



SECTION MEETINGS

Hong Kong October 2008

More than 300 professionals gathered at the Kwun Tong Campus of the Institute of Vocational Education (IVE) for the Advance Digital Imaging Forum.

Bernard Leung of Kodak (Hong Kong) kicked off the event with an overview of motion imaging workflow, which covered image capture, the principle of color imaging, and challenges associated with the workflow.

Lou Levinson, Chair of the Digital Intermediate Subcommittee of the American Society of Cinematographers (ASC), gave a presentation on the ASC Color Decision List (CDL). In his opening speech, Levinson read a letter from Curtis Clark, Chair of the ASC Technology Committee, who thanked the Hong Kong Section and Hong Kong Society of Cinematographers (HKSC) for giving ASC the opportunity to present its CDL. Levinson elaborated the history, concept, design objectives, and experience of the CDL project. He also explained in detail the parameters such as transfer functions as defined by the CDL proposal.

Percy Fung, Digital Magic Hong Kong, discussed the latest file-based motion imaging



Lou Levinson discusses the ASC Color Decision List at the Hong Kong meeting in October.



Attendees at the Hong Kong Section's Advance Digital Imaging Forum in October.

DI workflow. Fung, a committee member of the Hong Kong Section, presented a detailed history and current developments of camera imaging devices as well as related workflow. Attendees enjoyed the first-hand accounts of the latest imaging technology and applications. Fung also screened digital HD footage recorded on HDCAM SR tapes with impressive results.

In closing, Hong Kong Section Chair Tony Ngai thanked the speakers and sponsors (Digital Magic, Shun Hing Technology Co. Ltd., and Kodak Hong Kong) as well as supporting organizations (HKSC and Technology Exchange) for their contribution to a successful program.—*Tony Ngai, Section Chair*

Hong Kong November 5–8, 2008

Lawrence Chan, Committee Member, represented the Hong Kong Section at the



Attendees at the BIRTV trade show in Beijing.

2008 BIRTV in Beijing, China, where he manned the SMPTE booth and fielded questions from visitors who were interested in joining the Society. More than 20 Section members visited this most important trade show, representing companies such as Sony, Panasonic, NVision, Snell & Wilcox, Television Broadcast Ltd. (TVB) Asia Television Ltd. (ATV) Cable TV, PCCW, Digital Magic, and the Hong Kong Jockey Club.

BIRTV is a major trade show for the television industry in China. The November event extended to all 10 event halls in the Beijing International Exhibition Centre. The majority of companies represented were from China, however, some world-renowned foreign manufacturers also attended. Members had a chance to meet a committee member of CSMPTE and discuss how to promote relationships between the two Societies.—*Tony Ngai, Section Chair*

Hong Kong
November 14, 2008

On November 14, the Hong Kong Section celebrated its 14th anniversary at the Hong Kong Institute of Vocational Education's (IVEs) Sha Tin campus. The event, which included morning and afternoon sessions, began with a Letter of Intent, signifying further collaboration between the Hong Kong Design Institute, a VTC Institution, and the SMPTE Hong Kong Section, toward their common goal of education in motion picture and television engineering. Oi Lin Lo, Deputy Executive Director (Projects) of the Vocational Training Council (VTC), and Hong Kong Section Chair Tony Ngai were on hand to sign the letter.

The morning session followed, with a panel discussion titled "First Year of DTTB (Digital Terrestrial Television Broadcasting)—Review and Preview." Six renowned speakers from Mainland China and Hong Kong



Oi Lin Lo and Tony Ngai sign the letter of intent.

were invited to share their experiences in the preparation, implementation, and review of the digital terrestrial television-broadcasting milestone in mainland China and Hong Kong in the past year.

Speakers included Feng Jingfeng, Deputy Director, Wireless Lab, Academy of Broadcasting Planning under the State Administration of Radio, Film, and Television (SARFT); Fu Fengchun, Chief Engineer, Shenzhen Media Group (SZMG); Bruce

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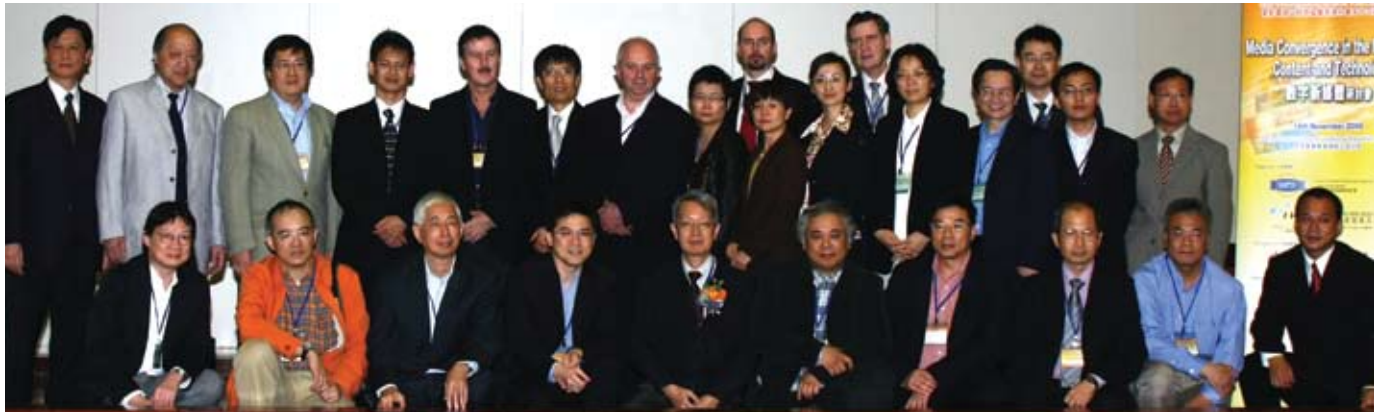
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Group photo taken at the Hong Kong Section's 14th anniversary event.

Kruger, Controller, Engineering Division of Television Broadcasts Limited (TVB); Cao Qing, President Assistant, China International Television Corporation of CCTV; Fan Jinhui, Deputy Chief, Technical Center, Shanghai Media Group (SMG); and Peter Chang Shipping, Asia Television Ltd. (ATV)


Over 60 invited professionals from the related industries participated in the panel discussion and the Q&A session that followed.

The afternoon session began with a "Professional Achievement Award" presentation ceremony to honor Kevin Lo who was the first generation of Hong Kong's television engineers responsible

for starting the first terrestrial television broadcasting in 1967. The award was presented by K. L. Lam in recognition of Lo's pioneering role in the development of television broadcasting in Hong Kong.

Lo then gave a keynote speech with the core message to inspire contemporary broadcasting engineers to place balance in both engineering and management, a concept he labeled as "horizontal integration," to keep up with the complex media and technology evolution.

An audience of more than 200 from related industries participated in the afternoon seminar. Presentations focused on the topic of




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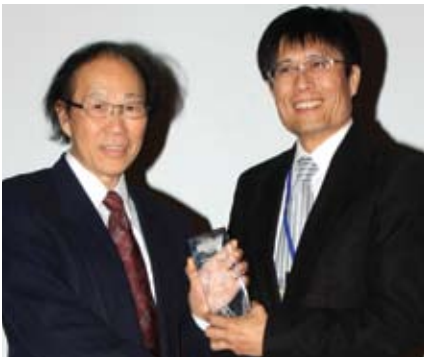
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Discussion panel at the morning session at the Hong Kong Section's 14th anniversary event.



K.L. Lam presents Kevin Lo (I) with an award in recognition of his role in the development of television broadcasting in Hong Kong.

"Media Convergence in the New Era: Content and Technology." Speakers were Nigel Harper of REDBEE (U.K.); Andrew Loanou, Entriq (USA); Cao Qing, CCTV; Fan Jinhui, SMG; Feng Jingfeng, SARFT; and Fu Fengchun, SZMG.

The anniversary was jointly organized by the SMPTE Hong Kong Section and the Hong Kong Institute of Vocational Education and was also co-organized by the Technology Exchange Ltd. and sponsored by Ideal Systems Asia Pacific Ltd.—*Tony Ngai, Section Chair*

New England September 2008

Tektronix and Fotronic Corp. of Melrose Massachusetts was host to the New England Section meeting on September 10 at the Holiday Inn in Boxborough. The meeting on SD/HD video and MPEG monitoring, included presentations by Karl Kuhn, Senior Video Application Engineer at Tektronix and Chair of the Washington, D.C., Section.

The morning session provided a quick overview of SD and HD video foundation concept, including verifying signal integrity (eye/jitter), gamut and space compliance, and alignment of plant timing. Other topics included ancillary data and closed captioning, Dolby E, digital data and metadata, and 3 Gbit/sec—both single and dual link.

The afternoon presentation gave an overview of MPEG technology to provide context for the monitoring and test challenges. Testing differences between RF and IP-based networks were also examined, along with some interesting historical insight. Equipment was available for demonstrations at the end of each session.—*Kevin Lessard, Section Chair*

New England October 2008

The meeting on October 22, "Evaluating Monitor Performance—How New Display Technologies Compare to the Cathode Ray Tube (CRT)," was held at the Holiday Inn Conference Center in Dedham, MA.

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Pete Putman discusses the CRT display at the New England October meeting.

Guest speaker Pete Putman, ROAM Consulting, LLC, shared the results of color gamut, grayscale, and response performance tests conducted using the display technologies currently trying to fill the CRT's shoes. Some of the technologies discussed included LCD, plasma, OLED, and FED.

Representatives from Ikegami, JVC, Panasonic, and Sony also provided a selection of high-end CRT, LCD, and plasma monitors, and added manufacturer-specific information and insight on the state of display technology.—Kevin Lessard, Section Chair

New England November 2008

The New England Section in conjunction with SBE New England Chapter 11 held a meeting titled, "The Transition to DTV: A Panel Discussion on the Benefits and Challenges of the Forthcoming DTV Switchover," on November 18 at WCVB-TV channel 5 Studio-B in Needham, MA.

Meeting coordinator Martin Feldman organized a panel consisting of chief engineers and representatives from television stations from the Boston area to discuss issues concerning the end of over-the-air analog television broadcasts in February 2009. The panel included Michael Foti, Director of Engineering, WGBH; Robert Yankowitz, Engineering Manager, WBZ-TV, SBE-11 Chair; Rick Zach, Chief Engineer, WCVB, SBE-11 Vice Chair, Karen Holmes Ward, Director of Public affairs, WCVB; Jim Shultis, Director of Engineering, WHDH and WLVI; Bill Holbrook, Chief Engineer, WFXT (Fox 25); and Greg Roehr, Chief Engineer, NECN

Karen Holmes Ward began the meeting by articulating that "a revolution in television



DTV panel responds to questions from the audience.

is upon us." She discussed the cooperative effort taking place between Boston stations as they all prepared to participate in the upcoming virtual shutdown test. On December 9 at 5:15 a.m., 6:15 a.m., and 5:15 p.m., virtual shutdowns, two minutes in length, were to take place during which all Boston television and cable stations would simultaneously broadcast a graphic informing viewers whether they were ready or not for the digital television transition. Viewers still receiving analog over-the-air broadcasts would be informed that they are not ready and thus be instructed to turn to WGBH-TV to view a program containing information on how to prepare for DTV, as well as a telephone number to call for help.

Moderator Peter Fasciano fielded questions for the panel and discussed with the panel their experiences, challenges, and unexpected hurdles and benefits that crossed their paths in preparation for the DTV switchover.—Kevin Lessard, Section Chair

Pasadena City College Student Chapter September 2008

Hena Cuevas was the guest speaker at Pasadena City College's bi-monthly SMPTE Student Chapter meeting on September 23. A producer correspondent at CNN, Cuevas migrated from Panama and attended community college in the U.S., where she majored in broadcast journalism. Cuevas told students that a person has to be willing to take any job that will allow him or her to get a foot in the door. She also discussed the value of internships and urged students to take advantage of them. She particularly emphasized that working at a smaller company allowed her to learn much more in a short period of time.

Cuevas also explained the importance of a demo reel and gave students insight into properly putting one together. Cuevas also



PCC Student Chair Monica Gullon and Guest Speaker Eric Gsell.

talked about working her way up at CNN, and an NBC affiliate. She met her mentor at CNN En Espanola and finally got her chance to produce when employees were sick or on vacations. She ended her presentation by showing her demo reel.—[Brian Fugal, Vice-Chair](#)

Pasadena City College Student Chapter October 2008

Eric Gsell of Dolby Digital, visited students at the SMPTE Pasadena City College Chapter on October 7.

Gsell discussed his start in broadcasting. He was a self-confessed “AV nerd” in high school and went to Virginia Tech to earn his degree in broadcasting. He interned for CNN and landed his first position in a local access TV channel as a remote engineer. Gsell later worked for Digital TV Lab in Washington, D.C., where his tasks included general help, developing the Advanced Television Systems Committee (ATSC) technologies, and videotape editing.

Gsell briefly discussed the advantages of different compression standards including the SMPTE RS-170 time code and H.264—the most advanced video technology format—that he helped develop, and which won him an Emmy.

Gsell also discussed the importance of standards for television and of understanding the standards as they apply to a specific area.—[Brian Fugal, Vice-Chair](#)

Rochester November 2008

Members gathered in Rochester, NY, on November 11 for a presentation titled “Cost Effective High-Performance Image Processing with Off-the-Shelf Graphics Processors,” by Ryan Hsu, a software engineer and imaging scientist at Eastman Kodak Co.

Hsu explained that the traditional routine is carried out using a typical computer and instructions are handled by the central processing unit (CPU). A nominal 3.2 GHz Intel CPU runs at a speed of about 100 GFLOPS, or 100 billion Floating-point operations per second. An off-the-shelf

graphic processing unit (GPU) such as the NVIDIA model GT200 has a 1TFLOPS benchmark, or 1,000 billion floating-point operations per second, roughly 10 times faster than the CPU example. This is due to the structural difference between a CPU (multi-core) and a GPU (many-core). There is also cost-saving between the CPU and GPU, which puts a GPU at about \$0.50 per GFLOPS, much more cost-effective than a CPU.

Structurally, a GPU is primed to handle massive amounts of data with similar tasks. It is, however, not a good candidate for accessing and processing many different data or tasks. Getting the data in and out of the GPU is also a concern.

Hsu concluded that it is viable to use the GPU to complete tasks normally reserved for a CPU, such as high-performance image processing, with high-resolution pictures and 2K and 4K frames running various filters. He demonstrated the speed and the ability of the GPU, as opposed to using the traditional CPU processing. Hsu also mentioned that other possible data-intensive, non-imaging related applications could be developed for the industry, from finance to fluid simulation, where large amounts of data are processed. The presentation ended with a Q & A session.—[Barry Chow, Secretary/Treasurer](#)

Sacramento September 2008

The Sacramento Section began the new fiscal year with a social event on the back patio of a local Grass Valley Mexican restaurant. The event, sponsored by NVision, Ewing-Foley, and Gennum, included 27 attendees, representing 14 different companies. A \$50 Visa gift card, donated by Arrow Electronics was raffled, as well as two SMPTE T-shirts. The winners were Keith Cantrell and Jay Baker of Sierra Video and Tim Walker of NVision.

Section Chair Bob Hudelson and Section Manager Mona Smothers, addressed the group, thanking them for attending and encouraging SMPTE participation. A highlight of upcoming meetings was announced and Section managers present at the meeting were introduced, along with new Section member Marty Holloway of

I-O Displays. This was a very successful event.—[Mona Smothers, Section Manager](#)

Toronto November 2008

The Section meeting began with the premier of a new “open mic” session in which attendees gave their observations on the recent IBC convention and engaged in an informal discussion surrounding recent industry trends.

Before the speakers took the stage, Canadian Governor Paul Stechly offered an update on recent SMPTE standards activities and touched briefly on current SMPTE committee work pertaining to the Material eXchange Format (MXF). Most members were unaware of the high level of current standards activity.

Brian Campanotti presented an overview of the Ascii eXchange Format (AXF) initiative to standardize the way content storage management solutions store media assets for long-term preservation. He provided a balance of technical background on the format and workflow related examples of how the format is implemented.

Chris Lennon discussed the Broadcast eXchange Format (BXF) from a business case perspective, exploring various aspects of the format that improve workflow efficiency and contribute to the bottom line. He also covered many high-level technical details on the standard. Attendees were left with a good understanding of how BXF can benefit organizations dealing with management and playout of broadcast material.

Each presentation was followed by a Q & A session.—[Paul Roeser, Section Manager](#)

Toronto December 2008

Toronto’s December meeting began with the recently developed “open mic,” in which attendees discuss, debate, and enlighten each other with recent industry events or news. Attendees also viewed a clip reel provided by the Metropolitan Opera, which was followed by guest speaker Mark Schubin.



Attendees attentively listen to a presentation by Mark Schubin at the Toronto meeting in December.

Schubin provided an entertaining and very informative presentation on the tremendous undertaking of the ongoing worldwide distribution (“cinema casts”) of Metropolitan operas. Attendees were intently focused, and clearly surprised by the amount of effort, equipment, and talent needed to pull-off several of these events each week among the other non-broadcast operas also occurring in the same time period.

The audience included a number of non-typical attendees from the theater and opera families, showing SMPTE’s reach beyond the traditional television and film base. One attending opera producer remarked on the wonderful opportunity to learn how these events are staged, and how grateful he was that SMPTE Toronto provided this event. Those interested in seeing the presentation can watch the web stream in the meeting archive link on the Toronto Section website at www.smpdetoronto.org.—Paul Roeser, Section Manager

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