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## Brenner, Reitmeier to Receive NAB Technology Achievement Awards at NAB Show

Washington, DC -- The National Association of Broadcasters announced today that radio engineering expert Paul Brenner and television technology innovator Glenn Reitmeier have been named the 2012 recipients of the NAB Engineering Achievement Award. They will be honored with the award at the NAB Show Technology Luncheon on Wednesday, April 18 in the Las Vegas Hilton.



[Paul Brenner](#)

Brenner, this year's Radio Engineering Achievement Award winner, is senior vice president and chief technology officer for Emmis Communications. He specializes in technology business development, broadcast engineering strategy and developing new broadcasting and Internet content distribution systems. The perspective he gained from interaction with automakers, Internet software companies and portable device makers led him to product developments such as live traffic information through the Broadcaster Traffic Consortium and TagStation song tagging for radio broadcasters, developed in partnership with Broadcast Electronics.

Brenner currently serves as president of the Broadcaster Traffic Consortium, LLC a partnership of 16 radio companies throughout the U.S. and Canada formed to distribute data via FM-RDS and HD Radio. He also served on the FCC Communications Security, Reliability and Interoperability Council (CSRIC) working group for EAS CAP, as well as NAB's Digital Radio Committee.

Glenn Reitmeier is senior vice president, Technology Strategy & Policy for NBC Universal. He leads NBC Universal's technical efforts on industry standards, government policy, commercial agreements, anti-piracy operations and advanced engineering. He was involved in the creation of NBC's first high-definition cable channel, Universal-HD, launched DTV multicast programming and mobile broadcasting and the distribution of NBC-U content to new digital consumer devices, including PCs, game consoles and personal devices. From 2006-2009, Reitmeier served as chairman of the Advanced Television Systems Committee, which developed the ATSC Mobile DTV standard under his leadership.



[Glenn Reitmeier](#)

Prior to joining NBC Universal, Reitmeier spent 25 years in digital video research and development at Sarnoff Laboratories. He is widely recognized as an architect of digital television. He was instrumental in establishing the ITU 601 component digital video standard, which is currently in worldwide use as the backbone of modern television broadcasting facilities. Reitmeier led the Sarnoff-Thomson-Philips-NBC development of Advanced Digital HDTV, which pioneered the use of MPEG compression, packetized transport and multiple video formats. He was a key member of the Digital HDTV Grand Alliance, taking a leadership role in establishing the ATSC Digital Television Standard. He holds over 50 patents in digital video technology. Reitmeier is a Fellow of the Society of Motion Picture and Television Engineers and is a recipient of SMPTE's Progress Medal and the Leitch Gold Medal. He is recognized in the New Jersey Inventors Hall of Fame. In 2010 Mr. Reitmeier received a Broadcasting & Cable Technical Leadership Award.

The NAB Technology Luncheon will also feature the presentation of the [Technology Innovation Award](#). The NAB [Best Paper Award](#), established in 2010, will also be presented to the author(s) of a paper of exceptional merit published in the NAB Broadcast Engineering Conference Proceedings.

### About NAB Show

NAB Show, held April 14-19 in Las Vegas, is the world's largest electronic media show covering filmed entertainment and the development, management and delivery of content across all mediums. With more than 90,000 attendees from 151 countries and 1,500+ exhibitors, NAB Show is the ultimate marketplace for digital media and entertainment. From creation to consumption, across multiple platforms and countless nationalities, the NAB Show is home to the solutions that transcend traditional broadcasting and embrace content delivery to new screens in new ways. Complete details are available at [www.nabshow.com](http://www.nabshow.com).

News media registration is [now available](#) for NAB Show.

**About NAB**

The National Association of Broadcasters is the premier advocacy association for America's broadcasters. NAB advances radio and television interests in legislative, regulatory and public affairs. Through advocacy, education and innovation, NAB enables broadcasters to best serve their communities, strengthen their businesses and seize new opportunities in the digital age. Learn more at [www.nab.org](http://www.nab.org).

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