



# IEE TECHNICAL TALK ON "MIGRATION FROM ANALOGUE TO DIGITAL BROADCASTING"

IEE Brunei Branch is organizing a technical talk on "Migration From Analogue To Digital Broadcasting". Please find below a synopsis of the technical talk and the speaker.

- Date: **Saturday, 6<sup>th</sup> June 2004**
- Time: **6.30 pm – 7.00 pm** (Arrival of Participants & Light Snacks)  
**7.30 pm – 8.30 pm** (Technical Talk)  
Buffet Dinner shall be provided after talk.
- Venue: **Ministry of Communication**
- Ticket: **IEE members [incl. PUJA(B)] - B\$8.00**  
**Non-IEE members - B\$12.00**  
**Students - B\$5.00**

## **Talk Synopsis:**

Many broadcasters are considering the next step in broadcasting. Whilst there are compelling reasons for broadcasters to consider conversion to digital technology, there has been little guidance available, particularly to the broadcasters in developing countries.

The presentation will touch on key considerations behind the drives for digitalization including the selection of standards and system for Digital TV transmission (DTTB). It will also include strategies and challenges for implementing DTTB services and the schedule of its implementation in Brunei.

## **Details of Speaker:**

Mr Lim Sam Lee is the Assistant Director (Engineering) with Radio Television Brunei (RTB).

RTB is the national broadcasting station administering both the radio and television services.

At RTB, Mr Lim is responsible for the policy making and forward planning and development of RTB technical services. In this capacity, Mr Lim oversees all information technology, engineering and transmission activities in RTB. Since 2001, he has been responsible for a team of engineers charged with the implementation of Digital Television Broadcasting Services in Brunei.

He has been an active member of IEE Brunei Branch since 1997.