



## HIGHLIGHTING SMPTE SUSTAINING MEMBERS

Sustaining members are a vital part of our organization. The financial assistance made by Sustaining Members, helps the Society in pursuing its educational and standardization goals. We highlight these members, as the Society continues to drive the industry forward with their support.

### Quantel, Inc. - Bronze Sponsor

Quantel is dedicated to creating new tools for the new digital age, covering everything from terrestrial and satellite television to broadband internet, DVD, and D-Cinema. The product range covers post-production, graphics, servers, and news systems. In post-production, the iQ media platform has introduced the concept of Resolution Co-existence, allowing users to work simultaneously with material of any resolution and format—from 525/60 to 1080/24P, 2K, and beyond, stored in its original format, and then output to any required format with conversions happening on-the-fly, in realtime. iQ combines Quantel hardware expertise with the openness and software richness of the PC, providing the processing power to handle high-resolution imagery in realtime, while also acting as a facility hub, enabling efficient, distributed workflow and optimum usage of appropriate resources for every aspect of a project.

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### Tektronix, Inc. - Bronze Sponsor

Tektronix is a focused test, measurement, and monitoring company, headquartered in Beaverton, Oregon, with operations in 25 countries worldwide. The company's Video Business Unit (VBU) enables its customers to design, build, deploy, and manage next-generation global communications networks and internet technologies by focusing on the enabling application of video. VBU provides tools that enable the quality-control and management of video content as it is created, manipulated, distributed, and transmitted through any communication network.

Tektronix' VBU is the leader in helping companies that create, distribute, and display video to manage and profit from the analog-to-digital transition, and beyond. The company helps set the direction of the industry through its technological leadership, heritage of innovation, and longstanding involvement with standards groups. Combining this leadership with a clear vision of its customer's current and future needs, Tektronix enables the success of the established and emerging players in the video industry as it continues to evolve.

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### Imagica Corp. - Sponsor

Imagica Corp. started film laboratory services in 1935 as Far East Laboratories. These domestic and international services include 16mm, 35mm, and 65/70mm film processing and optical/digital visual effects for feature films and special venue films like *Back to the Future*. The state-of-the-art video facilities provide a variety of services ranging from 1125 high-definition videography to high-end editorial and composite suites with talented editors and colorists.

Now Imagica is more than just the largest film laboratory and video facility complex in Japan. It has developed the Imager 3000V digital film scanner, which digitizes 35mm motion picture film to a digital data resolution of 4096 x 3112 pixels (4 perf) or 4096 x 6144 pixels (8 perf VistaVision) at 36 bits/pixel. Its high-speed shuttle and very gentle film-handling features, as well as high image-quality are the keys to award-winning visual effects houses like Tippett Studios, Dream Quest Images, and Sony Pictures Imagework.

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### Sunset Digital, Inc. - Sustaining

Sunset Digital offers film and video mastering to many of the big studios in Hollywood. Conveniently located on the Glendale/Burbank border, the company is renowned for delivering world-class creative and technical film and video post-production services in a variety of media, and all types of data to the Hollywood entertainment industry.

Sunset Digital has provided its services for movies such as the *Titanic*, *American Beauty*, and *Tomb Raider*, as well as William Freidkin's, *Rules of Engagement*, *The Exorcist 2000*, and a large number of other major motion pictures including Universal Pictures' first ever digital release, *Jurassic Park 3*.

Sunset Digital also performs telecine, editing, and graphics for the television shows such as "Girlfriends" and "The Proud Family," and is proud to have worked on "Frasier" for many years.

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