



# Message from the President

Robert Kisor



**The start of a new year and as tradition holds the time to make resolutions. So in keeping with tradition, SMPTE's 2008 resolutions are to improve our membership benefits and value, continue to improve and expand our conference offerings, and expand our outreach and access to students and non-U.S. territories.**

We intend to make changes to both sustaining and individual levels of membership. In January sustaining membership levels will be revised and updated to allow greater opportunity for support and involvement. Businesses and organizations that benefit from the standards and other products of the Society will be able to select from a larger number of programs and opportunities for membership and support. Individual membership levels will also be redefined and expanded. Without changing the cost or benefits of the current active level we will establish a low-cost entry-level membership with some reduced benefits as well as an executive level membership with additional benefits above the current active level. In order to accommodate this change, the Administrative Practices governing the Society must be revised. That process will be completed as quickly as possible.

We intend to expand and enhance our conference offerings throughout the year. The evolution of our annual fall conference program that was initiated last year will continue. The pre-conference symposium on 3-D as well as the entertaining and insightful keynote by Bran Ferren is just the start of the changes for our conferences. Look for an expanded offering at the Digital Cinema Summit at the 2008 NABShow, as well as continuing contributions to IBC. Looking farther ahead, SMPTE is planning to host a multi-day event in Europe in the spring of 2009.

SMPTE will continue to foster and develop collaborative relationships and liaisons with our current partners such as IBC, NAB, ISO, ITU, EBU, EDCF, ETC, ATSC, ASC, MPEG, BKSTS, and VSF as well as establishing new relationships in order to foster and expand the global exchange of information on imaging and sound technology and applications.

Our resolutions will focus on demonstrating what many of us already understand; the value of SMPTE membership and that SMPTE support and participation is essential to our everyday business. What would be the state of digital cinema distribution without the efforts and standards created in DC28? Corporate and individual support allows SMPTE to continue to provide the proper forums to develop standards and exchange information for motion picture, television, and sound technology as it has since its inception in 1916.