

## Hyperlinks and Keywords: Providing Improved Member Services on the Internet

### SMPTE on the Internet

Over a year ago, the Society established a page on the World Wide Web. The SMPTE site (<http://www.smpte.org>) was created to provide a high-profile presence for the Society on the Web and as a mechanism for the distribution of information on a broad spectrum of SMPTE activities and member services.

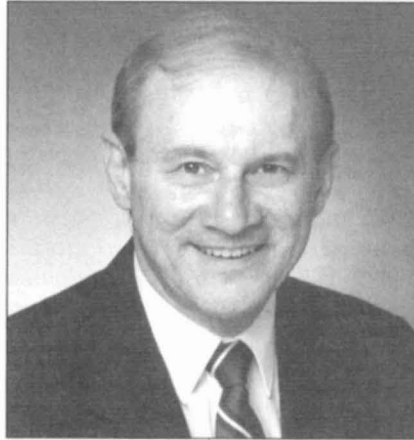
The first services included a list of SMPTE Standards, Recommended Practices, and Engineering Guidelines, a short description of each document, and directions for ordering copies. The Society page has also been very effective in keeping members up-to-date on meeting and conference schedules and program content, allowing the Society to promote conference content to a wide audience. Individuals planning to attend SMPTE conferences can download registration forms and return them via fax to Society headquarters. With an average of 8,000 accesses a week, according to our monthly Inforamp report, the SMPTE Web Site has become one of the key mechanisms for the Society's communications and the introduction of new membership benefits.

But one of the original goals was to provide a source on the World Wide Web for information about all types of products and services of interest to SMPTE members and to other professionals working in the motion picture and television industries and the allied arts and sciences...directed at people involved in all aspects of motion imaging.

### Inaugurating a New Service

I am pleased to announce that the foundation for a service designed to serve as the first point of departure for anyone seeking direction on available products and services is now in place on the SMPTE site. The tools are in place, and the database is growing on a daily basis.

One of the features of the SMPTE site is a list of the Society's Sustaining Members, which includes the 200-word description provided by the Sustaining Member that appears in the annual *Membership Directory*. The Society has



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been working to expand the Sustaining Member listing into a service area designed as a first-reference stop for products and services for the motion picture and television industries. In order to use the listing as a product and service directory, the listing needed to have both *hyperlink* and *keyword* capability.

From its inception, the Sustaining Member listing has provided a *hyperlink* capability that allows a single-click link to any Sustaining Member who has a Web page. The hyperlink is indicated, following the products and services description, by an underlined invitation to visit the company's home page. A single click takes you directly to the Sustaining Member's Web site. The local site provided by the Sustaining Member can provide you with more detail on individual products and services.

But how do you decide which Sustaining Member has the products and services you need? This is where keyword capability comes in. Keywords are critical descriptors that define products such as VTRs, cameras, lenses, editing equipment, film, tape, and audio equipment; or services such as film laboratory services, consulting services, lighting services, financial services, and freelance services. Keywords are a mechanism for driving a search engine. By using any keyword found in each Sustaining Member's listing, someone interested in a particular product or service is directed to the Society's Sustaining Member who provides that product or service.

The *keyword* capability gets you to the description on the SMPTE Web listing given by the provider of products or services, and the *hyperlink* capability gets you to the provider's own pages, which can include a full catalog of details on products and services.

### A Service in Transition

SMPTE is in the process of working with its current Sustaining Members to modify their existing descriptions to create a more meaningful statement in light of the use of the descriptions in a product and service directory. This means adding the necessary keywords and hyperlinks. We are also working with other providers of products and services of interest to the motion imaging disciplines in an outreach program to make this site as complete a service area as possible.

Carl Girod, Director of Engineering at SMPTE Headquarters, who initiated and helped create the search function, and Jeff Friedman, Editor/Publisher of the *SMPTE Journal*, are responsible for maintaining the Web site.

For more information about the project and/or creating hypertext links to the SMPTE site, contact Jeff Friedman at SMPTE (voice: +1-914-761-1100; fax: +1-914-761-3115; or e-mail: [jfriedman@smpte.org](mailto:jfriedman@smpte.org)).

And for more information on Sustaining Membership in the Society, contact John Izzo at SMPTE (voice: +1-914-761-1100; fax: +1-914-761-3115; or e-mail: [mktg@smpte.org](mailto:mktg@smpte.org)).

### Future Initiatives

Keep posted to this spot (and the Society's Web page) for further information on improvements in the Society's member services. As you have probably gathered from the content of the President's Messages during the past year, the Society is actively investigating ways that it can better assist its members, not only in coping with the changes in technology affecting their jobs, but in performing their jobs in general. If you have any suggestions for improved member services, you are invited to forward them to me either by fax (+1-914-761-3115) or by e-mail ([stan.baron@nbc.com](mailto:stan.baron@nbc.com)).

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