



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.

Microsoft Corp. - *Platinum Sponsor*

Microsoft products include operating systems for personal computers, server applications for client/server environments, internet platforms and development tools, business and consumer productivity applications, and interactive media services for consumers. Microsoft's mission is to make it easier and more enjoyable for people to take advantage of the full power of personal computing every day. This is reflected in such products and services as the Windows CE operating system for a variety of mobile computing and multimedia entertainment devices; Microsoft NetShow, for delivering on-demand and live video/audio over the internet, intranets, cable, terrestrial, and satellite; WebTV for Windows, and more.

Microsoft also works cooperatively with many companies and standards bodies to develop the technology needed to enable rapid, worldwide deployment of digital television and interactive programming and is actively supporting the industry's efforts to rollout a broadband digital infrastructure.

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Axon Digital Design B. V. - *Bronze Sponsor*

Axon designs and manufactures high-quality broadcast equipment for the conversion and processing of audio and video signals. The company, established in 1987, works with many high-profile international broadcasters and video facilities.

Axon offers a comprehensive range of signal processing modules that provide lasting competence and durability in the rapidly developing broadcasting world. Axon designs and manufactures products that embody state-of-the-art signal processing techniques, precision engineering and modular flexibility. The extensive product range is designed to provide specifications with excellent price performance. Products include a complete scale of aspect ratio converters, digital serial video A/D and D/A converters, PAL/NTSC coders and decoders, 20-bit audio A/D and D/A converters, DSC embedders/de-embedders (analog and digital audio), fiber optic modules, analog and digital distribution products, serializers and deserializers, signal processors, back-up switcher, and legalizer.

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DuArt Film & Video - *Sponsor*

DuArt Film & Video, founded in 1922, is a full-service post-production facility. The film laboratory offers 35mm, super 16mm, and 16mm color and black-and-white negative film developing, workprints, answer prints, intermediates, and release prints.

The video department offers 35mm, super 16mm, and 16mm transfers on Cintel Mark IIIC and Ursa Gold telecines with daVinci Renaissance 8:8:8 color correction, power windows, and digital noise reduction. The sound department offers 1/4-in. and DAT transfers to 16mm and 35mm mag, optical sound tracks, film mixing, and ProTools digital sound editing and mixing. The optical department offers blowups to 35mm from 16mm and super 16mm, optical effects such as freeze frames and slow motion, as well as main and end titles and subtitles. The digital department offers computer file transfers to video or film and film scanning of 35mm, super 16mm, and 16mm film to computer files on a Cineon Genesis Plus film scanner with digital restoration services.

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Cable Television Labs Inc. - *Sustaining*

Cable Television Laboratories, Inc., (CableLabs) is a research and development consortium founded in May 1988, to ensure the proper development of technological initiatives for the cable television industry. CableLabs is supported by cable television system operators representing more than 85% of the cable subscribers in the U.S., 75% of subscribers in Canada, and 5 to 10% in Mexico. CableLabs' founders recognized the need to take advantage of technological opportunities and to meet future challenges in the television industry.

The company created an entity that has as its underlying function managing technology for the cable industry's advancement. The mission of CableLabs is to plan research and development projects and, where appropriate, to fund those projects; transfer relevant technologies to its member companies and industry suppliers; and serve as an information clearinghouse to provide its members with timely data on current and prospective technological developments.

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