

Message from the Executive Director

Kimberly Maki



A New Year of Service to the Industry

The Society of Motion Picture and Television Engineers (SMPTE) is proud to serve an incredibly talented group of individuals—remarkable people such as you, with great minds who work tirelessly to bring achievement and advancement in the motion imaging industry.

SMPTE members individually, and collectively through sustaining membership, look to SMPTE for service sometimes for different reasons. For example, approximately 15% of our individual members are involved in developing industry standards, approximately 25-30% regularly attend national and international conferences and events, and nearly all of you turn to the Society for information purposes to keep yourselves current on technical information in the industry. As a result of diverse needs, new member benefits are continually being evaluated.

I am pleased to inform you about one new benefit that is now available: The SMPTE Professional Development Academy (SMPTE PDA). SMPTE PDA is intended to provide opportunities to learn about and share knowledge regarding motion imaging and related technologies. The ultimate goal is to provide members with the opportunity for learning at their convenience. SMPTE PDA will begin with web-based seminars (live and recorded) in January. The recorded sessions will be PDA and video iPod-compatible to offer our membership an anywhere/anytime component to learning opportunities. Many thanks to sponsors Canon and Insight Media for their support since it takes new resources to offer new member benefits.

The SMPTE Motion Imaging Journal is the number one rated benefit for Society members—and this year, you will see additional gradual changes. You will continue to receive the world-class technical papers written by motion imaging technology leaders from around the globe to which you have become accustomed. However, you will also receive technical tutorials, articles from guest authors, featured technical papers, and increased updates on SMPTE Standards.

Our flagship, the SMPTE Standards program, continues to serve the industry by facilitating the essential development of industry standards. Thirty-three (33) documents were published in 2007, including the first standard for Ultra High Definition Television as proposed by NHK of Japan. There also was high activity in the area of Digital Cinema; as this exciting new technology moves from experimental to mainstream. We published six new documents in 2007 (for a total of 17), and more are in the pipeline. An enormous number of volunteer hours have been contributed to this effort, and the continued participation of all the stakeholders means that the rapid penetration of digital cinema is supported by a solid base of standards, recommended practices, and engineering guidelines to ensure interoperability and reliability. In the year ahead, SMPTE will undertake more vital work that will be visible throughout the world (read more in this issue about SMPTE's work with the European Broadcasting Union on timing and synchronization for the digital age in the article by SMPTE's director of engineering, Peter Symes). Also, January 1st saw a changing of the guard in standards leadership. Wendy Aylsworth of Warner Bros. succeeds Gavin Schutz of Azcar as Engineering Vice President of the Society. We welcome Wendy, whose expertise and energy will ensure that the standards program continues to highlight SMPTE to the global community.

The SMPTE Board of Governors under the leadership of the Society's President, Bob Kisor, has outlined the objectives for the coming year. As a result, the New Year brings the promise of opportunity and SMPTE is committed to expanding the number of opportunities SMPTE members have to learn and grow. So, please join us as we work to become a greater resource. And if you're not a SMPTE member and are reading your colleague's journal, I invite you to join the Society—get involved in a SMPTE Section—and take advantage of our exclusive member benefits.

Standards, industry-specific peer-reviewed technology information and career development for professionals—three dynamic dimensions...one leading Society...one brand new year. Let's make it a great one!

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