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THE AUDIO ENGINEERING SOCIETY

BULLETIN



JUNE 2010

2009-2010
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**AES Toronto appreciates
the continuing support of
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Presentation
BlackBerry Audio Design at RIM, Waterloo
More Than Meets the Ear...

date	Tuesday, 22 June 2010
time	7:00 PM
where	Ryerson University RCC 204, Eaton Theatre, Rogers Communications Building 80 Gould Street, Toronto, ON <i>Corner of Gould and Church, east of Yonge St (Dundas Subway)</i>
	<i>For parking info and map, goto www.ryerson.ca/parking/</i>

	This month's meeting will be available live on-line, courtesy of Ryerson University at www.torontoaes.org .
	Please join us for our annual year-end social after the meeting.

In the more than century long history of voice telecommunication, RIM is a young player but with a highly accelerated learning curve. Through a genuine audio interest on all levels in the organization, the efforts in audio design goes way beyond just passing certification specs. There is a pride in strong engineering and in-house development of all the elements required for outstanding audio experience. This presentation will illustrate some of the design elements and their challenges in the creation of world class smartphone audio.

Three areas will be covered:

- Acoustic design, defying the laws of physics, almost...
 - How to keep up with the size reductions of silicon.
- Signal processing, in voice and multimedia applications
 - Making up for the instances where we could not defy physics...
- Content design, a crucial part of User Experience
 - The user experience of effective alert notification, and what that means in terms of technical and creative design.

Presenters will include: **Magnus Hansson**, Director of Audio & Acoustics; **Craig Ranta**, Manager Audio System Design; **Chris Forrester**, DSP Audio Team Lead; **Brad Ferringo**, Team Lead, Sound Design; and **John Grenn**, Media Content Technician for Sound Design. See next page for bios.



MEETING SPONSORED BY
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PLEASE POST - MEMBERS AND GUESTS WELCOME



RIM has more than 40 audio engineers working on the design of future BlackBerries in the acoustical design, signal processing and content design departments.

They will be represented by the following members:

- **Magnus Hansson**, Director of Audio & Acoustics
 - 4 years mobile phone acoustic design at RIM
 - 11 years mobile phone acoustic design at Sony Ericsson
 - 7 years as acoustic consultant in Sweden
- **Chris Forrester**, DSP Audio Team Lead
 - 6 years at RIM working on voice and multimedia signal processing algorithm development, and audio system design.
 - 2 years at Legerity working on voice signal processing for telecom
 - 12 years at Nortel working on voice signal processing for telecom with application to VoIP, PBX, GSM, and PCS phones.
- **Craig Ranta**, manager Audio System Design
 - 10 years audio design at RIM
- **Brad Ferringo**, Team Lead, Sound Design
 - 25 years in commercial music:
 - Producer in the Recording Academy,
 - Voting member of the Grammy's,
 - Artist with multi-platinum sales, international radio, club, movies and TV credits.
 - 8 years of designing for mobile audio including notification audio, gaming, music, and marketing collateral.
 - 10 yrs Electronic Technician (bench level)
- **John Grenn**, Media Content Technician for Sound Design,
 - 25 Years Audio Engineering / Live Audio and Systems Engineer,
 - Commercial Music Production.
 - 3 years with RIM, specialized in Mobile Audio Content.



UPDATE | AES Toronto Executive Elections

- **Jeff Bamford** has resigned as Secretary and offered his name as Treasurer.
- **Karl Machat** has offered his name as Secretary.

Nominations can be accepted up until the election at the Annual General Meeting on June 22, 2010.