

Medialink Launches Teletrax

Medialink Worldwide Inc., announced the launch of Teletrax global video monitoring service featuring Philips digital rights management technology. Teletrax provides a key asset management tool for content owners seeking to protect and leverage their video property, reporting precisely which broadcast networks or outlets are using Teletrax-encoded video. As a result, IT will enable content owners to make informed decisions about how their content is being deployed, in the process improving their business efficiency and bottom line.

Tracking video content whenever and wherever it is broadcast, the service represents an innovative breakthrough in the development of content asset management tools. It builds upon an extensive monitoring network and incorporates the Philips WaterCast advanced digital rights management technology. Teletrax digitally embeds an invisible and indelible code into video, which, when broadcast, is automatically tracked through a worldwide network of detectors being installed by Teletrax. Ultimately, it reports the video usage to producers, broadcasters and distributors, enabling them to determine precise use of the video and to control and realize the full value of their copyrighted material.

"The launch of Teletrax, based on the Philips WaterCast technology, represents a significant television industry innovation," stated Laurence Moskowitz, Chairman, President and CEO of Medialink. "Beyond its proven ability to track video usage across all the different broadcast standards, such as PAL and NTSC, and to work in both analog and digital formats, Teletrax could have profound implications on how video assets are managed globally."

Kodak Offers New Lab Process

Kodak has introduced the ECP-2D Kit Fixer and Replensher for the ECP-2D print film process used by many motion picture laboratories. The new fixer reduces the chemical oxygen demand by 50% and total effluents by 35%.

"Our scientists discovered that by replacing ammonium in the fixer with sodium, we can provide an environmentally friendlier process without compromising efficiency or quality," said Marian Herz, Kodak product marketing manager. "Laboratory managers want to do the right thing when it comes to the environment, but costs are a factor for them. That's why we're absorbing the increase...associated with this modification, rather than pass it along to our customers."

Telecast Fiber Systems Increases Signaling Capacity

Telecast Fiber Systems, Inc., announced the availability of coarse wavelength-division multiplexing (CWDM) on its Viper II family of fiber-optic video/audio transport systems. This new optical multiplexing technique promises to increase the

capacity of any single-mode optical fiber by eight times that of conventional laser transmission. CWDM results in more efficient use of an installed fiber cable infrastructure, especially in metropolitan applications where fiber availability may be limited. CWDM technology enables several laser signals of different wavelengths or color to propagate simultaneously on the same single-mode optical fiber and directs each laser signal to its appropriate receiver destination.

Eisner Joins DuArt

Irwin Young, Chairman of DuArt Film Laboratories, announced that Steve Eisner recently joined DuArt Film & Video. Bringing a diverse range of technical and creative skills, Eisner fills a new position at DuArt designed to further enhance the integration of digital and video technologies with the traditional film world. In this combination sales and post supervisory role, he will assist filmmakers with advancing post-production techniques and assure production efficiency of hybrid, multiformat projects. Eisner comes to DuArt after managing Cinesite's NY digital imaging facility, where he provided film scanning, laser film recording, and tape-to-film transfer services.



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