

# Radio Engineer – 2030

## Where Radio Engineering Is Headed

Presented by  
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“Skate to where the puck is going to be, not where it has been.” Wayne Gretzky



# But Where is the Puck Going?



# Narrowing It Down

- Technical Challenges
- Career Strategy
- More with Less



# Technology – Blessing & Curse

How will software continue to change the life of the engineer?

- Execute Quick turnarounds
- Be able to troubleshoot, repair and replace
- Bone up on Web-based solutions
- Be the IT guy and the Engineer



# Software Sherlock

How will software continue to change the life of the engineer?

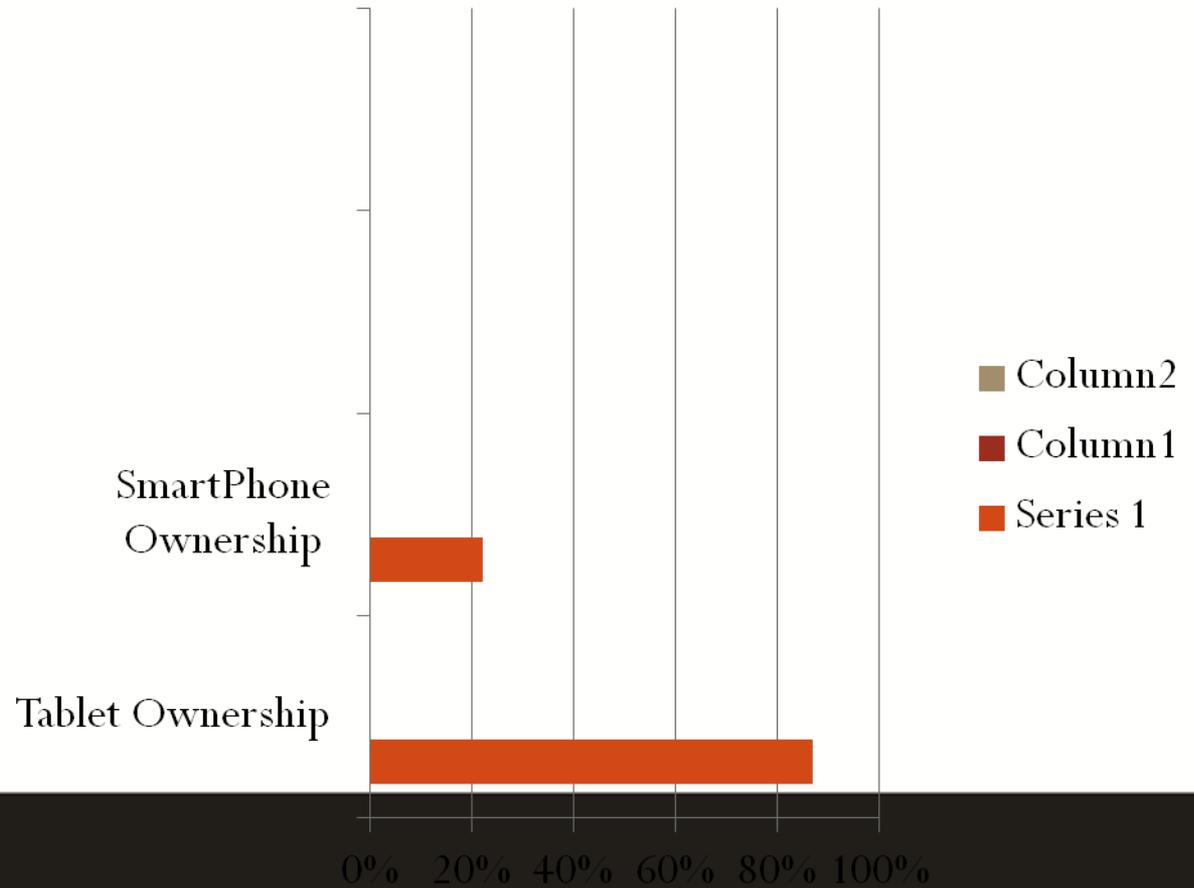
- AOIP
- Virus detection
- Freeware



What about GUI looks and features in tablet devices?



# Tablets = Growing Market Share



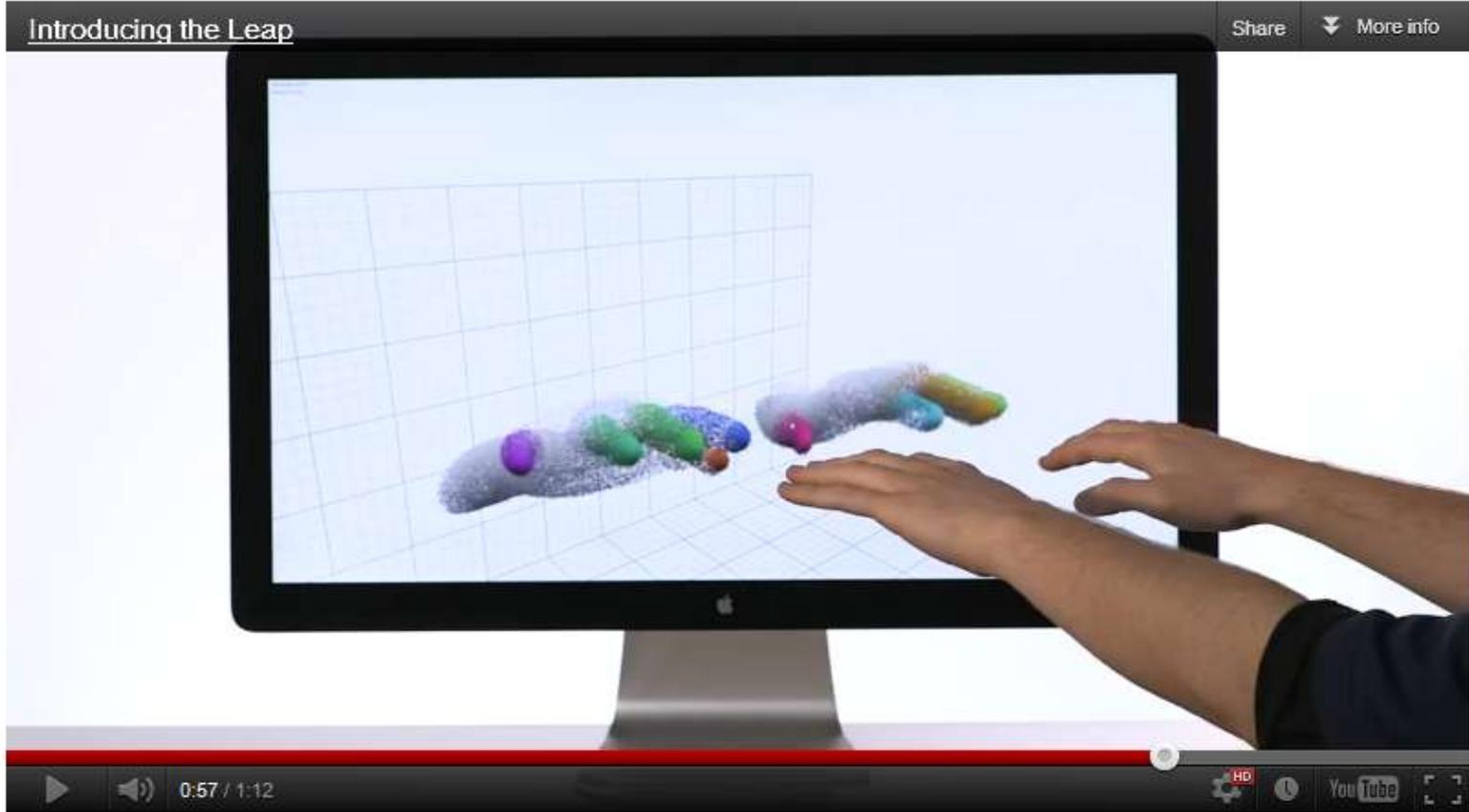
# Congestion



# Where is Radio Automation headed?



# Say goodbye to your mouse and keyboard.



Internet streaming, on-demand programming, terrestrial broadcasting- -how does this all play into your business model?



# Training for Tomorrow



# Are there enough engineers for the positions radio needs?



RADIO: Old and Obsolete? Or ready to reinvent itself (AGAIN).



We know where we've been. We know where we are. We get to determine where it will go!



- Video on Radio
- Personalized Ads
- Personalized News, Weather, Sports
- Ads based on location with mobile device.

# What's Next?

- Personalize
- Personalize
- Personalize



# Project Glass – Why Not Radio First?

- SciFi/Reality
- Location-aware
- Easy to master



“When it comes to the future, there are three kinds of people: those who let it happen, those who make it happen, and those who wonder what happened.” John M. Richardson, Jr

Thank You