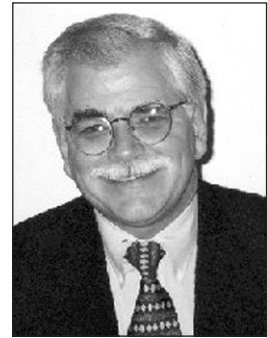


Message from the Executive Vice-President

Robert B. Kisor



We live and work in a time of rampant technological change. Creating credible documentation to describe the new technologies and disseminating this information is a great challenge. Maintaining the viability and relevance of a mostly volunteer technical organization with diverse interests requires the support, dedication, and vision of individuals and organizations.

SMPTE assists individuals, and companies cope with this change by providing two primary functions. First, creating documentation through standards, recommended practices, and engineering guidelines that define the technology and facilitate equipment interoperability. Second, establishing educational and informational forums through conferences, section meetings, and seminars, create opportunities to learn about new technologies and their practical applications. Through the dedicated efforts of a core constituency of individuals and companies the engineering and conference committees have provided solid results in these areas. The dilemma is that, although the engineering committees are creating important documents and the conferences have relevant and compelling content, the information does not reach the larger body of users. How the Society addresses this dilemma is one of its most important issues.

SMPTE, through use of its website, is making more of its information directly available to all members. This includes posting *Journal* articles, providing access to standards, access to conference proceedings, links to section websites, and links to third-party publications. We are investigating hosting user forums for members that will allow free form discussion of issues and developments.

SMPTE has partnered with VidTrans in what we hope will be the first of many joint conferences to expand the breadth of content to our members and to reach out to new members. This continues our goal of exposing the SMPTE brand and content at important events such as sponsoring the two-day D-Cinema seminars at NAB and the day-long sessions at IBC.

Section activities are the core of individual participation and membership. Quality and frequency of meetings are directly proportional to the involvement of the members. You do not have to be a Section officer to contribute or participate. Do you want to know about a technology or post-production process? Let your Section officers know and help by organizing the meeting or providing a contact for the presentation. Most importantly, attend the meetings! Is the topic not in your immediate area of interest? It may not be today, but change is happening fast and you might need that information tomorrow.

Finally, membership, individual and sustaining, is the life-blood of the Society. No matter what value you think SMPTE provides you, if you are reading this, it provides more value than you can imagine. That may seem a bit boastful, but take a look at the list of hundreds of standards that have been generated. For example, SMPTE 12M Time and Control Code required thousands of man-hours to create and allowed for the development of frame-accurate electronic editing that is universal in both motion picture and television post-production. This one standard opened the door for thousands of products and countless new job opportunities.

SMPTE is an organization whose relevance is directly proportional to the strength of the partnership with its individual and corporate members. Its responsiveness to change is driven by our members participation and contributions of new ideas.