



Barbara H. Lange

SMPTE and HPA Bring More to the Industry

At 35,000 ft in the air, I am crossing the Atlantic on my way back from the inaugural Hollywood Professional Association (HPA) Tech Retreat U.K. event, which was held this past week in Oxfordshire. And it was a gas! We successfully brought the spirit of the Palm Springs event to the English Cotswolds countryside.

When HPA and SMPTE envisioned joining together, one of the many goals was to take the success of the Tech Retreat event

to other parts of the world where post-production, production, and distribution are concentrated. It was a way to bring the event to those who could not make the annual trek to the desert in February—to expand the HPA brand and spirit.

I am delighted to report that, under the guidance of Richard Welsh, past Board Governor for the European Region, the event truly carried that spirit to the 200 and more delegates. The event included two days of content, 20 companies participating in the Innovation Zone (IZ), breakfast roundtable discussions, and plenty of networking time. Delegates from across the Atlantic and Europe,

not only from the U.K., came to meet and learn.

Richard Welsh did a fantastic job of rigging the auditorium with a Dolby Atmos audio system along with a state-of-the-art RealD screen. It was a fantastic setup to view content from *Game of Thrones*, *Jungle Book*, *Finding Dory*, and musical videos. For two days, it was probably one of the most high-tech venues!

The HPA Tech Retreat is a special event. It embodies a natural spirit that pervades, quite different from a SMPTE conference. Where SMPTE events are steeped in technical discussions, the Tech Retreat blends technical discussions with the creative intent, providing a complimentary experience to the typical SMPTE events.

I am delighted with the initial feedback and thank all the delegates for attending, as well as the speakers, sponsors, and IZ companies who brought their latest innovations to display.

In addition to the Tech Retreat, we are actively working with the HPA to formalize our first User Group around the topic of content preparation and distribution (i.e., Interoperable Media Format). A common concern for the standards community

is that it is difficult to effectively gather feedback from the “user community,” represented by content creators as well as broadcasters, studios, and online streaming services. By creating so-called User Groups within the HPA, we believe we can create an easier way for users to discuss implementation issues surrounding certain standards, which can be then transferred directly to the relevant standards committees that so desperately need it.

Our kickoff meeting is being planned for IBC 2016. While we are starting with this single group, if successful, we envision several User Groups that can be developed in the future. I expect that, in next year’s Progress Report issue of the SMPTE journal, we will be reporting on the work of this group.

In other developments, HPA is now actively working on programs that cultivate the next generation of leaders. Programs such as mentorship and recognition will be coming later this year. These programs not only further HPA’s mission but also provide more opportunities for coordination with SMPTE’s activities.

These developments are what we had hoped to achieve when HPA and SMPTE started the partnership discussions two years ago. And I believe we are well on our way to grow both organizations, side by side, around the world.

Thanks to Seth Hallen and the entire HPA Board for making these things happen!

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PROGRESSIVE ADOPTION



The Academy Color Encoding System (ACES) achieved widespread adoption this past year in feature films, broadcast television and online streaming content.

ADOPTION

Major content providers announced commitment to ACES

Leading visual effects houses announced standardization on ACES for internal workflows

Motion pictures and television shows using ACES are listed here:

[OSCA.RS/IMDbACES](https://osca.rs/IMDbACES)
[SHOTONWHAT.COM/ACES](https://shotonwhat.com/ACES)

STANDARDS

PUBLISHED

ST 2065-1
ST 2065-2
ST 2065-3
ST 2065-4

DRAFT PUBLICATION

ST 2065-5 Material Exchange Format – Mapping ACES Image Sequences into the MXF Generic Container (an ACES Archiving Component)

EDUCATION & TRAINING

A global and persistent flow of presentations, panel discussions, and training sessions from Asia to the Americas to Europe to Africa

[OSCARS.ORG/ACES/NEWS](https://oscars.org/ACES/news)
Youtube: Academy ACES

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NEWS

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