

FOR IMMEDIATE RELEASE

WASHINGTON, D.C., OCTOBER 10, 2012 – The Advanced Television Systems Committee (ATSC) and the Society of Broadcast Engineers (SBE) are pleased to announce the last in their 2012 audio loudness seminar series is coming to Atlanta. Broadcasters, cable operators, manufacturers, and others interested in audio loudness management should attend the event, scheduled for November 13, 2012 in Atlanta, Ga. The seminar will be hosted by Turner Broadcasting. Leading industry experts will discuss critically important topics including:

- In-depth tutorial on ATSC's Recommended Practice A/85
- FCC rules regarding Commercial Audio Loudness Mitigation (CALM) Act
- Practical solutions for implementation including loudness measurement and processing technology

"I have been to a number of lectures and seminars on this subject. This is the best of the bunch by far. The presenters have lived it and offer their solutions and recommendations. I highly recommend it to all associated with program audio," said attendee Dick Burden, CPBE.

This informative program is a can't-miss day for station engineers, broadcast and cable executives, the content creation community, and other industry professionals.

For more information and to register to attend, please visit the ATSC [Audio Seminar Page](#) or contact

[Lindsay Shelton-Gross](#)

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You can also register by visiting the [SBE web Site](#) .

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Written by Administrator

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About the ATSC

The Advanced Television Systems Committee is an international, non-profit organization developing voluntary standards for digital television. The ATSC member organizations represent the broadcast, broadcast equipment, motion picture, consumer electronics, computer, cable, satellite and semiconductor industries. For more information visit www.atsc.org.

About the SBE

The Society of Broadcast Engineers (SBE) is the only organization devoted to the advancement of all levels and types of broadcast engineering. With more than 5,500 members and 115 local chapters, the SBE provides a forum for the exchange of ideas and the sharing of information to help you keep pace with our rapidly changing industry. The SBE amplifies the voices of broadcast engineers by validating your skills with professional certification, by offering educational opportunities to maintain and expand those skills and by speaking out on technical regulatory issues that affect how you work.

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