online Learning 2002**

Anaheim Convention Center  
Anaheim, CA  
September 23-25, 2002  
[www.onlinelearningconference.com](http://www.onlinelearningconference.com),  
[www.vnulearning.com](http://www.vnulearning.com)

#### **Next Generation Networks**

Boston, MA  
October 14-18, 2002  
[www.ngn2002.com](http://www.ngn2002.com)

#### **TechLearn2002**

Orlando, FL  
October 27-30, 2002  
[www.techlearn.net](http://www.techlearn.net)

#### **Collaborate Conf. & Expo West**

Anaheim Convention Center  
Anaheim, CA  
November 4-7, 2002  
[www.collaborateexpos.com](http://www.collaborateexpos.com)

#### **SATCON Expo**

New York Hilton Hotel  
Nov. 18-20, 2002  
[www.satconexpo.com](http://www.satconexpo.com)

## Content Management & Distribution Lab For Testing

Technologies continue to change and improve at a rapid pace, as much and as fast as user requirements change and as suppliers attempt to respond to and keep ahead of the industry trends. To do this, and to do it right, the systems integrators and service providers need the facilities, technical expertise and systems to conduct the necessary technology assessments and evaluations.

Globecomm Systems Inc., a leading global supplier of end-to-end satellite-based communications solutions, has such a facility in its Content Management and Distribution Laboratory at the company's Long Island headquarters. The laboratory is designed to enable content owners and enterprise organizations to develop and/or evaluate products for content delivery and interactive Video-on-Demand (VOD) applications in an actual operating environment.

Globecomm has the ability to configure and test complete end-to-end systems for the management and distribution of media assets, via satellite, to the enterprise end-user receive locations as well as to cable or DSL head ends .



Enliten's Dave Holzwarth is on assignment in Singapore, assisting with the installation and testing of the antenna pictured above for ESPN and Star TV. Antennas pictured: Asiasat 3 (foreground) and PAS 10.

### **The Enliten Management Group**

is a team of business professionals who know and understand video and multimedia communications. With decades of experience in Broadcast and Satellite Industries, Enliten supports clients in the development and implementation of infrastructure and business communications solutions.

We have extensive experience in developing and supporting new and established satellite-based communications solutions for companies and organizations of all sizes, including many of the

### Gov't Video Technology Expo 2002

December 4-5, 2002  
Washington, D.C.  
[www.gvexo.com](http://www.gvexo.com)

### Satellite 2002 Europe

Palais des Congres  
Paris, France  
December 10-12, 2002  
[www.satellite2002-europe.com](http://www.satellite2002-europe.com)

### 2003

#### Training 2003

Atlanta World Congress Center  
Atlanta, GA  
February 24-26, 2003  
[www.trainingconference.com](http://www.trainingconference.com)

#### E-Learning Conference & Expo

Washington Convention Center  
Washington, D.C.  
February 26-28, 2003  
[www.satellite2003.com](http://www.satellite2003.com)

#### NAB 2003

Las Vegas, NV  
April 5-10, 2003  
[www.nab.org/conventions/nab2003](http://www.nab.org/conventions/nab2003)

#### Collaborate Conference & Expo East

Washington Convention Center  
Washington, D.C.  
April 28-May 1, 2003  
[www.collaborateexpos.com](http://www.collaborateexpos.com)

#### DV EXPO East: 2003

Jacob K. Javitz Center  
New York, NY  
July 7-11, 2003  
[www.dvexpo.com/east](http://www.dvexpo.com/east)

#### Collaborate Conference & Expo West

Anaheim Convention Center  
Anaheim, CA  
October 7-8, 2003

#### Contentworld

October 2003  
More Info TBD  
[www.contentworld.com](http://www.contentworld.com)

Earlier this year, Globecom brought its expertise to the enterprise space by taking over the deployment and management services of the Home Depot business television network. The GlobeComm laboratory will play a key role in helping Home Depot identify how to migrate its network to include IP multicasting capabilities, including Video-on-Demand (VOD) applications.

In addition, Globecom brings a fresh, different perspective to the enterprise market: extensive experience with IP multicasting and next generation technologies as the industry leader in providing systems integration and worldwide services for broadcast and cable head-end content providers and Internet Service Providers (ISP).

"Our goal is to keep this facility on the leading edge of content management and distribution issues and technology to meet the needs of our customers, including our growing enterprise users," said Frank Hughes, Vice President of Engineering and Operations.

For more information on Globecom Systems and the Content Management and Distribution Lab, contact Jeremy Morrison at 516-983-5058, email at [jermorrison@globecommsystems.com](mailto:jermorrison@globecommsystems.com) or go to the Globecom web site at [www.globecommsystems.com](http://www.globecommsystems.com).

## Ad-Hoc Special Events Are Still The Ticket

Web casting via the Internet has garnered a great deal of attention in the enterprise, for departmental meetings, business collaborations, product introductions and customer events. However, it's no surprise to hear that the Ad-Hoc Special Event Video Conference still has its place in Corporate America.

Whereas, the web cast is widely accepted for the lower bandwidth applications, the Ad-Hoc Special Event maintains its position as a preferred means to provide high quality video and multi media programming to audiences on a nationwide, worldwide basis. In addition, Ad-Hoc Special Events provide the excitement and impact for the viewers in delivering the message that is associated with a special event

Merrill Lynch, a long-standing user of satellite-based video conferencing, delivered a market update "2002 A Strategic Perspective" to an audience of over 1,000 participants earlier this year. The broadcast originated live from the

sizes, including many of the Fortune 500 Companies.

We invest a significant amount of time and effort to maintain contacts throughout the industry, including: the suppliers and their products; the systems integrators and services they provide; and the end-users, their needs and respective applications.

We provide you with the information, introductions and direction needed to make the right decisions for your organization. In addition, we'll likely be able to save you a significant amount of time and money, getting you to the right solution as quickly as possible.

### Enliten Consulting Services

- Industry Overview
- Technologies
- Providers
- Users
- Applications Needs & Assessments
- Cost Analysis
- Benchmark Studies -with other users and their "winning" applications
- System and Vendor Assessment
- RFP/RFQ Development & Administration
- Project Management
- Vendor Management
- Develop and Produce Programming Content
- Measure and Assess the Effectiveness of the Programming Content Ongoing Support, Guidance & Assessment

For more information about Enliten's consulting services, please contact Randy Palubiak at 770/590-1590 or [rp1@enliten.net](mailto:rp1@enliten.net)

### Feedback

We encourage your feedback and input in making *Page of Enlitenment* an effective means of providing you with information on industry related trends, solutions and suppliers. Please forward your suggestions or requests to us at [enliten@enliten.net](mailto:enliten@enliten.net) regarding the topics, products, services or companies that you would like us to include.

Villard Ballroom at The Palace Hotel in New York City. It was delivered to clients, who viewed the event at leading hotels and convention centers across the United States and at Merrill Lynch offices via its private satellite network.

Corporate Broadcast Services, Inc. of Atlanta, GA provided Merrill Lynch with network support and field management services at 50 locations, including the hotel and convention center viewing locations. The transmission was received by a combination of transportable downlinks and temporary fixed receive stations and viewed on large screens. In addition Corporate Broadcast Services provided audio-visual and technical support for the private network sites.

After the live national broadcast, Merrill Lynch conducted individual meetings at each viewing location. Corporate Broadcast Services technicians provided continued audio-visual support during the local portion of the event.

The Video Conference was considered a success, bringing timely information and guidance to Merrill Lynch customers who were in need of comfort and confidence about their investments in the market. "By combining experienced project management, top flight broadcast engineering and the top field force in the nation, Corporate Broadcast Services provided flawless execution in delivering the program," stated Tim Everitt, Director, Multimedia & Client Meeting Services for Merrill Lynch.

For more information about Ad-Hoc Video Conferences or the Merrill Lynch event, please contact Mike Krouse of Corporate Broadcast Services at (770) 447-9724 or via [mk@corporatebroadcastservices.com](mailto:mk@corporatebroadcastservices.com).

---

## **Internet – The Search for White Papers on MPEG**

The Internet is a powerful resource of information, providing access to an unlimited number of documents. In general, major vendors, standards organizations, industry-related news sites and educational institutions are good sources for keeping current on technology, and the Internet is a great way for them to make it available to the general public.

An excellent source is the site hosted by Adobe, which provides a search engine for Acrobat pdf documents. By

going to [www.Searchpdf.adobe.com](http://www.Searchpdf.adobe.com), and entering the keyword "MPEG" it returns over 1600 documents.

A few samples of white papers that can be found there include:

Title: Introduction to MPEG

<http://www.avisys.com/IntroMPEG.pdf>

Basic introduction to Mpeg and discusses its advantages over other compression schemes, including its video quality, variable bit rate support and open standards.

Title: Lecture 10 – MPEG 1 and MPEG 2

<http://www.apl.jhu.edu/Notes/Beser/525759/lecture10.pdf>

This document provides a slide presentation that presents basic information on the need for video compression and reviews mpeg compression technology. It also provides a review of pertinent standards and standards bodies involved in the development of video compression standards.

Title: MPEG-4 and H.261/263 Video Compression

Author: Dr. Nicholas Beser

<http://www.apl.jhu.edu/Notes/Beser/525759/lecture11.pdf>

Provides a slide presentation that presents basic information on mpeg 4 and compares it to the video teleconferencing standard H.261, then compares H.261 to the Low-Bit rate standard H.263.

Title: MPEG-2 4.2.2 The Choice for Broadcast Infrastructures

[http://www.avisys.com/MPEG-2\\_4.2.2.pdf](http://www.avisys.com/MPEG-2_4.2.2.pdf)

Reviews the advantages a unified encoding scheme and open architecture provides, and supports the 4:2:2 profile @ Main Level for use by broadcasters for acquiring and delivering compressed digital video information.

Title: Digital Television: The MPEG- 2 Standard

Author: Gorry Fairhurst

<http://www.erg.abdn.ac.uk/users/gorry/level2dp.pdf>

Provides a slide presentation that presents basic information on mpeg, including a history of the development of MPEG standards. It provides a review of decoders and delivery networks, and presents advantages and disadvantages of Mpeg based systems.

For additional sites, and information on where to locate white papers, go to the Enliten web site [www.enliten.net](http://www.enliten.net) in the News and Events section for the complete **Internet – The Search for White Papers on MPEG** report by Michael Howe.

---

**For more information** on the topics presented in this communication, please visit the Enliten web site ([www.enliten.net](http://www.enliten.net)) or contact an Enliten representative at 770/590-1590.