

Reporting from

NORTH HALL

by Brett Moss, *Radio World*

Day two in the North Hall brings the frisson quotient down a few notches.

While mobile video and IP audio, not to mention 3D, gather attention, subtly, almost under the radar, test and measurement equipment and software makers are enjoying a renaissance as high-speed, jumbo bandwidth media such as HDTV and digital radio create a demand for a new generation of testing and monitoring paraphernalia.

One such company is Hamlet. The maker of test and measurement hardware and software is showing solutions for testing 3 Gbps signals.

Telos is streaming mad! Over at the Telos/Omnia Audio/Axia Audio booth, visitors can see various Omnia processors and Telos codecs and transceivers processing, encoding, transporting and conditioning audio for streaming duties.

Speakers is another category that used to be strong at past NAB Shows but is now fewer and farther between. However, JBL has a new series of speakers. Peter Chaikin of JBL said, "JBL has been a trusted name serving

broadcasters for more than 60 years. Our new LSR2300 series brings the legendary JBL performance to broadcasters at very affordable prices. Useful features include internal amplification, mounting capabilities and three models. We call the new line 'a stimulus package for your ears.'"

At the Harman booth, Chaikin said, "The North Hall is a different environment than



Marcus Brooke of Sonifex with a rack of Sonifex Red Boxes (and a blue one)

the Central and the South halls. It's great for doing business. We do a lot of business in this booth, and it's not just end users coming in looking for speakers. We meet with deal-

ers and distributors and possible buyers with big, big broadcast projects for the networks. Folks who come here are wanting to do business, and it's been very good. I do have to say it's slower than last year, but we're doing high-quality business on top projects. I'm a happy camper."

Sonifex showed up at this year's NAB Show working a little outside their usual box — Red Boxes, that is. The company is pushing the blue boxes of their multipurpose, multi-configuration rackmountable monitors. But they have plenty of new Red Boxes to peddle as well.

Sonifex's Marcus Brooke had this to say: "We're really excited about our new Dolby decoding 1 RU audio monitors. The reference monitor range is increasing in popularity, and NAB has been ideal to showcase these and our other new products."

One of the nicer bits of eye candy in the hall is the Apollo console at the Calrec booth. Calrec's Kevin Emmott described the Apollo, saying, "Apollo is the next-generation DSP, routing and operation control surface that will form the backbone of Calrec products in the future. It is the most powerful console in terms of facilities and processing power Calrec has ever produced, without sacrificing any of the broadcast-critical amenities Calrec is known for."

He's seeing good traffic. "It's been amazing. Yesterday we were very busy all day, consistently. We had a lot of very demanding truck companies come over to see the console. If we have another day like yesterday [Monday], it'll be great. It's well worth the trip," he said.