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The expanding family of **Sony's XDCAM HD Professional Disc system** now

includes new models that add the benefits of 50 Mbps 4:2:2 optical disc recording to a high-definition optical disc workflow. The new models include the PDW-700 2/3-in. CCD camcorder and the PDW-HD1500 recording deck, as well as the dual-layer 50GB version of Sony's optical Professional Disc media.



Users can record more HD content with the dual-layer disc—approximately 95 min at 50 Mbps, 150 minutes at 35 Mbps, and 200 minutes at 25 Mbps HD. With their fast file-based operations, superb picture quality and HD production flexibility, these new models are ideal tools for such applications as news gathering, production for TV dramas, documentaries, and mainstream entertainment programs.

The award-winning **Microsoft Mediaroom Internet Protocol Television (IPTV)** and multimedia software platform is driving the future of television by enabling broadband service providers to deliver new connected TV and entertainment experiences to consumers worldwide. Microsoft Mediaroom provides new ways for consumers to experience TV as part of their connected, digital lifestyle, while also creating new business opportunities for broadband service providers, hardware manufacturers, content creators, advertisers and application developers. Find out more at www.microsoftmediaroom.com.



A standard feature in **Media Composer products** and

available only from **Avid**, ScriptSync technology uses automatic phonetic indexing to "sync" audio and video—associating source clips to the script itself—a task that used to take hours, now takes minutes to complete. Import your script from a word processing file and attach a shot



to the script, the software listens to the audio and—in seconds—it automatically and accurately lines the take. ScriptSync allows you to synchronize dailies to the script up to 30 times faster, eliminating the most tedious part of the process and allowing you to spend your time on your story, not the process.

The new, solid-state **AJ-HPM110 P2 HD mobile recorder/player from Panasonic** adds native 1080/24p recording, a 1080/24PsF input/output and longer record times to the wide list of capabilities by its predecessor, the AJ-HPM100. The ultra-reliable AJ-HPM110 recorder is ideal for use in the field, studio or in mobile vehicles, because it offers master quality recording/playback in a wide range of HD formats, including 1080p (native), 1080i and 720p, and in SD.

It records in intra-frame DVCPRO HD/50/25 and DV formats as well as full-raster 1920 x 1080 AVC-Intra (with the optional AVC-Intra board). And offers the flexibility of up/down/cross and aspect conversion.



DSC Labs

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SMPTE Sustaining Membership Levels

Diamond Level – \$15,000

As a Diamond Level Sustaining Member you'll receive:

- ★ Fifteen complimentary individual SMPTE memberships*
- ★ 25 complimentary registrations to SMPTE PDA Now Events**
- ★ Free company-wide subscription to the SMPTE Motion Picture and Television Standards and Practices
- ★ Three complimentary full registrations for the annual SMPTE Technical Conference & Exhibition AND
- ★ All employees of Diamond Member company will receive the SMPTE member registration rate to all SMPTE conferences and events (other than those operated by another entity, such as NAB or IBC)
- ★ Banner ad on SMPTE website for 3 months
- ★ Your company name and logo with a hotlink on the SMPTE website
- ★ A button ad on six issues of the SMPTE Monthly
- ★ Technology Spotlight in SMPTE Monthly
- ★ Two full-page color ads in the *SMPTE Motion Imaging Journal* (one in the widely-distributed SMPTE Progress Report and one of your choice)
- ★ Your company name recognized in the *SMPTE Motion Imaging Journal*
- ★ Discount on exhibit space at the SMPTE Technical Conference & Exhibition
- ★ A personalized wall plaque

Platinum Level – \$10,000

As a Platinum Level Sustaining Member you'll receive:

- ★ Twelve complimentary individual SMPTE memberships*
- ★ One free annual single-user license subscription to the SMPTE Motion Picture and Television Standards and Practices AND
- ★ 50% discount on a company-wide subscription to the SMPTE Motion Picture and Television Standards and Practices
- ★ 20 complimentary registrations to SMPTE PDA Now Events**
- ★ Two complimentary full registrations for the annual SMPTE Technical Conference & Exhibition AND
- ★ All employees of Platinum Member company will receive the SMPTE member registration rate to all SMPTE conferences and events (other than those operated by another entity, such as NAB or IBC)
- ★ Your company name and logo with a hotlink on the SMPTE website
- ★ A full-page color ad in the *SMPTE Motion Imaging Journal* (run of schedule)
- ★ Your company name recognized in the *SMPTE Motion Imaging Journal*
- ★ A button ad on six issues of the SMPTE Monthly
- ★ Discount on exhibit space at the SMPTE Technical Conference & Exhibition
- ★ A personalized wall plaque

Gold Level – \$7,500

As a Gold Level Sustaining Member you'll receive:

- ★ Ten complimentary individual SMPTE memberships*
- ★ One free annual single-user license subscription to the SMPTE Motion Picture and Television Standards and Practices AND
- ★ 40% discount on a company-wide subscription to the SMPTE Motion Picture and Television Standards and Practices
- ★ 15 complimentary registrations to SMPTE PDA Now Events**
- ★ One complimentary full registration for the annual SMPTE Technical Conference & Exhibition AND
- ★ All employees of Gold Member company will receive the SMPTE member registration rate to all SMPTE conferences and events (other than those operated by another entity, such as NAB or IBC)
- ★ Your company name and logo with a hotlink on the SMPTE website
- ★ A full-page color ad in the *SMPTE Motion Imaging Journal* (any month with the exception of the SMPTE Progress Report & subject to run of

schedule)

- ★ Your company name recognized in the *SMPTE Motion Imaging Journal*
- ★ Discount on exhibit space at the SMPTE Technical Conference & Exhibition

- ★ A personalized wall plaque

Silver Level – \$5,000

As a Silver Level Sustaining Member you'll receive:

- ★ Five complimentary individual SMPTE memberships*
- ★ 10 complimentary registrations to SMPTE PDA Now Events**
- ★ One free annual single-user license subscription to the SMPTE Motion Picture and Television Standards and Practices AND
- ★ 20% discount on a company-wide subscription to the SMPTE Motion Picture and Television Standards and Practices
- ★ One complimentary full registration for the annual SMPTE Technical Conference & Exhibition AND
- ★ All employees of Silver Member company will receive the SMPTE member registration rate to all SMPTE conferences and events (other than those operated by another entity, such as NAB or IBC)
- ★ Your company name and logo with a hotlink on the SMPTE website
- ★ Your company name recognized in the *SMPTE Motion Imaging Journal*
- ★ One half-page ad in the *SMPTE Motion Imaging Journal* (any month with the exception of the SMPTE Progress Report & subject to run of schedule)
- ★ Discount on exhibit space at the SMPTE Technical Conference & Exhibition
- ★ A personalized wall plaque

Bronze Level – \$2,500

As a Bronze Level Sustaining Member you'll receive:

- ★ Three complimentary individual SMPTE memberships*
- ★ A 50% discount on an annual single-user license subscription to the SMPTE Motion Picture and Television Standards and Practices
- ★ 5 complimentary registrations to SMPTE PDA Now Events**
- ★ Your company name and logo with a hotlink on the SMPTE website
- ★ Your company name recognized in the *SMPTE Motion Imaging Journal*
- ★ Discount on exhibit space at the SMPTE Technical Conference & Exhibition
- ★ A personalized wall plaque

Supporting Level – \$975

As a Supporting Level Sustaining Member you'll receive:

- ★ One complimentary individual SMPTE membership*
- ★ A 25% discount on an annual single-user license subscription to the SMPTE Motion Picture and Television Standards and Practices
- ★ 2 complimentary registrations to SMPTE PDA Now Events**
- ★ Your company name and logo with a hotlink on the SMPTE website
- ★ Your company name recognized in the *SMPTE Motion Imaging Journal*
- ★ Discount on exhibit space at the SMPTE Technical Conference & Exhibition
- ★ A personalized wall plaque

* Complimentary individual SMPTE memberships each include the opportunity to participate on engineering committees and work on standards development.

** SMPTE PDA Now Events are live, interactive webcasts, taking place the second Thursday of the month.