

Section Meetings

New York April 2005

Kodak hosted the New York Section meeting for a second time on Wednesday, April 27. Test Materials Chair Ed Schuller projected the SMPTE Television Alignment and Resolution Test Target TV35-AR-100, and Jay Ballard explained the purpose of the test film. Section Chair John Ferder then turned the meeting over to Rich Carlson, Film Program Chair. Nestor Rodriguez from Kodak's Research and Development Group in Rochester delivered the presentation.

Visual Effects shots began to be processed digitally in the 1990s. Kodak played a paramount role in that revolution when it introduced the Cineon System, which was high-resolution image processing software, as well as film scanning and recording hardware. Since then, there have been steady advances in digital technology, enabling 2k/4k color correcting, 2-D compositing, 3-D modeling, and more. Supporting technologies in film scanners, recorders, networks, storage, and computing power have also improved and enabled the digital intermediate (DI) process to be economically viable.

Today the term "digital intermediate" is used for a variety of processes and has become confusing to many people in the industry. Anyone who records out to film now considers that they have "done a digital intermediate." For this reason, it is necessary to provide some definitions around digital intermediate.

The motion picture imaging chain was much simpler when it was all film; however, the introduction of digital imaging has provided a large amount of creative freedom and has also complicated the process.

The first true digital intermediate film was *O Brother Where Out Thou?* in 1999. This was the first film that was passed entirely through a digital process and recorded out as a digital negative. To date, there have been about 300 films that have gone through this process, and essentially all visual effects are now done digitally.

In this new digital imaging chain there are some critical issues to consider: When does film become digital data? What kind of digital data does film become? How does the use of digital tools affect the data? How does the target distribution method influence the choices throughout the workflow?

Rodriguez also discussed the various options available at each step of the DI process. When considering the option to use, whether for origination, manipulation, or recording out, the filmmaker needs to consider the tradeoffs in efficiency and cost, versus color space, resolution, and dynamic range.

Finally, the entire process can be compromised if the proper color and display management tools are not incorporated.

The final output must match the image seen in the digital intermediate suite. And many people have been disappointed after painstakingly going through a digital intermediate process to achieve a particular look, only to find that their look was not preserved in the final print. Kodak's Display Manager, Telecine Calibration Box, and Look Manager Systems are tools designed to allow for creativity while providing control from shoot to post.

The tutorial was very informative and was followed by a Q&A session.

—Rich Carlson, Program Chair

Ohio April 2005

The April 14 meeting, a combined effort with local Ohio Chapter 52 of the Society of Broadcast Engineers, was held at the Time Warner Cable plant in Columbus, with approximately 50 members and guests in attendance. The highlight of the evening was a facility tour presented by John Unverzagt, head end operations manager, and his staff, which prompted many Q&A sessions along the way. The Time Warner cable facility is one of the largest in the U.S., serving 22 counties around Ohio. This is the same Warner Cable franchise that nearly 30 years ago pioneered an innovative new approach for two-way cable TV interactivity, called "Qube." It was pointed out to attendees that several generations of advancements and refinements to broadband cable lines have occurred since then, which has resulted in many new customer features, such as enhanced two-way cable TV interactivity, HD pass-through, roadrunner internet access, and VoIP, to name just a few. Many of the members were amazed to see the many master control room monitoring systems, giving instant access to any trouble spots in the cable network.

—Gene L. Batey, Secretary/Treasurer

Washington, D.C. May 2005

The NAB 2005 Wrap meeting, held May 19 at the Washington, D.C., headquarters of the National Association of Broadcasters, provided a retrospective look at this year's NAB Convention. The program comprised presentations reviewing equipment, technologies, and speeches from the event. Section Secretary Karl Kuhn welcomed guests to the meeting, including members of the Washington area Digital Media VIPs group. He then introduced Lynn Claudy, Graham Jones, and Kelly Williams from NAB Science and Technology department, and guest speaker Mark Schubin, well-known journalist and technology guru.

Lynn Claudy kicked off with commentary about the progress of the DTV transition and the pronouncements of NAB and CEA around the time of the convention, regarding the end of analog broadcasting, the DTV tuner mandate, and related issues. Mark Schubin then gave a knowledgeable and insightful view of show exhibits, covering equipment for acquisition,

storage, processing, distribution, presentation, and test and measurement. His presentation was illustrated with a wide range of new products and he summarized developments by saying that offerings this year had changed from being “better, faster, and cheaper” to “cheap, personal, and good enough.”

Graham Jones summarized some of the events from the show floor, including the Digital Cinema Summit produced by NAB in partnership with SMPTE and the Entertainment Technology Center. He covered the leading-edge technology demonstrations in the ATSC DTV Hot Spot, and described the capabilities of the NAB HDTV Station and the NextGen Broadcast Home, both new features not seen at previous NAB shows. Kelly Williams followed with edited highlights of keynote speeches, including Mark Cuban, HDNet; Kenneth Williams, Ascent Media; Jonathan Klein, CNN; and Robert Lucky, engineer and author. The meeting, attended by about 35 members and guests, concluded with some pertinent



Speakers at the NAB 2005 Wrap-up: (l-r) Mark Schubin, Kelly Williams, Lynn Claudy, and Graham Jones of NAB.

questions and discussions on issues raised in the presentations.

Many thanks are extended to NAB for its hospitality.

—Graham Jones, Section Manager/Program Chair

New SMPTE Members

April 12 to May 31, 2005

We would like to welcome the following members who have recently joined the Society. If you see them at a Section meeting or any other SMPTE event, please extend our welcome.

Atlanta

A. Keith	Chandler	M
Isaac	Gray	M
Jim	Zagrobelyny	M

Australia

Martin	Cass	M
Ian	Clark	M
Julie	Peters	M
Greg	Willis	M

Chicago

Michael S.	Deiss	M
Dennis	Keeling	M
Richard	Michalowski	M
Lindsay	Steele	M

Dallas/Ft. Worth

David	Balda	M
Paul	Festa	M
Bob	Friesenhahn	M
Holly	Nester	M

Florida/Caribbean

James	Armstrong	S
Charles	Harder	M
Eric	Piard	M
Kurtis	Walsh	M

Germany

Bjoern	Koll	M
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Hollywood

Brian	Boylan	M
James	Cameron	M
Bill L.	Clark	S
Ross	Cooper	M
Roger	Davis	M
Eric	Estrada	S

Joseph	Faissal	M
William J.	Hagg	M
Brandon	Heaslip	M
Todd	Howard	M
Corey M.	Hubbard	S
Uri (Irving)	Katoni	M
Steve	Levitt	M
Walter	Mills	M
Charles	Palafox	M
Phillip	Palmer	M
Sharon	Peng	M
Al	Rives	M
Kenneth W.	Robings	M
Thomas	Soulanille	M
April	Tiamzon	S
Cholada	Treep	S

Hong Kong

Anthony	Wong	M
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Houston

Ahmad	Ansari	M
Djoko	Astronoto	M
Aaron I.	Creasy	M
Michael J.	Gervais	M
Dinesh	Nadarajah	M
Debra	Phillips	M

International

Aharon	Gill	M
Joselito N.	Pedero	M

Montreal/Quebec

Denis	Carbonneau	M
Nicholas	Routhier	M
Filippo	Tampieri	M

New England

Eugene	Diana	M
Oneil	LeBlanc	M

John F.	Porter	M
Barry	Rynk	M

New York

Mikhail	Bayder	S
Jing	Cao	S
Joseph	D'Amico	M
John	Free	M
Chris	Keighley	M
John	Vartanian	M

Other Asia Region

Anirban	Basu	M
Masako	Ikeda	S
Shigeo	Kizu	M
Zheng	Li	M

Other Europe S Amer Region

Kevin	Burrows	M
José Rodriguez	Lopez	M
Steve	Mac Pherson	M
John	Mahtani	M
Paul	O'Hale	M
Anita	Orhand	M
Jorge	Pickering	M
Philip A.	Rutter	M
Jean Philippe	Viollet	M
Patrick	Zucchetta	M

Pacific-Northwest

John	Deutscher	M
Boyd	MacNaughton	M
Ed	McNichol	M
John	Naylor	M

Rochester

LaToye	Adams	S
Janet	Anderson	M

Deborah A.	Anderson	S
Jedidiah	Mitchell	S

Rocky Mountain

David	Kirks	M
Michael	Orowski	M
Randolph	Pike	M
Patrick	Thomas	M

San Francisco

Chase	Bailey	M
Paul	Collins	M
Michael	Conway	M
Bernardino	Gallano	M
William	Grinder	M
Robert	Knox	M
William	Lanz	S
James	Lund	M
Paolo	Masini	M
Phillip	Ritti	M
Gary	Sasaki	M

Toronto

Duncan	Blair	M
Kevin	Fernandes	M
Peter	Ferrante	M
Randy	Glenn	S
Laurent	Guittard	M
Larry	Hosein	M
Sean	Leyne	M
Sean	Lord	M
Owen	Noonan	M
Vasilis	Papanikolaou	M
Rudy	Schibler	M
Elliot	Tepperman	M

Washington, D.C.

Leonard	DeGollado	M
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