

Hollywood June 2017

The meeting on 22 June was held at the AMPAS Linwood Dunn Theater in Hollywood, CA, a combined event with the Visual Effects Society of Los Angeles. Approximately 140 members/guests were present.

Anthony Magliocco, a SMPTE member and secretary of the Los Angeles Section of the Visual Effects Society, hosted the meeting. A panel of experts provided an overview of the technology driving augmented reality (AR).

Ed Lantz, president and chief technology officer at VORTEX Immersion Media Inc., talked about an immersive media ecosystem for mixed reality experiences using immersion domes equipped for hosting a wide range of immersive programs.

Theo Skye, founding partner and chief innovation officer at The Visory, discussed how AR can be mapped over the images captured by a mobile device, and how consumers have the ability to receive information from advertisers about products to allow for an interactive buying experience.

Eddie Offerman, VR/AR researcher and pipeline architect at Mirada Studios, talked about how the Silvr platform for AR allows for discovery, development, and distribution. Offerman also demonstrated a technique he developed in Unity, which pushes Film VFX and AR techniques back into VR.

Ralph Barbagallo, founder of FLARB LLC, discussed how



Panel speakers at the Hollywood Section meeting (L-R) Ed Lantz, Theo Skye, Eddie Offerman, Ralph Barbagallo, and Greg Berkin.

he used Microsoft HoloLens to deliver an AR Easter egg hunt where his team created a surrealist forest in which holographic eggs could be found using the HoloLens headsets.

Greg Berkin, managing director at Concours Ventures, gave

some examples how AR can make aviation safer. He also mentioned about projects that use augmented reality, historical photos, and geolocating to recreate historical AR experiences.

—Steve Wong,
Secretary/Treasurer

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**New York
June 2017**

On Tuesday, 7 June, Mike Strein and Wes Simpson produced a two-topic meeting that combined two of the most talked about subjects facing SMPTE members today: first, the upcoming SMPTE 2110 standard for Professional Media over Internet Protocol (IP) Networks and second, high dynamic range (HDR)/wide color gamut (WCG). The meeting was held at AT&T's facility at 33 Thomas street in lower Manhattan, an impressive building. For more information on the location, look at the Wikipedia entry for this facility.

Wes Simpson provided the first presentation. Simpson is the president of Telecom Product Consulting, a well-known industry speaker, a columnist, the Secretary/Treasurer of the Connecticut subsection of the New York Section, and a co-producer for the meeting.



(L-R) Speakers Wes Simpson and Stephen Birdsong at the New York Section meeting with co-producer, Mike Strein.

He discussed the SMPTE ST 2110 Suite of Standards for Professional Media over IP Networks. As an active member of the committee developing this standard, Simpson

led a tutorial of the evolution of video over IP, the existing standards/industry practices, and presented a thorough overview of the many aspects of this emerging standard. ST 2110 is unique in which there has been consensus across the board, from manufacturers and implementers alike, where this standard succeeds and establishes a platform for moving media over IP.

Stephen Birdsong, Rohde and Schwarz's global manager for Premium Content Solutions, then provided in-depth presentation on HDR/WCG, starting with the color science behind the human visual system. He walked through the various methods of HDR in use today, explained how gamma curves in cameras and displays can take advantage of human perception, and reviewed the standard SMPTE electro-optical transfer function/opto-electrical transfer function (EOTF/OETF). He also provided demo content, showing the impact that HDR/WCG can have on our perception of content. As many can attest, comparisons of resolution or compression performance often require the viewer to get close to the monitor. Comparisons of HDR can usually be seen from across the room.



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Tom Hackett, Washington, D.C., section chair, opened the 2017 Bits By The Bay conference with a welcoming address and recognition of individuals who had assisted in producing the event.

More information about subsequent NY SMPTE events can be found at the NY SMPTE website: www.smpteny.org.

—Mike Strein,
Section Manager

Washington, D.C. May 2017

Once again, the Washington, D.C., Section produced another successful “Bits By The Bay” regional technical conference, with 150 attendees completely filling the host hotel’s guest and meeting rooms during the two-day event. The gathering on 24–25 May attracted registrants from as far away as Canada and California, with one even arriving by boat, as the venue—the Chesapeake Beach Resort and Spa—is located on the water and equipped with docking facilities.

Conference activities began with an informal Tuesday evening social gathering and meal at the Chesapeake Beach home of Peter Wharton, SMPTE D.C. section member and secretary/treasurer and conference co-producer. The event got into full swing the next morning with welcoming addresses and remarks from Tom Hackett, D.C. section chair; Rick Singer and Nick Gold, conference co-producers; Matthew Goldman, SMPTE president; and Roberta Gorman, SMPTE’s membership director.

This year’s event featured approximately 20 presentations and panel discussions, with leading industry experts providing in-depth information on such timely topics as IP video implementation, cloud storage, the ATSC 3.0 digital television standard, facility virtualization, monitoring and testing of IP signals, content storage technologies, large-scale event coverage and more. Mark Schubin was back on the agenda again this year to provide a retrospective of this year’s April NAB Show in his keynote address.

Attendees included engineering and engineering management personnel from television stations and




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Conference producer/organizer Peter Wharton (R) fields a Q&A session at the conclusion of Peter Doherty's presentation on how ABC Television News covered the January presidential inauguration.



Mark Schubin entertained attendees during a Wednesday keynote address in which he revealed his discoveries at this year's NAB Show.

station groups, production houses, systems design and integration groups, government and military television operations, and cable/satellite service providers.

The Bits By The Bay conference is an offshoot of an annual conference jointly organized by the Washington, D.C., Section, and the Washington Executive Broadcast Engineers

Group, which began more than 30 years ago.

The Section would like to acknowledge the following Bits By The Bay sponsors, without whose support the

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SMPTE's director of membership, Roberta Gorman (L), poses with Susan Kuhn at the conference registration desk.

event would not have been possible: AC Video Solutions; Aspera, an IBM brand; Avid; BroadStream Solutions; Calrec; Communications Engineering Inc.; Chesapeake Systems; Clear-Com; Comrex; Dalet; Diversified; Digital Video Group; Eagle Hill Consulting; Ericsson; Evertz; Grass Valley, a Belden brand; Harmonic; Imagine Communications; JVC; Masstech; Quantum; Snell Advanced Media; Sony; Spectra Logic; Tedia; Tektronix; Telestream; and Utah Scientific.

The 2018 Bits By The Bay event is set for May 23–24, and will once again take place in Chesapeake Beach. 



Despite some atypical cloudy and windy Chesapeake Beach weather, the BBTB Wednesday evening cocktail reception took place outdoors as planned.