

New York January 2019

On 16 January, Josh Gordon and Mike Strein co-produced a panel discussion on high dynamic range (HDR). This panel consisted of some industry titans, including three SMPTE Fellows, two of whom are Life Fellows. The meeting was held at Microsoft's facility in Times Square. More than 120 people were in attendance.

The meeting, titled "HDR Workflows—Beyond the Technical Silos," was moderated by Josh Gordon. The panel discussion focused on a debate about HDR integration, the relative importance and relationships between HDR lenses, cameras, infrastructure, and screen. The panelists included John Humphrey, vice president of business development for Hitachi Kokusai; John Mailhot, chief technology officer of networking and infrastructure for Imagine Communications; Larry Thorpe, senior fellow of professional engineering and solutions, Canon USA; and Mark Schubin, independent engineer, archivist, evangelist, etc.

Humphrey began with an introduction of some of the terminologies of HDR, then each of the other panelists provided short presentations on their specific focus for the evening—cameras, lenses, infrastructure, and the end viewing experience. Gordon then moderated the panel, leading panelists through a series of prepared questions. The PowerPoint was expressly limited, allowing a lively question and answer (Q&A) discussion between



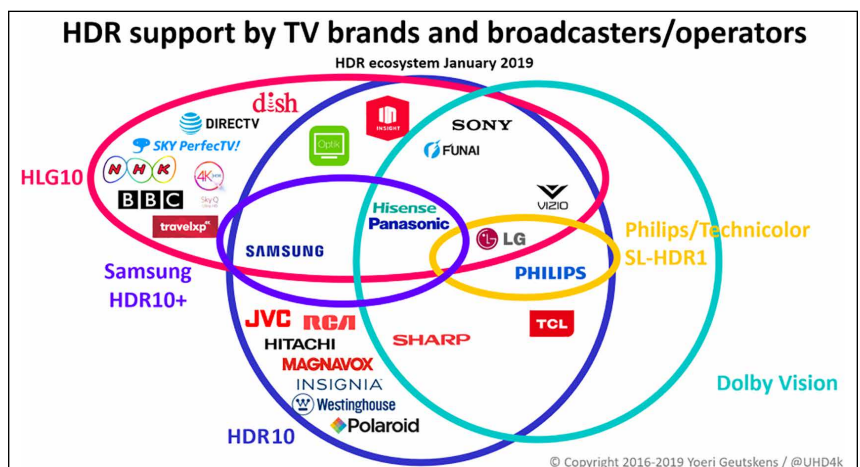
(L-R) Larry Thorpe, John Humphrey, Mike Strein (standing), John Mailhot, John Gordon (standing), and Mark Schubin.

the panelists and the audience. The discussion included dual (or not) HDR/SDR production, and whether or not the projection screens go away and, if so, the best archive format, etc.

Toward the end of the meeting, Gordon shared a custom Venn diagram prepared specifically for the meeting by Yueri Geutskens, who is famous for his Venn diagrams. The diagram showed the HDR standards and the screen brands that support them, which is reproduced here with his permission. Finally, Gordon shared the photos he had taken

the week before at the CES show, highlighting the HDR disconnect between SMPTE pragmatists and CES 8K sales efforts.

Prior to the meeting, SMPTE Fellow David Leitner gave a heartfelt tribute to SMPTE Former President Bob Smith who passed away the week prior. Smith was the president of DuArt until 2015, where he spent more than 60 years. He had sponsored several of the SMPTE members in attendance that evening and was remembered as a stalwart of the Society. It was a very touching moment that moved many of the members.



Custom Venn diagram prepared by Yeri Geutskens.

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

—Mike Strein,
Section Manager

—Josh Gordon,
Program Chair/Program Producer

Washington, D.C. January 2019

The Washington, D.C., Section's first meeting of the year took place on 17 January at the downtown D.C. headquarters of Amazon Web Services (AWS). The meeting featured a program on machine learning's potential and how it can be applied in the television/cinema production sector to better utilization of human resources and reduce operation expenses.

Despite forecasts of snow and freezing conditions, the event was well attended by both members and guests,



In spite of bad weather, attendance at the January Section Meeting was strong, with many new faces in the audience.

including a number of students from the area institutions of higher learning, who braved the elements to learn more about the rapidly growing applications for machine learning (ML).

The evening activities began at 6:30 p.m. with refreshments and an opportunity for networking and socializing. After an hour allocated for these activities, the meeting was formally called to order by Steve Wynn, who presided over activities in the absence of Section Chair Tom Hackett. After conducting routine Section business, Wynn then introduced Aaron Tunnell, AWS's business development manager for media and entertainment, and Vance Cook, the company's principle solutions architect, who participated in a tag-teamed presentation



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Aaron Tunnell.



Vance Cook.

that began with an overview of the many changes in the content acquisition and delivery chain. Then the team provided a detailed look at how both ML and artificial intelligence are being applied in a number of content production areas, including automated metadata generation and tagging, very rapid dialogue-to-text file creation for automated captioning, simultaneous translation of these text files into multiple languages, high-speed file delivery, and so on. Amazon's cloud storage and

playout, deep archiving, and other services of interest to broadcasters and content producers were also discussed as part of the presentation by Tunnell and Cook.

The interest level of the audience in the ML was exemplified by frequent questions asked by the presenters during the program and also by a lengthy Q&A session at the conclusion of the formal presentation.

—James E. O'Neal,
Section Manager



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