

# Message from the Executive Director

Kimberly Maki



**SMPTE Sustaining members are a vital part of our Society. As a non-profit organization, contributions from our sustaining member companies help us to maintain our financial health. This support is essential to our ability to support our work in developing industry standards as well as to provide educational and professional development opportunities to our membership and the industry as a whole. It is critical to the industry and its lines of business that our engineering committees meet to create the standards for common exchange formats, equipment interface specifications, and protocols to exchange data between systems.**

Sustaining members receive valuable benefits through their involvement in our organization. Being a part of an international organization such as SMPTE provides worldwide exposure to the industry. Companies and their employees can gain firsthand knowledge of the technological advancements in the industry through our educational programs, as well as employee individual member involvement in standards development. They also may gain exposure and support from industry leaders and other companies. Most of all, the benefits received from promoting their companies' products, and services to a core constituency is of utmost value.

To make our benefits more relevant to our Sustaining members, the Society has made some changes to our Sustaining member levels, giving companies the opportunity to get the most out of their membership. SMPTE Sustaining membership now includes Diamond, Platinum, Gold, Silver, Bronze, and Supporting levels. Depending on the level of participation, benefits may include:

- Complimentary individual memberships, which includes participation on SMPTE engineering committees
- Complimentary and discount subscriptions to SMPTE Motion Picture and Television Standards and Practices
- Complimentary registration to SMPTE conferences and other events
- Company name and logo on the SMPTE website
- Advertising and recognition in the *SMPTE Motion Imaging Journal*
- And much more

I encourage you to visit our website at [www.smpte.org/membership/sustaining/](http://www.smpte.org/membership/sustaining/) for a detailed description of the new levels of membership and their associated new benefits.

If you are not already a Sustaining member, I invite you to join now so that your name can be added to the list of distinguished companies currently enjoying the benefits of SMPTE Sustaining membership. If you are a member, please consider upgrading to one of our more valuable packages today and know that you are providing the industry a valuable resource with SMPTE.

As an example of the Society's contributions, consider the well-known SMPTE 12M standard for Time and Control Code. The development of this standard required thousands of man-hours and allowed for the development of frame-accurate electronic editing that is universal in both motion picture and television post production. As you may have read last month, SMPTE has just published an update to this standard, and is working with the European Broadcasting Union (EBU) on a ground-up replacement suitable for the digital future. We are also working on many standards that help to maintain the quality of service necessary for motion imaging applications when run on standard IT platforms.

Please remember, the bottom line is that SMPTE is important to your success and that of the entire industry. The development of industry standards can open the door for thousands of products and countless new job opportunities—and we need your continued support in these endeavors. Thank you for your continued investment in the future of our Society.

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