



Barbara H. Lange

Recognized for 100 Years of Technology in Motion Imaging

On 13 February 2016, the Academy of Motion Picture Arts and Sciences recognized your Society for its service to the industry. The special award was presented during the Scientific and Technical Awards ceremony held at the Beverly Wilshire Hotel. It was a very special night for SMPTE! Members of the Executive Committee and I were honored to be seated at Table 1, no less. The room was full of wonder, as science and technology were the stars of the night.

The evening ceremony was hosted by Olivia Munn and Jason Segel, young actors who have a healthy respect for the technology behind the cameras that make them look great in front of them. The comedic timing of these talented hosts made the evening's festivities entertaining, yet respectful.

Eight Technical Achievement Awards were presented for such innovations as the "Image Shaker," the "Tweak Softward" RV system, "Air-cover Inflatable Airwalls," DreamWorks "Animation Media Review System," Dolby's "PRM Reference Monitor," Rhythm and Hues' "DDR Systems," Industrial Light and Magic's "Geometry Tracker," and Sony Picture's Imageworks "Itview." Two Scientific and Engineering Awards were presented: one for the pioneering use of rapid prototyping for character animation in stop-motion film production, and the other for design and engineering of the MARI 3D texture painting system.

Congratulations to all of the honorees. The well-deserved recognition of

their hard work encourages others to explore the vast possibilities for further scientific advancement. The highlight of the evening for SMPTE was the very last presentation, the Special Award. "For one hundred years, the Society's members have nurtured technology, provided essential standards, and offered the expertise, support, tools and infrastructure for the creation and post-production of motion pictures." So read the Academy's commendation.



(Front: l-r): Barbara Lange, Robert Seidel, Sara Kudrle, (Middle: l-r): Matthew Goldman, Peter Wharton, Patrick Griffis, Wendy Aylsworth, Peter Symes (Back: l-r) Paul Stechly and William Miller.

As SMPTE President Bob Seidel and I walked to the stage, the audience stood and applauded the Society, the night's only standing ovation! It was a wonderful experience and I was extremely honored to be asked to accept the award on behalf of your Society. My remarks read:

On behalf of the Society of Motion Picture and Television Engineers, I thank the Academy for this prestigious recognition.


One hundred years ago, this organization was founded to support

the motion picture industry, helping bring order to the technical chaos of the day. As our founder, C. Francis Jenkins, said in 1916, 'Engineers secure the best standards for equipment, quality, performance, and nomenclature, an entirely practical and attainable ideal.'

From determining the size and position of perforations in film to today's work in areas such as high dynamic range in digital cinema, SMPTE's work enables the motion picture industry to thrive the world over.

I am proud and honored to be accepting this award on behalf of SMPTE's 7,000 talented members and volunteers. It is the collective invention, enthusiasm, and dedication of all these individuals, past, present, and future, that help make technical innovation possible. Here's to the next century!

And so the evening ended on such a high note. A link to the presentation is available here: <https://www.smpte.org/news-events/news-releases/smpte-honored-scientific-and-technical-award-academy-motion-picture-arts>.

As you know from reading my regular columns, your Society is strong! With more members joining and more standards work progressing, SMPTE is in a great position as we look to our next 100 years. I am so proud to be a part of this organization that has had such an impact on the industry. As we look to the future, there is still much to accomplish. With the strong leadership and our new relationship with the HPA, your Society is well positioned to thrive for decades to come. 

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