



On the facing page, Ed Hobson reports on SMPTE's Digital Rights Management Seminar at IBC2003. It was indeed successful, and we were very pleased with this event. Ed mentions the other educational seminars SMPTE holds throughout the year, and these, too, are certainly not to be missed. In addition, and as a reminder, SMPTE holds two major conferences of its own during the year. One of them is the upcoming Technical Conference and Exhibition, being held November 12-15 at the Hilton New York (see page 310 for more information).

This issue of the *Journal* is our Conference issue, which will be handed out to all who attend the conference. For those who receive this issue prior to the conference, we invite you to register and join us, or come to our onsite registration. For those reading this at the conference, thanks for being here, and we look forward to presenting you with the latest information on a vast array of cutting-edge topics in motion imaging.

Interestingly, Ed Hobson's message this month reflects the importance of the information SMPTE delivers, and Tom Jordan's message last month, explained how managers may be underestimating the importance of sending their staff to events like SMPTE's Technical Conference. It is apparent that in order for you to see the value of attending our events, some FAQ'ing might be necessary. So, here's a SMPTE Technical Conference FAQ for you. Read it for yourself, or show it to your managers.

—Frederick C. Motts, Executive Director

What is a SMPTE Conference?

Founded in 1916, the Society of Motion Picture and Television Engineers (SMPTE) is the leading technological society for the motion imaging industry. Its salient goal is to advance the theory and development of motion imaging, and disseminate this knowledge to those in the field. Although grounded in the early history of motion imaging, SMPTE's direction is continually future-driven, and today, provides the industry with essential conferences, seminars, and forums that are attended by professionals from around the globe. These educational events convey to conference attendees what they need to know for their companies to remain competitive in motion imaging technology.

What's the History of SMPTE Conferences?

Long before IBC, and yes, even NAB, SMPTE offered annual conferences, so that pioneers in motion imaging could continue to explore the latest developments in motion pictures, and later, television, broadcasting, and video. SMPTE conferences are renown for offering seminars that are delivered by the foremost experts in the field.

How is the Technical Conference Delivered?

The conference runs four days; each day has two morning educational seminars and two afternoon seminars, giving attendees a greater selection of the knowledge they need. Further, and in response to the industry's need for more hands-on knowledge, SMPTE has changed to more tutorial-based seminars, delivering a more how-to approach to its educational seminars.

So, you're saying it's one thing to know theory, but practice is important, too?

Absolutely. SMPTE conferences are more than just what technologies are coming down the pipe, they're about how to take the latest developments and apply them. This, more than ever, has been one of SMPTE's goals: when our conference is over, attendees return to their companies equipped with comprehensive problem-solving skills that contribute to the development and success of their products and services.

Is there also an Exhibition?

Yes. Exhibitors in our Exhibit Hall display the latest and the greatest in motion imaging technology. It's the perfect opportunity for attendees to see where technology is driving product development, as well as how other companies are applying this technology. Also, if your company is looking into new or improved equipment, the Exhibit Hall is certainly the place to be, and is included free in all registration packages.

Are SMPTE Conferences Expensive?

Actually, no. When compared to similar conferences, SMPTE's are cost-effective and valuable. As well, SMPTE always keeps in mind the need to keep costs down for its attendees, by working hard to negotiate the reduction of hotel room rates and other logistical expenses. So much so, in fact, that we've been able to keep registration fees virtually unchanged for the past three years. Different levels of registration also allow attendees to only pay for and attend those seminars relevant to their expertise. As well, a number of dining events and meals are included in the registration fees, which help to keep your food and beverage expenses down.

How can I find out more about the upcoming conference?

Simple. Just go to our conference website at www.smpete.org/conferences, and you can get details on everything, including seminar topics, special events, and how your company can participate in the conference.