



MESSAGE FROM THE

# EDITORIAL VICE PRESIDENT



By Paul J. Hearty

## SMPTE 2009: Annual Tech Conference and Expo

The goal of the SMPTE editorial department is to advance Society objectives by providing members with pertinent, timely, and accurate information that reflects, and even stimulates, technological progress in the motion imaging industry. We have a battery of instruments with which to accomplish this goal. These include the *Motion Imaging Journal* and the conferences we offer or to which we contribute. We continue to develop and to expand on these instruments as we have done with the recent successful launches of the Professional Development Academy and Regional Conferences. The challenge to the editorial department is to ensure that content not only remains abreast of, but also anticipates developments in our ever-changing technology universe. Success in meeting that challenge, as will be acknowledged later, critically depends on the contribution of knowledge, expertise, judgment and time by Society members.

The SMPTE Annual Technical Conference and Expo, one of our most important information-sharing events, again is upon us! This year's event, which will be held October 26-29 at the Hollywood Renaissance Hotel in Hollywood, CA, will bring together members, colleagues, distinguished guests, and prominent technology leaders from the many facets of our industry, including motion picture studios, broadcast and cable distributors, and the production and post-production community, as well as software companies, systems integrators, and manufacturers of displays and other technologies.

The conference begins with a special pre-conference event on Monday, October 26. The "Advanced Media Workflow and MXF" workshop will demonstrate MXF workflows, illustrating how essence is handled and metadata is developed and modified through production and post-production with a variety of vendor-supplied equipment. It will feature a panel of production, post-production and other industry experts who will share ways in which to workflow through the production, post-production and distribution chain.

The three-day main conference program, with its theme "It's All About the Content: Creation, Management, Distribution and Display," will feature more than 70 presentations in 12 technical sessions. These will offer the latest information and insights on 3D production, service oriented architecture, audio in the digital environment, file-based workflow, cinematography, display technolo-

gies, asset management and storage, content security, advanced compression, and other key topics.

This year's conference will feature keynote presentations by Rob Engle and Scott Kirsner. Rob, award-winning senior stereographer and digital effects supervisor at Sony Pictures Imageworks will offer an in-depth look at the importance, impact, and opportunities of 3D in our Opening General Session on Tuesday, October 27. Scott, a journalist who writes about innovation, with special attention to the ways in which new technologies are changing the entertainment industry, and author of "Fans, Friends & Followers: Building an Audience and a Creative Career in the Digital Age" will present our Industry Keynote on Wednesday, October 28. Scott will present "Innovation in Hollywood: A Love-Hate Relationship."

Each year, we celebrate significant achievements in the industry at our Honors and Awards reception. This year, this will be held Thursday, October 29. This year's awards include the Citation for Outstanding Service to the Society, the Journal Award, Journal Certificates of Merit, The Samuel L. Warner Memorial Medal, and the Eastman Kodak Gold Medal. In addition, 13 Members will be elevated to Fellow at the Fellows Luncheon, also on Thursday, October 29. And, as in past years, there will be a special reception and movie screening that you won't want to miss; this year's event will be held on October 28! All in all, we expect this Conference and Expo to be our best ever!

Of course, none of this would be possible without the hard work and dedication of our Conference Vice President, John Luff; our Program Committee Chair, Jerry Whitaker; our Program Committee members Harvey Arnold, Michael Dolan, Al Kovalick, Peter Ludé, John Luff, Tom Scott, Brad Hunt, and Paul Hearty; our Local Arrangements Chair, Patricia Keighley; and the many other members who have contributed their vision, energy and time to make the event the success we know it will be.

See you there,

Paul Hearty  
Editorial Vice President