

2020 / 2021 Season

Chair

David Beaulieu
Canadian Broadcasting Corp.
Tel.: (514) 569-1786
david.beaulieu@radio-canada.ca

Secretary – Treasurer

François Bourdua
VS-TEK
Tel.: (514) 214-4203
fbourdua.vstek@gmail.com

Past Chair

Daniel Guévin
Canadian Broadcasting Corp.
Tel.: (514) 597-3833
daniel.guevin@radio-canada.ca

Managers

Marie-Ève Bilodeau
Student, ÉTS
marie-eve.bilodeau.1@etsmtl.net

Denis Bonneau
Images et Technologie
Tel: (514)934-3209 x 120
DBonneau@imagespc.com

Dominic Bourget
DXM Technologies
Tel : (514) 447-4860
dominic@dxmtech.com

Daniel Collin
Grass Valley
Tel: 514-927-6374
Daniel.Collin@grassvalley.com

Daniel Despa
Communication Didcom
Tel.: (450) 445-9449
ddespa01@gmail.com

Jean-Claude Krelie
Ross
Tel.: (613) 228-0688
jckrelie@rossvideo.com

Ad-Hoc Managers

Jimmy Fournier, ONF
Jonathan Jobin, CBC
Gaétan Gauthier, Matrox
Pierre Marion, Consultant
Guillaume Nyami, Student
Polytechnique Montréal

Canadian Governor

Sylvain Marcotte
Tel.: (514) 434-9593
Sylvain.marcotte@grassvalley.com

Evening Presentation Notice

Date: **Wednesday, February 24th, 2021**
Time **19:00**
Location: **Live via Facebook in your kitchen, living room, office...**
Organized by: Patrice Guay - TVA
Sponsored by: SMPTE Montreal
Language: French

Subjects: **Election night: Graphics and data integration**

IMPORTANT: This presentation, open to all, will be available via a live streaming service on our Facebook page (<https://www.facebook.com/SMPTEMTL/>).

Your SMPTE-MTL committee is proud to team-up with Patrice Guay from TVA as well as Alexandre Leclerc and Thomas Desmeules both from Astucemedia to present an evening on graphics and data integration on election nights.

The evening will be hosted on Facebook where you will be invited to interact with us and ask your questions and have a chance to win a prize!

Evening Schedule:

19:00 – 20:30 Election night: Graphics and data integration

One of the flagship productions for a television station's News service is, without a doubt, election night coverage. During this production, the arrival of election results is followed closely by viewers for several hours.

In order to maintain audience interest, television stations compete with each other in ingenuity and creativity to energize the presentation of results in real time.

AstuceMedia, a Montreal-based company, has developed expertise in integrating graphics and data during election night productions.

They will present us the technological challenges encountered during these productions. Concrete examples from the American election evening of November 3, 2020, will serve to illustrate their point. We look forward to seeing many of you for this presentation!

The presentation will be given in French with French material.

Biography:

Presenters:

Alexandre Leclerc- CEO Astucemedia

Creative visionary and talented entrepreneurs, Alexandre Leclerc is passionate about data visualization and interactive graphic design.

Following studies in computer engineering, computer management, in addition to being a graduate in visual art and 3D animation, Alexandre has great expertise in the field of computer technologies and data science in several fields. His distinctive profile allowed him to fill roles as a programmer and real-time 3D designer integrator for several years before asserting his managerial qualities at Vertigo/Miranda Technologies.

Alexandre founded Astucemedia in 2006 in Montreal, his hometown. His company quickly stood out thanks to a unique, reliable and creative offering with tailor-made products and services, always at the edge of the new trends.

Version française sur document séparé
<https://www.smppte.org/sections/montrealquebec>

NOTICE-NOTICE-NOTICE
PRESENTATION OPEN TO ALL
PLEASE POST... PLEASE POST... PLEASE POST

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Thomas Desmeules - CTO Astucemedia

Solution-oriented and customer-oriented, Thomas Desmeules has been demonstrating his technical ingenuity and creativity in the field of video broadcasting for 20 years. With a background in computer engineering, Thomas has built a solid reputation as a software developer who can lead technical and creative teams.

Since joining the Astucemedia team in 2012, he has provided technical direction and oversees the team of software developers. Before joining Astucemedia, he worked for innovative Montreal companies including Matrox, Miranda and Sliq.

The term "data driven graphics" is for him a long-favored slogan - passionate about the integration of data flows with graphics rendered in real time, whether for augmented reality, interactive applications, sports, finance and all forms of screens!

Host:**Patrice Guay - IT infrastructure & development supervisor, Groupe TVA**

Patrice has been working in the television industry for over 10 years and in the IT field for 20 years. He is interested in infrastructure and IT development especially in broadcast companies.

Halfway between the creation and the technology, broadcasting companies operate a rich and complex infrastructure.

He worked for CBC/Radio-Canada and Télé-Québec in the past. He has now been with Groupe TVA for 3 years, where he manages a multidisciplinary team of specialists in IT infrastructure and software development