



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.

Apple Computer Inc.—*Gold Sponsor*

Apple ignited the personal computer revolution in the 1970s with the Apple II and reinvented the personal computer in the 1980s with the Macintosh. Apple is committed to bringing the best personal computing experience to students, educators, creative professionals, and consumers around the world through its innovative hardware, software, and internet offerings.

QuickTime is Apple's complete technology for handling video, sound, animation, graphics, text, music, and even 360-degree virtual reality scenes both locally on your computer as well as streaming over the internet.

Apple is a co-founder of the Internet Streaming Media Alliance (ISMA), which is dedicated to the development of products and technologies that adhere to industry standards. QuickTime was chosen by the International Organization for Standards (ISO) as the file format for MPEG-4, providing the software with a deep level of compatibility with the standard.

1 Infinite Loop, MS 303-3ST
Cupertino, CA 95014
www.apple.com

Panavision International L.P.—*Bronze Sponsor*

All Panavision 35mm cameras are capable of photographing both 35mm spherical and anamorphic formats. The heart of the Panavision line is the Platinum camera and Primo lenses. The camera features 19 dB at 3 ft from film plane with film and lens, optical and magnetic code, full-fitting register pins, color-corrected viewfinders, etc. The Primo lenses are color-balanced and distortion-free, with an extremely wide contrast range, low-veiling glare, and unmatched full-field resolution performance. The Panaflex GII features extremely bright viewfinder and reduced sound levels. Panavision also rents the Gold, Panastar Hi-Speed, X, and PSR cameras, with Panavised Arri II and III, with Mitchell Mark II. Panavision leases its equipment worldwide through an interlocking system of qualified, franchised agents who are fully trained to maintain, to the highest possible standards, all Panavision equipment.

P.O. Box 4360
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www.panavision.com

AZCAR Technologies Inc. —*Sponsor*

AZCAR Technologies Inc. is an experienced and trusted consulting and technology integration company, active in

the media technology sector. A public company, AZCAR is headquartered in suburban Toronto, and maintains design and integration facilities both in Markham, Ontario, and Pittsburgh, PA. The staff of over 100 professionals, including many consultants and designers, is among the most experienced in the field.

In the last five years AZCAR, operating as IMMAD Broadcast Services from 1974, acquired both East Coast Video Systems, and Synergistic Technologies, Inc. Now the combined operations of the company represents a wealth of experience in the design and construction, of production facilities and transmission, distribution and program origination centers from Seattle to Singapore, SD and HDTV mobile units, as well as broadcast operations in both large and small markets.

AZCAR employs the latest in tools and techniques, which, when coupled with its depth of experience, combine to provide high-quality service to its many clients, worldwide.

3235 14th Avenue
Markham, Ont., L3R 0H3
Canada
www.azcar.com

A.R.G. Electro Design Ltd.—*Sustaining*

A.R.G. originally formed in 1974 and since 1987 has operated with customers throughout the world from its base in Cirencester, U.K. The wide range of products offered today has been based on a strong technical background in the telecommunications industry, and on its proven ability to supply specialist design and manufacturing services. A.R.G. is approved to ISO 9001:2000 for its design and manufacturing operations. The company also manufactures niche products for marine/aviation and telecoms test equipment.

A.R.G.'s reputation is founded on many years of experience, obtained in working for some of the world's major manufacturers of telecommunications equipment. A.R.G. is aware that sound design principles are an essential prerequisite for the successful manufacture of high-quality products, and operating procedures have been defined accordingly to ensure on-time delivery, a quick response to customer requirements, and, of course, quality products.

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