

# SECTION MEETINGS

## Hong Kong June 2018

**B**roadcast Asia 2018 was held on 26–28 June at Suntec in Singapore. P.H. Cheung (Hong Kong Section) and John Maizels (Australia Section) were on hand to represent SMPTE.

Visitors to the SMPTE booth were from many countries across Asia and inquired about membership, training courses offered by SMPTE, networking opportunities, and forming a local Section. New members (both individual and sustaining) were also signed during the event.


Most of the exhibits were in the areas of high dynamic range (HDR), IP broadcasting, wireless production, immersive technology, TV Everywhere, audio, and lighting. One booth that attracted many visitors was the application of digital signage using holographic techniques.



The SMPTE (Asia/Pacific Region) booth at Broadcast Asia 2018.



(L–R) Clement Lascazes, EVS, and P.H. Cheung, SMPTE-HK.

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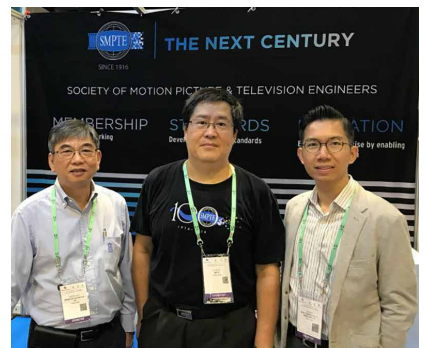
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(L–R) Wilfred Chan, BTL (HK); P.H. Cheung, SMPTE HK; and Calvin Ng, Sony HK.



(L–R) P.H. Cheung, SMPTE HK, and Mike N. Pedreo, TRACKacoustics Corp.

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(L-R) P.H. Cheung, SMPTE HK, Diogo Cordes Anice to Martins and friends.



(L-R) John Maizels, SMPTE International Sections Director; Jude Dimantha, new member; and SMPTE President Matthew Goldman.

The event included a conference that ran concurrently with the exhibition, covering two main tracks (BroadcastMedia Commercial and BroadcastMedia Technology). Sessions/topics on Future of TV, IP Broadcasting, Cloud and Data Science, Social Video and Network Virtualization, 4K/UHD, AI/ML, Immersive Realities, and new business monetization strategies were presented. SMPTE President Matthew Goldman joined one of the sessions on 26 June.



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