

Around the world your Society is known and recognized, mainly and simply, as "SMPTE," a provider of important information, standards, and services to those of us interested and involved in the arts and sciences of motion imaging. SMPTE is respected as an inclusive, rather than exclusive, organization whose horizons and interests encompass the whole range of current motion imaging technologies and practices. Yet the public face of your Society, as exhibited by our existing emblem and associated words, reflects only the ideals, membership, and technologies of the Society of Motion Picture and Television Engineers of the period in which that imprint was developed, which was shortly after the addition of the then upstart new technology, television.

Since then the Society has grown to establish a solid and global reputation for itself in many areas of application, technology, and standardization and to service a broader constituency encompassing more artists and practitioners, and addressing a wider range of motion imaging technologies. Now, the words "Motion Picture" and "Television" and the term "Engineers" have become limiting and exclusive rather than inclusive of the wide range of members and technologies we seek to serve and support. And being bound to the CRT as a central representation of electronic imaging, along with the restrictive wording, when the acronym SMPTE is the most recognizable form of our identity, is out of step with the current reality of the Society and understates its contemporary sphere of influence and interests.

Recognizing this, at the Seattle Conference in February 1996, assisted by Linda Young and Tom Bentsen, and later by Bill Miller and Bob Kisor, I initiated the first steps towards updating our corporate look and logo. The intent was to develop an updated, cleaner, and simpler identity that would reflect the leadership and authority of the Society in the area of technology and standardization, and the inclusion of all of the arts and sciences associated with motion imaging, as well as emphasizing the professional nature of SMPTE membership and its worldwide constituency. In this, the acronym SMPTE was recognized as an established mark of its own without being accompanied by any explanatory wording in normal use.

As you know, all those who are interested in, or contribute to, the arts and sciences of motion imaging, in any capacity associated with any technology, are welcome in our Society. Yet the long form of our name seemed to restrict membership to a limited and somewhat elitist group. Over time this disparity has led to the initials SMPTE having established a reputation, life, and character of their own. The new logo, then, mirrors that reality. The circle represents the worldwide relevance of the Society and when combined with the horizontal band and lettering, form an authoritative "stamp" or "brand" representing our standards and information activities. The central band also pays homage to our roots in film and present involvement in pixels and acknowledges the wide range of techniques and technologies in between.

This effort has been graciously supported through the provision of the services of the professional corporate communications firm Van Sickle & Rolleri (VS&R) by one of our long term Sustaining Members and supporters, the Sony Corporation, to whom we are grateful. Ms. Andy Rolleri, a principal of the firm, took a particular interest in the project and worked with us through several design themes and iterations. All of these were shared with your Board of Governors whose direction, comments, and counsel led to the adoption of a final design at the June meeting in Denver. The new identity will be adapted for use on all Society communication items including letterhead, memos, business cards, publications, and other SMPTE documentation. Its use in several of these applications is shown in Fred Motts' column that follows. It will begin to be utilized early in 1998.

I hope you will be as pleased as I am with the result.



David L. George

A handwritten signature in black ink, appearing to be "D. George", written in a cursive style.

SMPTE President David L. George is with IMMAD Broadcast Services, Markham, Ontario, Canada, L3R 0H3.