



SECTION MEETINGS

Hollywood October 2009

The Hollywood Section meeting themed, “**Film and Media Piracy**,” was held on October 20 at the Linwood Dunn Theater, with approximately 80 people in attendance.

The program began with the very appropriate Warner Bros. Bugs Bunny cartoon, “Bucaneer Bunny.” In the absence of Section Chair Paul Chapman, Regional Governor Patricia Keighley made the introductions.

Walt Disney Co.’s Richard Atkinson, vice president of worldwide piracy operations, began the presentations with an update to a SMPTE meeting held four years ago. He discussed the pattern of illegal copying of movies around the world. Many of the sources are in the Ukraine, where illegitimate copies are

obtained almost simultaneously with general theatrical release. In addition to charts, Atkinson provided several anecdotes about these practices. He said media piracy is a bigger money “earner” than narcotics, and safer for the perpetrators.

A team from the anti-piracy operations at NBC Universal gave the second presentation. The group included Michelle Hyunh, director of content security operations; Mike Wilkinson, director of content security technology; and Anthony Anderson, forensic analyst. They discussed some of the techniques used to track and catch pirates, providing photos of people in theaters with video cameras, which is the largest method of illegal copying. They also showed pictures of an undercover DVD factory in Asia, hidden behind an apparently legitimate factory operation.

The presentation was followed by a Q & A session.—Richard P. May, Past Chair

Toronto September 2009

The September meeting in Toronto kicked off what promises to be another great year of SMPTE meetings in the Toronto Section. This meeting topic “**Developments in High Dynamic Range Imaging**,” proved to be a great start to the 2009-2010 season.

The meeting commenced as usual with the Open Mic session, which provided an overview of what has been happening in the industry over the summer months. This was followed by an introduction to the upcoming SMPTE Regional Seminar, “File-Based Workflows in Broadcast and Production,” being hosted at Centennial



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Charles Poynton discussed the concepts of dynamic range at the Toronto meeting.



Sebastian Laffoux presented a new dynamic range measurement technique for acquisition systems.

College in Toronto on Saturday, November 14, 2009.

Sebastian Laffoux from ARRI Canada began with a presentation on “A New Dynamic Range Measurement Technique for Acquisition Systems,” by providing an overview of the basics of dynamic range as it relates to acquisition systems. Having clearly shown the challenge in effectively evaluating the comparative dynamic range of acquisition systems, he also provided a detailed overview of a new dynamic range measurement tool, as developed by Hans Kiening of Arri. This tool will allow for an impartial comparative evaluation of all acquisition systems.

Following a coffee break, Charles Poynton took the stage for the second and final talk of the evening. Poynton introduced the concepts of dynamic range and contrast, first as they apply to the visual system, then as they apply to display and camera equipment. He then outlined the constraints placed on dynamic range by the display and its viewing

environment by various subsystems in the production chain, and by camera systems. Poynton spent considerable time relating the message that “vivid” color and high contrast are not always what the cinematographer tries to achieve, and many display devices today with their digital processing will modify the video signal to increase the contrast and color levels. This, unfortunately more often than not, will adversely affect the image as it was meant to be seen. Poynton also reviewed activities taking place to update the ITU-R Rec. BT. 709 standard, as to provide an HD reference display standard as a precursor to the deployment of high dynamic range. He noted that the Rec.709 standard in its current state does not include gamma, a significant oversight.

The meeting was streamed live via the Toronto Section page on the SMPTE website. The video evidence can be found on the Section website for future reference.—
Stosh Durbacz, Manager-at-Large

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