

Deluxe Launches DMAM Division

Deluxe, a leader in the technology and services behind filmed and home entertainment media, introduced Deluxe Media Management. Through this new initiative, Deluxe will offer a broad range of new services that facilitate the efficient distribution of media assets through existing and future distribution channels. The new division, which will be based in Burbank, CA, will be fully operational by July 2002.

Commenting on this venture Deluxe Video Services President and CEO Peter Pacitti stated, "We feel that Deluxe can be a successful partner to content owners as their distribution platforms continue to shift. This is our first step in assembling the key pieces that will allow us to assist customers who require solutions which allow entertainment content to be stored and delivered digitally."

Apollo 13: Digitally Remastered

Universal Pictures, Imagine Entertainment, and IMAX Corp. announced the distribution this summer of *Apollo 13: The IMAX Experience*, the first live action 35mm film to be digitally remastered into 15/70 using new DMR technology.

"Just imagine the experience of seeing the world's greatest films in super sharp IMAX on screens 8 stories high and more than 100 ft wide, said Richard Gelfond and Bradley Wechsler, IMAX. "Star fields that were three points of light in 35mm become full galaxies...For more than five years one of our goals has been to marry the best of Hollywood's live action with the best visual and audio experiences."

According to representatives of the three companies involved, *Apollo 13: The IMAX Experience* is the ideal film for premier commercial and institutional venues around the world, as it bridges both entertainment and education; NASA played an important role in the original release. The film will be shown this summer in IMAX theaters worldwide.



The Ken Mason Inter-Society Award is presented to SMPTE Fellow Ioan Allen (l). (©Ryan Miller/Capture Imaging.)

The 2002 Ken Mason Inter-Society Award was presented to SMPTE Fellow Ioan Allen on March 5, 2002. Allen, whose selection by the organization was unanimous, was honored for a career spent improving the (theater sound) industry. A vice-president at Dolby Laboratories, he began working with the company 33 years ago and has spent much of that time enhancing the theater-going experience through the use of stereo sound in movie production. "The change to stereo was a massive change in the industry," said Allen "(Great) things can still be done, but I can't foresee any change as radical as the one from mono to stereo."

Bringing stereo sound to the movies was not an easy task; studio executives were not receptive to the new technology. Allen then directed his sales attention to filmmakers and editors, and by the mid-1970s, the interest of the creative community resulted in Dolby-encoded stereo soundtracks on all major releases.

Currently, Allen is working with SMPTE to develop audio standards for digitally transmitted cinema. He indicated that the next few months may see the creation of sound standards for filmless movies.

In 1985, Allen was presented with the Samuel L. Warner Memorial Award by SMPTE, and in 1989 he was recognized by AMPAS with an Oscar for continuous contributions to motion picture sound. In addition to SMPTE, he is a member of the AES, BKSTS, AMPAS, and the ITEA.

The Ken Mason Award

The award is named in honor of Kenneth Mason, who founded the Inter-Society for the Enhancement of the Motion Picture Experience in 1978, for the purpose of providing a forum wherein trade organizations could meet to discuss mutual issues. Mason, a former SMPTE President (1975-1976) was vice-president of Eastman Kodak Co. at the time.

Leitch Technology Acquires AgileVision

Leitch Technology Corp. has acquired the assets of AgileVision, a joint venture of Mercury Computer Systems and Sarnoff Corp. A technology innovator in software-based manipulation of compressed video and data, in 2001, the company introduced, the AGV-1000, nicknamed "DTV-in-a-Box" for its small footprint and comprehensive software-driven capabilities. Integrated with

Leitch, AgileVision will continue to operate out of central New Jersey.

"The technology and engineering expertise...will contribute to our next-generation product development plans and help position Leitch as a market leader," said Margaret Craig, Leitch CEO. "AgileVision's integrated DTV solution for U.S. public broadcasting stations is actively being sold today, and the platform can be extended to address other markets in the future."