



MESSAGE FROM THE

# EXECUTIVE DIRECTOR



By Barbara H. Lange

## 2011—Year of the SMPTE Conference

If you attended this year's CES conference, you probably heard that 2011 is the year of the tablet (computing device). Well, at SMPTE, I'd like to propose that it's the **Year of the Conference**. Let me see if I can convince you of that by the time you finish reading these lines.

First, let's remember that 2010 was a very good year for conferences, too. From an events point of view, we did the following:

- Attracted more than 600 attendees to the DCS at NAB in April
- Attracted nearly 300 attendees to the first International Conference on 3D for Media and Entertainment in July
- Attracted 1,200 to the Annual Technical Conference in October
- Attracted more than 200 attendees to three regional seminars throughout the year
- Attracted more than 700 members to monthly webinars through the Professional Development Academy throughout the year

And this doesn't count the hundreds of members attending local Section programs over the course of the year.

So, how will we top that in 2011? Well, we hope to top it through even better planning and programming. Already, the DCS 2011 at NAB is gearing up to be a superb event, with many talented presenters talking about not just 3D, but also the advancements in imaging and sound. Chris Cookson, Curtis Clark, Eric Brevig, Rob Legato, and others will surely provide in-depth content that will leave the audience greatly satisfied. Read a follow-up report in the May/June issue.

In June, we will be presenting the 2nd Annual International Conference on 3D for Media and Entertainment. This time, the conference is being held at the Millennium Hotel in New York in the historic Hudson Theater. A wonderfully restored facility, the theater enables us to present more 3D content as well as the possibility for a film screening. Registration is open with early-bird discounts, so check it out at our events page on the SMPTE.org website. Another interesting aspect of this event is that we are co-locating with the

DV Expo. A new partnership arrangement allows conference attendees the opportunity to visit DV Expo exhibitors right in the same hotel.

Our Regional Seminar series is also heating up with registration opening on 15 March. This year's topic: Practical Steps in Implementing an Effective File-Based Workflow, picks up on last year's topic with the added benefit of a case study. Learn from Paul Turner (Harmonic) and Alan Popkin (KLCS-TV/DT) about the practical nature of implementing file-based workflow in a broadcast environment. Sites for these popular one-day seminars are Toronto, Montreal, Atlanta, and Boston. Again, you can find out more at our events page on SMPTE.org.

In October, I hope you will plan to attend SMPTE's annual technical conference. Already, the program committee has put out the call-for-papers and exhibitors are booking spaces. Based on your feedback, we are making improvements to the schedule to enable easier navigation between the many programs, more networking time, and improved services. Registration opens in June, so be ready to book your travel!

Finally, I am very pleased to announce that SMPTE will be presenting its first conference event in Europe in 2012. Working closely with the EBU, SMPTE will produce the **Global Summit on Emerging Media Technologies**, tentatively scheduled for May in Geneva, Switzerland. This event is being designed to present topics on technologies that are likely to hit our industry in 3-10 years. This exciting event allows SMPTE to produce an event in Europe, allowing for a greater presence than we've had in many years. You'll be hearing more in the coming months on details of location and program, so stay tuned.

In addition to these events, several SMPTE Sections, including Washington, D.C., and Australia will be holding significant technical conference events in 2011. Learn more at SMPTE's events page at [www.smpte.org](http://www.smpte.org).

I hope you'll agree why I see 2011 as SMPTE's Year of the Conference. SMPTE is about education and one of the ways we can do that is through informative programs such as these.