

Section Meetings

Hollywood January 2007

Thumbs were held high at the January SMPTE Hollywood Section meeting, which took place on January 29, at the Fine Arts Theatre in Beverly Hills. Attendees explored emerging markets and technology with the topic "Portable Media, Part 2: The Thumb Generation."

Roy Stewart of Ascent Media moderated the meeting as the Section welcomed representatives from two companies leading efforts in this important emerging market space. Actual live cellphone samples of mobile content helped to illustrate the presentations. The cellphone itself was a character at the event and appeared on-screen with the use of a video camera tied directly into the theater's digital cine-

ma projection system. The mobile systems illustrated are only now coming to market.

Rahul Sonnad, vice-president, business development and co-founder of The Platform, a Comcast company, presented his view of trends in the mobile and broadband arenas. Sonnad demonstrated the AMPD mobile phone service and showed screen shots of media websites developed by his firm. These include Comcast's "The Fan" and the Scripps Network sites such as HGTV.com.

Sonnad cited some key market trends, including a critical mass of users coalescing in the video for desktop space; technology sets are getting bundled into content networks available for "free" use, as technology solutions are getting cheaper and more powerful; technology fragmentation remains a key impediment for going beyond streaming (digital rights management, format, portability).

Device proliferation is also an issue, as the relative explosion of available viewing devices creates issues of linkage between these devices. Critical areas of development include concepts of search, browse, and discovery of content; video-specific content discovery experiences; content ratings and recommendations; and social filtering and sharing. To meet demand, the market is witnessing content source proliferation as old constraints of technology and cost disappear. Still at issue are editorial, filtering, and business terms for content licensing, which are tied to digital rights management needs and concerns.

Kevin Grant, vice-president of worldwide sales for MobiTV, presented a landscape overview of the market for mobile and broadband content and discussed how that market is integrating to the traditional broadcast and television worlds. Grant focused on the "three-screen" experience, highlighting how content becomes complementary across all delivery platforms. Currently, a customer pays for content services separately, however, with new adopters paying a premium,

future services will be tied together as video is delivered to all platforms as part of a top-tier service. All services will be fully integrated in the future. He identified the current mobile market as younger adult males who typically make up the early adopter market segment for technology. The emerging market space also includes the "soccer mom"—someone who shuttles the kids to practice and wants video content to watch as they sit on the sideline taking in the game.

Grant offered some great demos of Cingular and Sprint services. He illustrated, through the live cellphone presentation, how newer mobile 3G technology enables delivery of content via the phone service, and discussed how handsets will evolve for the U.S. market to "video enable" from the initial design.

Robert Dennis, Ascent Media, and Beverly Pasterczyk, Eastman Kodak, also assisted in the event.—*Robert Dennis, Section Member*

New York February 2007

The meeting titled "Implementing 3 Gbit/sec Data Rates in Routing and Video Systems (SMPTE 424M)" was held at the Video Corporation of America in New York City on February 13.

The opening speaker, Gareth Heywood, senior product definition specialist for Gennum, presented in detail, the new SMPTE standards, 424M for physical interface, and 425M for signal mapping of 3 Gbit/sec SDI signals. These standards provide broadcasters with the option of using traditional copper/coax infrastructures for the transport of 1080p60 and 1080p50 image formats. Attendees were also impressed with the updated information and direction of HD formats around the world. Heywood explained which formats of HD were growing in Canada, Europe, and Asia.

The second speaker, Randy Hall, senior systems engineer for NVision, delivered the topic "Implementing 3 Gbit/sec Data Rates." He stressed that now is the time to start thinking about a 3 Gbit/sec plant. Hall defined many of the problems associated with the 3 Gbit or faster data rates, dielectric absorption, inter-symbol interference, limited gain bandwidth, and



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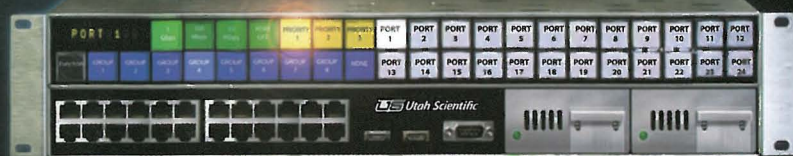
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signal to noise. He displayed these issues with numerous test scope slides of various signals going through cable lengths and system equipment. Hall stated that merging the new chip technologies and addressing 3 Gbit/sec system issues would better prepare us for 1080p (SMPTE 424M) and also improve our existing HD systems.

Both speakers impressed the crowd by focusing on technologies rather than product, and how we can be ready for HD format changes in the future. Approximately 35 people attended this meeting, even though New York was in the midst of a severe winter storm.—*Chuck Diehl, Program Manager*

Ohio January 2007

The January 11th meeting was combined with local Ohio Chapter 52 of the Society of Broadcast Engineers, and took place at the new WOSU-DT broadcast plant in Columbus. The guest hosts/speakers for the evening included Tom Lahr, chief engineer of WOSU-TV/DT, and John Prosek

broadcast manager, WOSU-TV/DT, a PBS affiliate in Columbus. They introduced the logo for the new facility, WOSU@COSI, which was created out of two names: WOSU and COSI—The Center for Science and Industry. COSI is one of the premier science exhibitions centers in the country. This has resulted in a unique state-of-the-art digital video and audio facility, both located under one roof. Visitors to the new complex even have the opportunity to interact with virtual video displays set up in the lobby, and can easily observe an actual TV program being produced, by just looking through the glassed walls of the studios.

A new type of digital video synergy has been created with the combination of the two facilities. By working together, both organizations are better able to achieve a wider range of community service goals such as the encouragement of more local involvement in public TV programming. The new arrangement can also offer area high school and college-level broadcast and associated media courses to the community, including the hiring of paid student staff positions, providing

them with hands on experience.

With the launching of their new digital studios, WOSU-DT is now able to offer local, HD studio-originated programs to central Ohio audiences, in addition to the PBS network HD and digital multicasting passthrough programming they began in 2004. This will result in vast improvements in HD video and audio quality for their locally produced programs, as well.

WOSU-DT furnished the generous refreshments for the evening, as many of the 31 members and guests participated in lively Q&A sessions, following the two presentations. A comprehensive guided tour of the new digital TV facilities, closed the meeting.—*Gene L. Batey, Secretary/Treasurer*

Rochester February 2007

The meeting, rescheduled from February 14 to February 28 due to a major winter storm, was held at the Curtis Theatre in George Eastman House (GEH) with 26 attendees.

A special welcome was extended to new member Vincenzo Pirozzi. Patrick Loughney, curator of Motion



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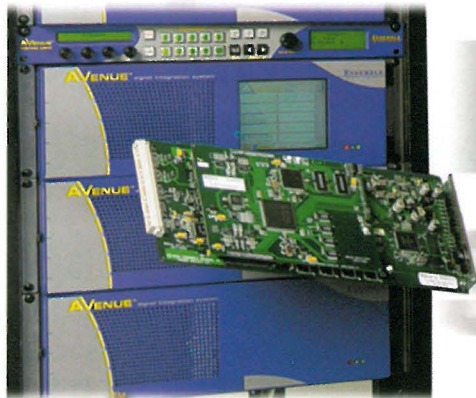
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Pictures at George Eastman House, then welcomed the group and outlined the program, a screening of four rarely-seen historic films made by Eastman Kodak Co. and Rochester Journal American News.

The films, all preserved by George Eastman House and Cinema Arts laboratory, were introduced and the preservation procedures were described by Ed Stratmann, associate curator of motion pictures, preserva-

tion and Mike Champlin of KBTv. The titles were: "Concerning \$1,000" (Eastman Kodak Co., 1916, silent), a Kodak demonstration film preserved from an experimental two-color nitrate 35mm Kodachrome original; "A Movie Trip Through Filmland" (DeFrenes & Co., 1921, silent), a documentary about early film manufacture at Kodak, preserved from two 35mm tinted and toned acetate prints; "The Flute of Krishna" (Eastman Kodak Co., 1926,

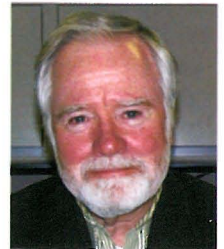
silent), a charming dance film preserved from an experimental 35mm nitrate color positive; "Rochester Centennial" (Rochester Journal American News, 1934, sound), a newsreel of Rochester items including many shots of local buildings, events etc., now long gone, preserved from a 35mm nitrate positive.—*Edward Stratmann, Section Manager*

Rocky Mountain February 2007

The meeting was held at the Green Gables Country Club in Denver, CO, on February 20, with over 50 people in attendance, many of whom were instrumental in building the broadcast infrastructure in the Rocky Mountain region.

SMPTe Fellow Larry Thorpe of Canon USA provided a brief history of television. Many know him from his service in the advanced technology groups of RCA and Sony.

Thanks to Canon USA for their support, as well as the following underwriters for the event: Kay Baker, Avid Technology, Beck Associates, Burst Group—Denver, Ceavco Audio Visual, Harris Broadcast, Miranda Technologies, Omneon Video Networks, Sony Corp., and Quantel Corp.—*Rome Chelsi, Section Chair*



Larry Thorpe



(L-R): Patrick Loughney (GEH), Michael Champlin (KBTv) and Edward Stratmann (GEH).

SMPTE International Digital Cinematography Forum 2006 D-Cinema and 3-D Stereoscopic Movies: What Opportunities for Art & Business?

September 6, 2006—Venice, Italy



The Fourth SMPTE International Digital Cinematography Forum 2006 surpassed the success of the past years, with great participation of professionals and experts of the cinema value chain from around the world, in the prestigious frame of the 63rd Mostra Internazionale D'Arte Cinematografica di Venezia (63rd Venice International Film Festival).

Organized by SMPTE and the "Venice International Film Festival," the event was held on September 6, in Sala Volpi and Sala Grande in Venice-Lido. The 2006 Forum presented an updated panorama of the latest 3-D Stereoscopic digital cinema solutions, technologies and applications that are now enriching the digital cinema supply chain.

SMPTE Italian Section Chair Franco Visintin and the Venice Film Festival executive director Luigi Cuciniello opened the sessions in an overcrowded Sala Volpi with 178 participants. (An additional 155 participants had no seats in the Sala Volpi, thus were unable to participate). Chaired by Franco Visintin, papers were presented by John Graham, EDCF (European Digital Cinema Forum, U.K.); Ami Dror, XPand (Slovenia); Naohisa Ohta, Keio University (Japan); Bill Werner, TI (Texas Instrument, U.S.); Matt Cowan, RealD (U.S.); George Scheckel, QuVIS (U.S.); Hervè Bautard, DoReMi (France); Paolo Protti, ANEC (Associazione Nazionale Esercenti Cinematografici, the Italian equivalent of

the American NATO); Elisabetta Brunella, secretary general of Media Salles (the body that since 1992 has been promoting the European cinema and its circulation at theatrical level); Paolo Dalla Chiara, president of Satexpo (a leading Italian convention on multimedia technologies).

The papers session was interrupted, mid morning, with a visit by Marco Müller, art director of the Venice Film festival, who extended a warm greeting to speakers, participants, and Angelo D'Alessio, SMPTE Director of International Sections and organizer of the SMPTE Forum.

Impressive screenings of 3-D stereoscopic movies were presented in the Sala Grande theater of the Palazzo del Cinema. The screenings were made according to the most advanced 3-D Stereoscopic systems (installed and set up by Texas Instruments, Real D; QuVIS, Doremi, CinemeccanicaBarco) using both active and passive methodologies.

Participants were from all sections of the cinema' supply chain, including directors, DoPs, distributors, exhibitors, press, suppliers, from France, Germany, U.K., Australia, U.S., Belgium, Russia, Japan, Switzerland, Italy, and other countries.

The Forum was held during the heart of the digital cinema evolution at the Venice International Film Festival. From a total of 68 movies, 35 were made available as DCP in 2K according to DCI specs and five theaters were equipped with presentation systems. The first prize for the Venice International Film Festival went to a digital cinema movie, *Still Life*.

A special D-Cinema event was held at the Venice opera house, "La Fenice," with a screening of the movie, *The Magic Flute*. For all D-Cinema screenings, SMPTE provided information and support to achieve the best screening. Special thanks were extended to David Lynch.

Based on the success of the SMPTE 2006 Forum, the managing director of the Venice International Film Festival has already agreed to support the SMPTE 2007 Forum in Venice.—Angelo D'Alessio, SMPTE Director International Sections



View of "Sala Volpi."