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Standards for Immersive Media

As I write this update, I am on an airplane traveling home after our very successful June Standards meetings in Shanghai, China. Thanks to our hosts East China Television Technology League and Shanghai Media Group (SMG) for an excellent week in Shanghai. We are still looking for hosts for two of our Standards meetings in 2018. If you are interested, contact me or Howard Lukk, Director of Engineering and Standards.

While in Shanghai, our hosts provided an opportunity to tour the Oriental Pearl TV Tower (owned by SMG). We also experienced the new virtual reality (VR) roller coaster, a thrill ride that takes you out into an animated Shanghai skyline and whips you around Pudong's most famous skyscrapers. At one point, riders go flying through the middle of the hole at the top of the bottle opener/Shanghai World Financial Center. This roller coaster ride was my first experience in VR, but I am sure it won't be the last.

This week, two of the posts I received from the media industry

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UPCOMING STANDARDS MEETINGS

20–23 September 2017, (following IBC)

London, England
Hosted by Sky

4–8 December 2017
Santa Clara, CA, USA
Hosted by Arista

The meeting outcome report from each of these meetings will be posted on the SMPTE website to report publicly on SMPTE standards activities. The most recent report (June 2017 from Shanghai) is available at <https://www.smpte.org/standards/engineering-committees>.

A full report from the standards committees will be published in the September SMPTE Progress Report issue of the *Journal*.

talked about the future of emerging VR technologies. One discussed a new VR initiative by Technicolor and other companies that is “designed to allow tech and media companies to experiment with new, immersive content experiences.”¹ The other post raised the question, “Will VR ever be mass entertainment?”²

¹<http://www.mesalliance.org/2017/06/16/technicolor-debuts-massive-mars-vr-initiative/>
²<https://www.fastcodesign.com/90128979/will-vr-ever-be-mass-entertainment>

Both of these articles and a host of others examine standards for VR, which encompass the viewing hardware, most of which are proprietary today, and standards for the content creation. Several companies have approached SMPTE in undertaking a study of how the Society can participate in setting standards for this new immersive media. We are looking at ways to engage with the companies involved. Stay tuned for more information as it unfolds in the months ahead.

Standards Update Webcasts are open to everyone interested in learning about SMPTE Standards. The standards development process is crucial to the motion imaging industry. The process by which SMPTE standards are developed is best understood by those directly involved in it, but now, anyone can learn about SMPTE Standards by participating in this unique opportunity “peek under the hood.” For more information, visit <https://www.smpte.org/webcasts>.