



Bruce Devlin

New Technologies

When is a technology truly new? I have been involved in failed technology deployments that were a decade ahead of their time. These were new technologies a decade later, because that is when they became popular. The advent of cheap, powerful computing, and seamless global connectivity allows ideas that were once impractical or commercial nonstarters to suddenly achieve a level of scale and success that was previously unthinkable.

Blockchain is one of the popular new technologies currently in

the press. There is much discussion about how the technique might be used in the media world and whether standards are required. Any reader with strong views and a good ratio of answers to questions is welcome to contact me to help move the debate forward. Who would have guessed in the late 1980s that a secure triple-entry bookkeeping proposal would generate so much interest from industries ranging from shipping to Hollywood?

Virtual reality and augmented reality are other areas of new technology that are coming around for a second go at popularity. SMPTE has a study group to look at this technology area, which is full of promise for

the future and confusion about the way in which the technology might mature and deploy. SMPTE is one of many societies and bodies looking into this area, and it highlights the fact that today's new technology requires collaboration, iteration, and communication in a way that is more important for success than ever before.

Remember to look out for the SMPTE Standards Webcasts on the SMPTE website and newsletter. Thomas Bause Mason and I will give you a full update on the progress of new technologies passing through the standards community every four months.



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