



# Panel of Expert Judges

2018 TV Shootout Evaluation Event

Sunday, September 23, 2018

# David Medina

## Manager of Media Operations HBO

With a passion for emerging A/V technologies, David is a 15-year veteran of the entertainment industry with a focus on post production and consumer-facing media. Areas of expertise include:

- UHD (4K,HDR, WCG, object-based audio)
- Media encoding/transcoding technologies
- Content Creation & Distribution (Broadcast, VOD, EST, OTT, DVD/Blu-ray)
- Industry Standards
- Prior to HBO, David's career included stints at Broadway Video, Paramount Pictures, CBS and NBC.



# Greg Tarr

## HDGuru Managing Editor, freelance writer

**Greg Tarr 29-year veteran of the consumer electronics industry**

Greg covers the development, marketing and sales of consumer TV and video products, cameras and home theater equipment.

He has been an editor for many years with two leading consumer electronics trade publications and currently reports on and reviews new television and home theater gear as managing editor of HD Guru.com, and as a freelance writer for several print and online publications.

Mr. Tarr has been trained in ISF calibration.

He is a distinguished member of the CTA's Academy of Digital Television Pioneers.



# David Mackenzie

## CEO, Fidelity in Motion

### Master Compressionist

Ultra HD Blu-ray / Blu-ray / DVD / Digital Cinema  
Mastering

ISF + THX Certified Professional

Consultant to Video manufacturers

7 year expert presenter at the annual TV Shootout  
Evaluation event

Consultant to CE manufacturers



# David Abrams

## Avical - Video System Specialists

**Avical launched in early 2000 as one of the first independently owned and operated video calibration and consulting services throughout the United States.**

Avical has performed thousands of monitor and TV display calibrations from coast to coast on systems ranging from basic setups to multi-million dollar installations.

Avical's client list encompasses Hollywood's top studios, moviemakers, home theater enthusiasts, gamers, and sports fans, all with a passion for accurate and engaging picture quality.

Avical has also assisted the Imaging Science Foundation, Joe Kane Productions, and Home Acoustic Alliance with seminars, and has provided numerous manufacturers with consulting and evaluation services.



# Bill Schlindler

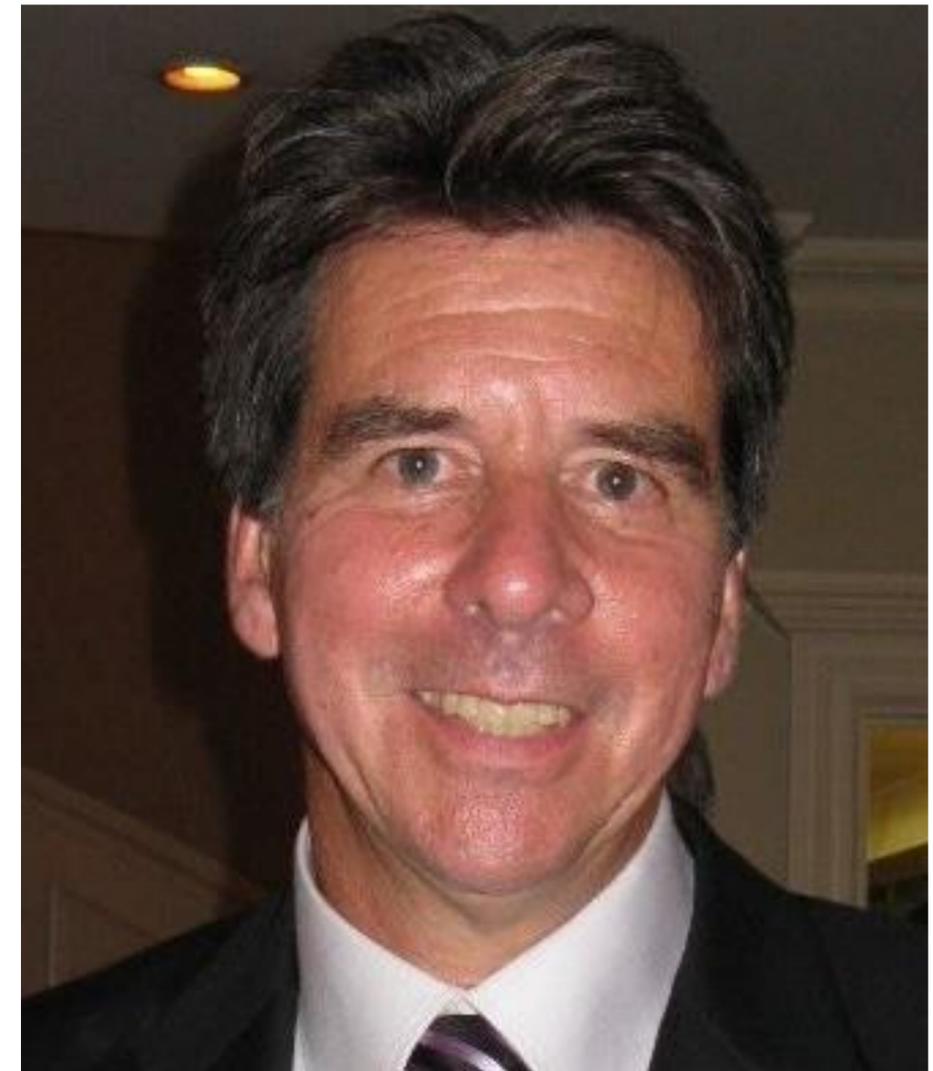
## Display Industry Consultant

### **Inventor, Digital Video Engineering Executive**

As a Vice-President of Panasonic Plasma Display Laboratory of America, Bill led the development of a prototype 60-inch HDTV plasma display, first demonstrated at the Society of Information Display Symposium in 1999.

In 1990, he became one of the early members of Plasmaco, Inc., a start-up formed to develop and manufacture monochrome plasma displays for portable computer screens. Plasmaco and its color plasma technology was acquired by Panasonic in 1996.

Prior to positions in R&D and marketing for IBM, Inc., he earned a Masters degree in Electrical Engineering at the University of Illinois where he created a fabrication facility for prototype plasma displays.



# John Reformato

## Electrical Engineer

**John Reformato is a professional calibrator who consults for Value Electronics**

He is ISF Level-3 certified, has helped instruct labs at ISF certification classes and moved into the calibration field after retiring from Verizon following a 30-year career in the Bell System starting at Bell Laboratories in Holmdel NJ.

John held technology and Information Technology Director positions at Verizon until his retirement in 2007.

He is an Electrical Engineer with a B.S.E.E from Pratt Institute, holds a Master's Certificate in Project Management from George Washington University School of Business and Public Management, and holds 23 patents in Telecommunications Technology.



# Rob Sabin

## Editor-in-Chief at ProjectorCentral.com

**25+ year consumer technology veteran with expertise in audio, video, smart home automation and custom integration.**

Prior to joining ProjectorCentral, Rob was Editor-in-Chief of Sound & Vision and Home Theater magazines. He is also the former owner/operator of Hangtime Home Theater & Automation, a custom electronics integration company specializing in audio/video and automation installations for residential and commercial properties.

He serves as a volunteer on the CTA/CEDIA R10 Residential joint standards committee tasked with establishing and documenting video best practices for electronics integrators.

In 2017, Rob hosted and moderated the Value Electronics TV Shootout Evaluation event.



# Steven Cohen

## Senior Writer, High-Def Digest

Steven Cohen is a New York City based tech journalist and movie critic who graduated from the University of Central Florida with a BFA in Film.

As one of the senior writers for High-Def Digest, Steven regularly contributes news, reviews, and feature articles related to home theater gear, industry trends, movies, TV, and streaming.

