

# Message from the Executive Vice-President

**Robert B. Kisor**



February 2006 marks the 25th anniversary of the introduction of high-definition television to the U.S. First demonstrated by NHK at the 1981 SMPTE Winter Television Conference in San Francisco, HDTV has come a long way. That original analog, 1035-line, 5:3 aspect ratio system has evolved into the advanced systems of today. But it was the attendees at that conference, now the SMPTE Advanced Motion Imaging and VSF VidTrans Conference, who were able to get the first look at TV of the future. The demonstration was not widely publicized or promoted; it was just one of a number of features of that year's conference.

While it has taken 25 years to develop and adopt HDTV, digital cinema development is racing ahead after only a few years. This year will see the completion of the first wave of standards from the DC28 technology committees. This year will also bring the first commercial deployment of theater systems that are configured to be upgradeable to meet SMPTE standards and the requirements set forth by the studio consortium, DCI.

As HDTV has moved from analog to digital, so has virtually all other content. Data, streaming or file-based, is now the format of all content. No longer are we concerned about dubbing generations, but rather our concern is with compression ratios and artifacts. Each copy of content is now capable of being as good as the camera original. This has put security in the forefront of all digital content discussions. Developments in forensic marking, copy protection of theatrical content, and copy control of home entertainment is occurring rapidly. This technology and its implementation will, as much as anything else, determine how we see entertainment.

To highlight these and many other changes, SMPTE will publish the Progress Report again this year. This report will highlight the technology developments in areas such as digital cameras, high-resolution displays, post-production technology, content security, asset management, data storage, sound processing, automation, and more. The report will be a compilation of input from end-users, consultants, and manufacturers.

This year will also be a year of reorganization for the Society. After moving headquarters to improved facilities, the Society is embarking on a strategic reorganization. The goal is to have the reorganization completed by the end of the summer.

And now, on to a not-so-surprising issue: What officer message would be complete without a pitch for participation and membership? SMPTE individual and sustaining memberships are critical to continue funding the Society's engineering and education programs. SMPTE is important to your continued success. It is crucial that its engineering committees meet to create the standards for common exchange formats, to create standards for equipment interface specifications, and to create standards for the protocols to exchange data between systems. SMPTE conferences and seminars must continue to provide first-hand information for today's applications and tomorrow's technology.