



## Message from the Conference Vice President

### John A. Luff

Our Fall Conference and Exhibition, being held this year at the Brooklyn Bridge Marriott, is an important date in the annual SMPTE calendar when we gather for stimulating and important technical presentations. It is also the time when we get a chance to celebrate significant achievement by some of the best in our industry, as we hand out Honors and Awards on Friday night (October 26). Our conferences are a major draw for our members and significant effort goes into making them the best possible.

This year's format will be a bit different, with a keynote address on Wednesday morning to kick off the conference program. We are fortunate to have Bran Ferren of Applied Minds, Inc., as our keynote speaker. Applied Minds' website speaks of projects spanning "...toys to cancer treatments, buildings to algorithms, and off-road vehicles to high-resolution displays." Ferren has received three Academy Awards for Technical Achievement. His presentations to a wide variety of audiences are provocative and often offbeat.

The technical sessions will commence with a Pre-Conference Symposium on 3-D Movies & TV and Computer Animation Techniques. Thursday and Friday morning will feature tutorials on "The Introduction to IPTV Architectures, Technologies, and Standards," "MXF Implementation," "SMPTE Update," and "Color Gamut." This new format will also feature nearly 60 presentations on technology. Many people, including SMPTE Headquarters staff, the Board of Governors, our Editorial Vice President Peter Ludé, and the Local Arrangements Committee, headed by Nick Dilello, have worked hard to innovate a more exciting and valuable approach to our conferences. Your feedback is important in the continuing process of improving format and content to best serve our industry.

On February 10-13, 2008, we will gather in Houston, TX, at the Intercontinental Hotel for our joint conference with the Video Services Forum. The conference theme is "Distributing Digital Content in a Networked World." Planning is well under way and we expect another event well worth attending.

As a member who does not live in a city with a Section to attend, I have found my SMPTE roots at conferences since I joined in 1973. This year's conference, in Brooklyn, marks a very positive change in the format and content, one that I am sure you will agree makes our conferences a "must attend" event.