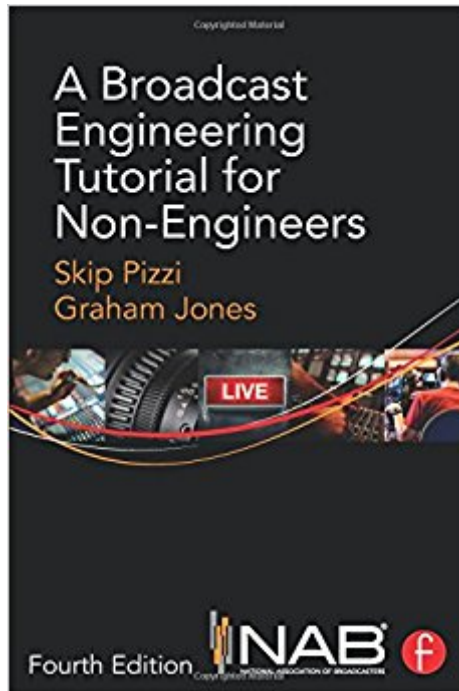




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A Broadcast Engineering Tutorial For Non-Engineers



Synopsis

A Broadcast Engineering Tutorial for Non-Engineers is the leading publication on the basics of broadcast technology. Whether you are new to the industry or do not have an engineering background, this book will give you a comprehensive primer of television, radio, and digital media relating to broadcast. It is your guide to understanding the technical world of radio and television broadcast engineering. It covers all the important topics such as DTV, IBOC, HD, standards, video servers, editing, electronic newsrooms, and more. This long-awaited fourth edition includes new standards and identifies and explains the emerging digital technologies that are revolutionizing the industry, including: HDTV and "UltraHD" IP-based production and distribution and Internet delivery (including "over-the-top" TV) Connected/Smart TV, Mobile TV Second Screens and Social TV "Hybrid" broadcasting (over-the-air and online convergence) Podcasting and Mobile Apps Connected Cars

Book Information

Paperback: 360 pages

Publisher: Focal Press; 4 edition (March 29, 2014)

Language: English

ISBN-10: 0415733391

ISBN-13: 978-0415733397

Product Dimensions: 6 x 0.8 x 9 inches

Shipping Weight: 1 pounds (View shipping rates and policies)

Average Customer Review: 4.7 out of 5 stars 4 customer reviews

Best Sellers Rank: #151,293 in Books (See Top 100 in Books) #23 in Books > Engineering & Transportation > Engineering > Telecommunications & Sensors > Television & Video #54 in Books > Crafts, Hobbies & Home > Crafts & Hobbies > Radio Operation #56 in Books > Engineering & Transportation > Engineering > Telecommunications & Sensors > Radio

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The 4th Edition, published post the digitalization of TV with ATSC transmissions, presents an unprecedented overview of the new world of broadcasting with contemporary technologies being brought to the fore with amazing clarity. Retaining broadcasting as its core theme, it brings you up to speed with the entire chain involved acquisition, production, broadcasting and streaming. A must-read for all professionals. Amitabh Kumar, Zee Network, India

This book is a great source for quickly finding what a particular broadcast-related acronym

Written as simply as can be, but not simplified beyond the limits of accuracy. Like any good tutorial, though, this text assumes good faith from a reader, that he or she will not simply dismiss its subject as unnecessary to understand.

Good for beginners.

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