



2015 ANNUAL TECHNICAL CONFERENCE & EXHIBITION

HOLLYWOOD, CA. 26-29 October 2015



PRELIMINARY PROGRAM

Tuesday, October 27

07:30 - 08:30 Morning Coffee

08:30 - 08:45 Welcome and Introduction

08:45 - 10:15

Color Management

Room: Salon 1

Chair: Arjun Ramamurthy (20th Century Fox, USA)

This session highlights the different aspects that need to be considered to ensure that such transformations are carried in a fashion that faithfully represents the creative intent on displays that are different dynamic range and color volume from the Mastering Display. Papers in this session delve into the importance of analyzing scene content and generation of dynamic metadata; examining the effect of applying transformations in different color spaces and illustrating how color volume mapping can be carried to determine the correct look for intermediate targets, when two versions of the content are available.

Future of Broadcast Infrastructure

Room: Salon 2

Chair: John Ferder (CBS, USA)

This session will examine newer methodologies that have been in place for some time and standardized by SMPTE, but have not experienced widespread adoption. It will also describe the paths of incorporation into established broadcast plants.

10:15 - 10:45 Coffee Break

10:45 - 12:15

Aspects of UHDTV Capture

Room: Salon 1

Chair: Patrick D. Griffis (Dolby Laboratories, USA)

This session will provide practical insights on how to take advantage of high frame rate and high dynamic range

capture, optimizing perceived resolution, and the interaction of LED lighting with the capture of a wide color gamut. The end result is the ability to offer “better pixels” that are visually apparent to the audience.

Is Coax Ready for the Undertaker?

Room: Salon 2

Chair: John P. Maizels (Entropy Enterprises, Australia)

This session looks at ways to make coax run the distance, and offers an alternative view into a brave new world.

12:30 - 14:00 Industry Luncheon Keynote (TBD)

14:15 - 15:45

Human-Centered Image Quality in HDR/HFR/WCG

Room: Salon 1

Chair: David Long (Rochester Institute of Technology, USA)

This session will emphasize studies of HDR/HFR/WCG on integrated image quality and provide guidance for keeping future television and cinema inventions focused on delivering truly excellent perceptual experiences.

Design Elements for Core IP Media Infrastructures—Part 1

Room: Salon 2

Chair: Al Kovalick (Media Systems Consulting, USA)

This session will include presentations covering; software-defined transport, understanding the methods of lossless IP stream design, design elements for a core IP media infrastructure, the composition of elementary media flows and other relevant themes. IP will be the lingua franca for moving all nonrealtime facility data. Come learn how this will happen.

15:45 - 16:15 Coffee Break

16:15 - 17:45

Tracking Digital Content from Production through Distribution

Room: Salon 1

Chair: Marc Zorn (Independent Security Consultant, USA)

This security session is focused on the examination of tools, mechanisms, and strategies to improve these capabilities.

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Design Elements for Core IP Media Infrastructure—Part 2

Room: Salon 2

Chair: Al Kovalick (Media Systems Consulting, USA)

This session will include presentations covering; software-defined transport, understanding the methods of lossless IP stream design, design elements for a core IP media infrastructure, the composition of elementary media flows and other relevant themes. IP will be the lingua franca for moving all non/real-time facility data. Come learn how this will happen.

18:00 - 20:00 Welcome Reception

20:00 - 22:00 Student Film Festival

Wednesday, October 28

07:30 - 08:30 Morning Coffee

08:30 - 10:00

Compression Part 1—The Impact of New Viewing Experience Features on Video Compression Technologies

Room: Salon 1

Chair: Matthew S. Goldman (Ericsson, USA)

The session will explore the effect of High Frame Rates (HFR) and High Dynamic Range (HDR) on High Efficiency Video Coding (HEVC) compression efficiency, for both HD and 4K UHD.

Asset Management

Room: Salon 2

Chair: S. Merrill Weiss (Merrill Weiss Group LLC, USA)

OTT-The New Frontier or the Wild West

Room: TCL Chinese Theatre

Chair: Steve Wong (Siemens Convergence Creators, USA)

Over the Top TV: Lack of specifications, overwhelming metadata, keeping track of content rights, quality and security around the world. How can engineers keep up with the growing demand and exceed viewer and business expectations with OTT?

10:00 - 10:30 Coffee Break-Exhibit Hall Opens

10:30 - 12:00

Compression Part 2—The Impact of New Viewing Experience Features on Video Compression Technologies

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Restoration and Preservation

Room: Salon 2

Chair: Theodore Gluck (The Walt Disney Studios, USA)

This session will examine the variables such as the disparate frame rates of early silent films, and also explore how to best

preserve your digital archives once you've scanned fragile and decaying more than 80-year-old sprocketed media.

12:00 - 12:30 Exclusive Exhibit Hours

12:30 - 14:00 Fellows Luncheon

14:15 - 15:45

Audio Part 1—Lots and Lots of Audio

Room: Salon 1

Chair: William Redmann (Technicolor, USA)

Innovative and revisited sound capture and production techniques are crucial for the effective authoring of immersive audio in all forms. Support of the premium experience requires new mixing skills, tools, tests, monitors, and a pervasive respect for the artist's intent and trust at all levels of presentation, including legacy formats: Nobody is predicting that stereo will disappear.

Display Part 1—Advances in Display Technology

Room: Salon 2

Chair: Peter H. Putman (ROAM Consulting LLC, USA)

For all the work we do to ensure the highest quality and consistency in image capture, editing, processing, and delivery, we still have to deal with the "wild card" world of displays, which is largely driven by what the consumers and TV manufacturers want, and nowadays, that means big, cheap TV screens! Still, there have been some significant improvements behind the glass as Ultra HD (UHD) looms large.

15:45 - 16:15 Coffee Break

16:15 - 17:45

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18:00 - 18:30 Annual Membership Meeting

Thursday, October 29

07:30 - 08:30 Morning Coffee

08:30 - 10:00

Coming Soon to a Theater Near You!—Part 1

Room: Salon 1

Chair: Peter Ludé (RealD, USA)

This session will explore the latest in managing and measuring color, leveraging new frame rates, optimizing high-contrast projection systems and evaluating 3D projection.

Cloud Part 1—Working in the Cloud-Practical Applications

Room: Salon 2

Chair: Thomas Edwards (FOX Networks Engineering and Operations, USA)

This session will explore real-world implementations of cloud for media processing and delivery. Exploring the tools and techniques used provide practical viable solutions for existing challenges, and looking at how these differentiate themselves from traditional infrastructure.

ATSC 3.0, Future of Broadcast TV

Room: TCL Chinese Theatre

Chair: Harvey Arnold (Sinclair Broadcast Group, USA)

Learn what ATSC 3.0 is and how its features will allow broadcasters to deliver a programming and potential new business service to all types of devices. Presentations in this session describe the building blocks and business opportunities, as well as service-following, and single frequency networks. At the conclusion of the papers, the presenters will have a panel discussion focusing on implementation, business, and regulatory considerations of this new Broadcast Standard.

10:00 - 10:30 Coffee Break

10:30 - 12:00

Coming Soon to a Theater Near You!—Part 2

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This session will explore the latest in managing and measuring color, leveraging new frame rates, optimizing high-contrast projection systems and evaluating 3D projection.

Cloud Part 2—Working in the Cloud-Practical Applications

Room: Salon 2

Chair: Richard J. Welsh (Sundog Media Toolkit, U.K.)

This session will explore real-world implementations of cloud for media processing and delivery. Exploring the tools and techniques used provide practical viable solutions for existing challenges, and looking at how these differentiate themselves from traditional infrastructure.

12:00 - 14:00 Boxed Lunch-Exclusive Exhibit Hours

14:00 - 15:30

Thought-Provoking Ideas for Increasing Diversity in Motion Picture and Television Engineering

Room: Salon 1

Chairs: Kellie McKeown (McKeown Consulting, USA)

In this session, five women engineers in the industry provide brief presentations on their ideas for increasing and sustaining diversity, followed by ample time for Q&A and discussion with the audience. Please join us for insight and interchange on effective approaches to sustaining the vitality and future of our industry through casting a wider net to draw new engineers.

IMF & File Workflows Part 1—File-Based Workflows: Scalable, Efficient and Here to Stay

Room: Salon 2

Chair: Arjun Ramamurthy (20th Century Fox, USA)

This session explores the different ways file-based workflows enable steps within the processing chain resulting in greater productivity, traceability, quality control and scalability.

15:30 - 16:00 Coffee Break

16:00 - 17:30

Image Processing—Can you Push Your Movie to the Right Look?

Room: Salon 1

Chair: Siegfried Foessel (Fraunhofer IIS, Germany)

This session will give you answers on how you can identify and match your movie parameters by means of image processing technologies.

IMF & File Workflows Part 2—Media Workflows: Automated Techniques for Quality, Captions and Ad Insertions

Room: Salon 2

Chair: Sara Kudrle (Grass Valley, a Belden Brand, USA)

Today's media workflows can be complicated and require much interaction to ensure smooth delivery. Automated techniques presented in this session are designed to increase quality and correctness of the video and audio, ensure timely captioning, and simplify ad insertion. This session will explore these techniques and present case studies demonstrating viability.

19:00 - 22:00 Honors & Awards Ceremony and Dinner

Program Subject to Change