



MESSAGE FROM THE

# EXECUTIVE DIRECTOR



By Barbara H. Lange

## What Happens in Vegas.....

You know the phrase. “What happens in Vegas, stays in Vegas!” It’s the catchy tagline that the Las Vegas convention/tourist bureau uses to sell its city to the masses of tourists and conventions that travel here from all around the world. It’s meant to convey that Las Vegas is the town to have fun, perhaps leaving your more embarrassing adventures behind. Well, having just spent ten days in this town for two conventions—first at NAB, then at CinemaCon—I am pleased to say that what happens in Vegas should definitely not stay in Vegas. Let me tell you why.

From 11-16 April, the annual NAB Show attracted more than 100,000 attendees to Las Vegas. It was the largest event in many years and it showed! Taxi lines were extremely long, and the exhibition halls and meeting rooms were full of people conducting business. There were an array of new products on display by exhibitors, as well as full conference rooms where attendees could hear experts speak on the latest topics, including broadcast engineering, production techniques, and imaging wonders, to name a few. Once again, SMPTE produced an excellent conference for NAB, the Technology Summit on Cinema (TSC). This popular weekend event covered the gamut of technologies reaching into cinema and what that means for all aspects of the media ecosystem. With the tagline, “Building the Future of Storytelling,” this year’s event was punctuated by sessions on virtual reality. Is it really the future of storytelling? I’m not sure, but it certainly adds another dimension to the set of tools available to the creative community for storytelling. Other topics covered the latest on projection systems; screen technology; immersive sound; and, of course, color, which included an update on the ACES rollout. You can read more about this event in the TSC highlight article in this issue.

Congratulations to SMPTE members Wendy Aylsworth, Dave Siegler, Sara Kudrle, and Richard Friedel for the recognition they received on their industry achievements.

One of the highlights of the TSC weekend was the preview of the SMPTE documentary, which SMPTE is producing in celebration of our centennial anniversary in 2016. The four-minute preview presented a taste of what the full documentary will cover. By many

accounts it was a moving tribute and I hope it will be a significant historical retrospective of what has gone on in 100 years of the exciting motion imaging space. Thanks to Randall Dark, Howard Lukk, and the entire crew for their work in getting this piece together so quickly.

The second week of Las Vegas fun was attending my first CinemaCon, an event produced by the National Association of Theater Owners (NATO)—a SMPTE supporter. To those unaware, this event is where the studios present their upcoming releases to theaters and exhibitors. From the start, there is great contrast between NAB and CinemaCom. This event celebrates the movies in their glory. All the studios compete to impress theater owners to sell their tent-pole pictures, each with a larger array of movie stars. I’ll admit, I was intrigued by Arnold, Tom, Sylvester, Sophia, Reese and so many other stars that are so famous you may recognize them by their first names. But even more interesting to me was the focus on the latest imaging and projection technologies that will likely impact how movies are made and presented in the future. As HDR (high dynamic range) becomes a reality, filmmakers have more tools to add to their collection to create truly magical experiences for audiences.

CinemaCon is not a place where SMPTE usually finds a home, given the natural focus on the end product and the exhibitor audience. But as the technology becomes an even greater part of the overall workflow of motion picture creation and display, it becomes increasingly important for everyone in the ecosystem—yes, even the exhibitors—to understand what makes a good quality picture (and sound) experience. CinemaCon recognized Wendy Aylsworth with the Inter-Society Ken Mason award for her significant industry contributions. The Metropolitan Opera’s Peter Gelb was also honored for its work in projecting opera in HD to theaters throughout the world, an acknowledgment of the work of SMPTE’s Mark Schubert, who is the engineer responsible.

As I return home, I take my experiences with me—definitely not leaving them in Vegas! I want to share with staff and volunteers what I’ve learned so that we can continue to grow, evolve, and spread the SMPTE knowledge with the broader industry.