



**MEDIA ADVISORY**

September 8, 2009

## Digital Media Demo Day at the University of Washington

**Don't miss look at Sony cameras, digital signage and more; chance to win a Sony Blu-Ray HD Player**

**SEATTLE** — Faculty, staff and students are invited to Digital Media Demo Day at UW, presented by UW's Digital Media Special Interest Group and UWTV.

Join UWTV in our Kane Hall studio for several presentations from Sony representatives on Tuesday, Sept. 29. Explore tapeless workflow options, watch camera demonstrations and check out new digital signage solutions. Attendees will also have a chance to win a Sony Blu-Ray HD player.

"The Digital Media Special Interest Group (SIG) is an all-volunteer organization that is open to UW staff, faculty and students at the University of Washington," said Jack Hoffman, UWTV's Director of Production. "Collectively, the 140-plus members support and foster the creation, production and distribution of digital media at UW. Anyone involved in digital media on campus is welcome to join us."

Doors to UWTV's Studio K will open at 9 a.m., with the first demonstrations to begin at 9:30 a.m. Take a close look at Sony's PDW700, PMWEX1 and PMWEX3 cameras and learn what to consider when choosing an HD camcorder. Examine tapeless acquisition and file-based workflow to determine what's best for your needs. Try out pan/tilt/ zoom cameras and a remote camera operating switcher ideal for distance learning environments. See how new video/data projectors and digital signage systems are being used in classroom settings as well as emergency alert systems.

For questions about Digital Media Demo Day at UW, contact Erin Lodi, Communications and Public Relations Specialist at UWTV, at 206-543-8907 or [erinlodi@u.washington.edu](mailto:erinlodi@u.washington.edu).

### Schedule for Digital Media Demo Day at UW, Tuesday, Sept. 29

9 a.m. – 9:30 a.m.	Doors open. Join us in UWTV's Kane Hall studio. (Enter through Classroom Support Services' pale green doorway on the basement level of Kane Hall.)
9:30 a.m. – 10:30 a.m.	Projectors and digital signage: Create sharp, bright displays to communicate effectively in the classroom and through emergency alert systems.
10:30 a.m. – Noon	HD camcorders: Learn what to look for before you buy.
Noon – 12:30 p.m.	UWTV studio tour and hands-on Sony product demonstrations
12:30 p.m. – 1 p.m.	Pan/ tilt/zoom cameras: Reach out to more students through distance learning.
1 p.m. – 2 p.m.	Tapeless workflow: Understand tapeless acquisition and file-based workflow.
2 p.m. – 2:30 p.m.	Mobile production with the Anycast Station.
2:30 p.m. – 3 p.m.	Not yet confirmed: HD video conferencing.

### About UWTV

UWTV is the University of Washington's award-winning television channel, offering original, non-commercial educational video programming – 24 hours a day, seven days a week. A unique educational resource, UWTV provides viewers direct access to the world-renowned scholars, scientists and researchers whose insights and discoveries are at the heart of our university and are changing our world. Learn more at [uwtv.org](http://uwtv.org).

*It's about discovery*