



MESSAGE FROM THE

EXECUTIVE DIRECTOR

Solid Technical Program brought to you by the Industry for the Industry... a winning combination



By Kimberly Maki

In the last issue, I reported the successful results of the IBC. In a year when many shows are down in total attendance, IBC achieved growth. This is good for IBC—and as a partner/part owner of the show, it is certainly good for SMPTE. You may also appreciate how excited and pleased I am to now report that *SMPTE 2008: Annual Tech Conference & Expo* also grew this year—to the tune of more than 50%. One reason for this growth can be attributed to the top notch program we developed on a noncommercial platform. As an industry nonprofit, we must compete with many commercial entities in the conference calendar. This is often a huge challenge for us due to limited resources compared to commercial conference organizers. The bottom line difference is that our revenues go to further development of industry standards and technical resources for members...by the industry for the industry. So, as spending tightens with a fragile economy, I hope our individual members and corporate sponsors will continue to support the work and efforts of SMPTE—including its conferences because we were here in 1916 to help develop the business—and we pledge to continue to be here to further the work that needs to be done to continue to develop and grow the business. Some of the industry's best and brightest graced our stages for very in-depth technical and business-related operations discussions—and many of the leading business decision makers graced our show floor, so I thank you all for your support of SMPTE.

It was an exciting opening day for **SMPTE 2008: Annual Tech Conference & Expo**, with a packed audience, sold out exhibit floor and inspiring content. We were thrilled to host more than 1300 attendees and some of the industry's top technical and creative talent, who inspired us with their vision of the industry today and tomorrow.

Due to space limitations here, I'll provide a brief snapshot of our Opening General Session—and in the pages that follow, we've provided a photo gallery of the conference and expo. As many of you know, we also provide both audio and video of the presentations after the fact in a controlled release fashion—30 days to full conference attendees and six months to general membership.

In his opening keynote address, award-winning scientist often referred to as the father of MP3, Dr. Karlheinz Brandenburg laid out his vision for the future of digital media, which includes a home viewing experience that delivers personalized, automated, broadcast programming to viewers. Jon Healey, editorial writer for the *Los Angeles Times*, led a brilliant in-depth interview with Branden-

burg. Healey is a tech-savvy editor with a real understanding of the technical and policy issues surrounding emerging electronic entertainment media and as a result, he was able to draw out thought-provoking commentary from Brandenburg. Areas touched on included holographic imaging, stereoscopic displays, industry standards, universal digital rights management, interoperability, metadata, authentication, watermarking, local storage network requirements and increased capacity and smart PVRs—among other issues.

When asked, "How close are we to that purely electronic approach in abandoning physical media?" Brandenburg answered, "In audio we are still clearly on the way. For video, I think that Blue Ray is doing the right thing because the window gets smaller. Of course, there will always be people in the foreseeable future who if they buy something they want to have something in their hands...but with mobile bit rates going up to 100 Megabits per second (max)... we will be able to get HD content or 3-D content over wireless that means there will be more and more nonphysical..."

The opening keynote panel “Rebel Alliance—Geeks Lead Hollywood into a New Era,” was led by author and journalist David Kushner and included Emmy Award-winning show runners and other top Hollywood creative talents. I am a big Kushner fan as I see him as having this incredible ability to bridge the gap between the creatives and the techies—he also has a knack for tapping into those that possess both skill sets in today’s rapidly changing digital entertainment culture and industry. He has unique access and insight on what makes this new generation of leaders tick—now and in the future. “Rebel Alliance” is the outgrowth of a Kushner/Fast Company feature in which the writer detailed how a group of Hollywood creatives is redefining branding and entertainment for the convergent, interactive age. The panel featured executive producers/writers Tim Kring (“Heroes,” “Crossing Jordan”) and Javier Grillo-Marxuach (“The Middleman,” “Medium”); executive producers Naren Shankar (“CSI,” “UC: Undercover”) and Jesse Alexander (“Heroes,” “Alias”); videogame developer Matt Wolf (“Bourne Conspiracy” videogame); and director Rob Letterman

(“Monsters Vs. Aliens”), who shined a light on transmedia, a new form of storytelling that incorporates branding and marketing and that unfolds across the television, Internet, videogames and mobile phones.

Immediately following the opening general session, SMPTE and the Mann Theatre played host to a significant product announcement with the cinema launch of IOSONO, a fully immersive theatrical sound system for all feature films, especially those exhibited in stereoscopic 3-D.

IOSONO intensifies the theatrical experience, particularly with 3-D picture, by delivering ghostly whispers straight into viewers’ ears from inches away and placing whirling helicopter directly over seats. Dr. Brandenburg, who is also the founder of IOSONO, director of Fraunhofer Institute for Digital Media Technology and the “father of MP3,” demonstrated the sound system at its first United States cinema location in the Mann Chinese 6 theaters in Hollywood, CA.

A Big THANK YOU to our VOLUNTEERS

Volunteer support is important to the success of any event supported by a non-profit association. Each year, the program committee sets the stage for the technical sessions. They review abstracts, select which will become technical papers for presentation at the conference, and then seek out individuals to serve as session chairs. Our local arrangements committee helps organize AV, local volunteer workers, sponsorship support, communication with local education institutions and much more. A round of applause for the many volunteers who have given their time and expertise to assist us this year...

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Of Special Note

Thank you also to Sieg Heep for technical direction of our Honors & Awards program and to Brad Fortner and Jeremy Littler of Ryerson University for the video capture of the Pre-conference Symposium, Opening General Session and all 12 Technical Sessions.