



MESSAGE FROM THE

# EXECUTIVE DIRECTOR

## Section by Section One—Or Should it be Five?— Members at a Time



By Kimberly Maki

Now is a great time to spread the news of the value of SMPTE membership. Through the support of our individual members, Sections and sustaining member companies, SMPTE truly has an opportunity to grow even considering the economic climate. Of course, the stronger the base of membership—the more value the organization has to companies in the industry and the industry as a whole.

I am pleased to have heard from so many of you regarding the new membership offerings—and in particular, the new Associate Membership at \$35. The feedback has been tremendous. We've had some great promotional ideas come in from our Section leadership—and we will post new information and resources for marketing on the Section resources page of KAVI periodically, so please visit [www.smpte.org/sections/section\\_leader\\_resources/](http://www.smpte.org/sections/section_leader_resources/) or click “Section Resources” under the “Sections” tab on the main navigation at the top of the website often to review what is available.

One idea that just came in today from a Section was to solicit vendor support for five new members at a time for promotion/give away at a Section event. Considering that there are usually at least five nonmembers at any given Section event, this may be a feasible way to introduce folks to the basics of SMPTE membership. I thought I would print this one idea that just came in to let you know we do listen—of course, all vetted ideas with any marketing collateral will be kept, as mentioned above, on the Section Resources area of the site...Keep the ideas flowing!

### NAB DIGITAL CINEMA SUMMIT

Once again, this month, SMPTE reunites with the Entertainment Technology Center (USC) at NAB 2009 to co-produce and co-host the NAB Digital Cinema Summit. On April 18 and 19, this year's program *3-D Cinema & Beyond: Lens to Living Room* will explore all aspects of 3-D. Leading producers, cinematographers, and technologists will review the entire 3-D path from acquisition, through post-production, distribution, and display. Panelists will review lessons learned in producing stereoscopic motion pictures and live events,

and debate future trends in stereo image capture. You will see demonstrations illustrating the on-screen result of camera positioning, which can create either an immersive depth effect, or painful eye-strain. Leading engineers will explain and demonstrate the various techniques used for packaging and distributing compressed 3-D images for satellite, over-the-air, IP download and packaged media, such as Blu-ray Disc. A comprehensive review of display technologies will reveal the benefits and shortcomings of today's stereoscopic displays, and provide a glimpse into the R&D labs now inventing the future of stereoscopic display. Mark Zoradi, President, Walt Disney Motion Pictures Group and Patrick Lussier, Director/Editor will provide insightful and thought-provoking keynote presentations.

*PS: Bring a potential new member by the SMPTE booth at NAB and if they sign up onsite, you'll be entered into a special drawing.*

### REGIONAL SEMINARS

Registration is now open for *File-based Workflows in Broadcast and Production: Principles and Applications*. This program will discuss the differences between baseband television production processes and more contemporary techniques using file based approaches. A sound foundation in information technology concepts and principles will be presented as they relate to realtime media and non-realtime production techniques. This will support material presented on file-based workflows in the context of broadcast television operations, television news, file-based content distribution networks, episodic program production and corporate video post-production. Sessions will also provide practical guidance on conversion from production using baseband audio and video to file-based processes. Finally, the use of metadata, archives, and asset management will be discussed. This day-long, hot topic seminar series is presented by experts Al Kovalick and John Luff and will be offered in three locations: May 7—Boston, MA, hosted by Tandberg TV; June 2—Atlanta, GA, hosted by Turner Broadcasting; June 4—Washington, D.C., hosted by Atlantic Video. Visit [www.smpte.org](http://www.smpte.org) to register today.