



## SMPTE PDA Update

By Joel Welch

**Happy March! Spring is just around the corner and with it comes the promise of new growth and opportunity. The SMPTE Professional Development Academy (SMPTE PDA) got a head start on spring with the launch of several new SMPTE PDA services.**

On January 17, 2008, **SMPTE PDA Now** held its very first live, interactive educational webcast. Our guest speaker, Greg Thompson, chief video architect of Cisco Systems' Video and Content Business Unit, spoke on the topic of IPTV. All in all it was a successful launch of SMPTE PDA Now. By the time you read this update, February's SMPTE PDA Now event, **"Transitioning to Tapeless Digital Media: What to Expect—Lessons Learned from Those Who Made the Change,"** would have already occurred.

The second SMPTE PDA service launched this year was SMPTE PDA Docs. As the name implies, this is the place to find documents such as technical papers (coming soon), tutorials (coming soon), and PDFs of SMPTE PDA Now presentations. The IPTV PDF is currently available and by the time you read this, the PDF for February's event will be there.

OK. It's nice to schedule SMPTE PDA Now events, but not everyone who wants to attend can attend. In addition, there is so much information packed into each session, it would be nice if there were a way to go back and watch, or even just listen again to what was covered. Well, that is what our third SMPTE PDA service is all about. Each SMPTE PDA Now event is recorded. Shortly after the live event has concluded, the recording is made available through SMPTE PDA Anywhere. "Anywhere," because you can watch the recorded event anywhere you are connected to the internet. Are you going to be traveling? Want to view the recording anyway? Go ahead! These recordings are then split into more digestible 10 to 20-minute segments and made available for download to your Personal Digital Assistant (PDA). Watch the recording anywhere, anytime! Want to listen to the audio in your car or on the train on your way to work? SMPTE PDA Anywhere provides MP3 recordings of the event for download to your MP3 player.

Even though SMPTE PDA is only three months old, we've been hard at work building a SMPTE member resource that we hope you find helpful in your professional development efforts. We strive for content that is useful and highly relevant to you, the Members of SMPTE. You are, after all, the reason we are here.

Thank you for your support of SMPTE and SMPTE PDA.

For more information about the SMPTE Professional Development Academy, please visit us at [www.smppte.org](http://www.smppte.org) and select the "Education" tab at the top of the page.