

DELIVERY

TUESDAY 21 JULY ■ 10:30AM – CONFERENCE ROOM 2

Title: **Multimedia Transmission Network Implementation**

Presenter: **Richard Redmond
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Abstract

This paper discusses the key considerations that must be evaluated when developing implementation plans for new terrestrial digital multimedia networks. It examines the new opportunities these networks bring to broadcasters and content delivery companies when entering this new space — and the impact on infrastructure requirements. There will be a review of the various digital and mobile TV standards, analog to digital transition, new technologies, implementation, and the impact on space planning, power levels and costs. This discussion is based on Harris' experience and involvement with projects and networks around the world.

Bio



Richard Redmond is Director of Strategic Marketing for Harris Corporation's Broadcast Communications Transmission Business Unit. In this role, he is responsible for all of the business unit's business development, strategy, new product development and marketing efforts globally including leading digital radio and mobile TV growth initiatives. Redmond is based in at BCD headquarters in Mason, Ohio.

Most recently, Redmond served as Director of Radio Product Line Management, he has focused on adding key products, technologies and services that enable radio broadcasters to transition from analog to digital as smoothly and cost effectively as possible. Previously he was responsible for the television systems integration business, and held several sales management positions.

Prior to joining Harris in 1997, he held national sales management responsibilities for broadcast equipment for Northeast Broadcast Labs, where he had been employed since 1990. Before joining Northeast Broadcast Lab, Redmond is various positions at several radio stations including, General Manager, Chief Engineer and technical consultant.

A member of the Society of Broadcast Engineers, the Society of Motion Picture and Television Engineers, the Audio Engineering Society and holds a seat on the World DMB Forum Steering Board he has authored and presented on a number of broadcast technology topics globally.

Redmond received a Bachelor's degree in Marketing Management from Siena College and a Master's of Business Administration from the University of Dayton.



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