

SUSTAINING MEMBERS...



As you can see by the cover of this month's *SMPTE Journal*, we're thanking those companies who not only lead the way in new technology and development, but understand how vital SMPTE's involvement is to the motion imaging industry. It is through their support and patronage that Sustaining Members assist the Society in pursuing its standardization and educational goals. As the Society continues to drive the industry forward, contributing companies receive in return the support and leadership of industry pioneers. The current Sustaining Members are companies that are trying to make a difference in the industry. It is not unusual to see competing companies attending SMPTE engineering meetings, working side-by-side to advance our technology.

Sustaining Members not only put their employees at the forefront of motion imaging technology; their company, as a whole, benefits through marketing leverage and international exposure. Company descriptions and web links appear in the Sustaining Membership listings on our website, exposing their products to an unlimited audience on the web. Sustaining Members also receive complimentary individual memberships and some levels of membership receive free conference registrations, free or discounted standards subscriptions, and free advertising in the *SMPTE Journal*.

Take a look at some of the names on the cover. Oh, yes, you'll find the larger and more renowned companies listed, but look further and you'll find smaller companies who have etched their own niche in the motion imaging industry, and who, like the big guys, understand SMPTE's role in advancing new technology. Sustaining Members use SMPTE to their advantage when planning their marketing strategies and budgets. By advertising in the *SMPTE Journal* and on the website, and through Conference Sponsorships, Sustaining Members are able to target an ideal audience at competitive rates. Isn't it time your company joined this distinct group of companies and became a SMPTE Sustaining Member?

Five different Sustaining Membership levels are available. Areas to consider in choosing a Sustaining Membership level are the size of your company, the variety of products and services offered, and the number of employees who already attend SMPTE conferences and meetings. There is certainly a convenient Sustaining Membership for you.

I, therefore, invite you to become a SMPTE Sustaining Member, so that we can further the Society's goals in setting the standard in motion imaging. For more information on how your company can become involved, please contact our Director of Sustaining Members, Dianne Gabriele, at 914-761-1100, ext. 114, or by e-mailing dgabriele@smpte.org. You can also join on the SMPTE website at www.smpte.org—just click the membership button on the homepage. We look forward to your Sustaining Membership, and working with you.

Roy Brubaker
Sustaining Member Chair