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Annual Progress Report Shows Much in Development

It's hard to believe that we've reached September and the annual progress report issue of the *Journal*. This year's report features all of the latest developments within the SMPTE Standards Community as well as with our many partner organizations from around the world. Be sure to read each report to understand the industry's significant advancements in recent months.

During the past several months, I've had the pleasure of traveling to attend various industry events and to meet our members and Section leaders to share SMPTE's progress. I was invited to attend the annual Technical Assembly meeting of the European Broadcasting Union (EBU) in Croatia, hosted by the local public broadcaster, HRT. The warm welcome from our host was wonderful. The EBU is a strong partner of SMPTE, representing more than 115 public broadcasters in over 50 countries. I was happy to present the progress of SMPTE's strategic planning efforts to this captive broadcast audience. It was gratifying to learn that our work is very much in line with EBU's own strategic planning initiatives covering the same time period. EBU continues to be a gracious host for the

SMPTE technical committee meetings. Working together with Hans Hoffmann, EBU senior manager of broadcast media technologies and innovation strategies and SMPTE executive vice president, we aim to further expand our collaboration.

Another venue on my travels was the ConneCTechAsia convention in Singapore. This event has evolved into a combination of three events. BroadcastAsia, CommunicAsia, and NEXAsia were brought together to create a new media event, falling directly between National Association of Broadcasters (NAB) (in April) and the International Broadcasting Convention (IBC) (in September), with a clear focus on the Asian marketplace. SMPTE President Pat Griffis and I were pleased to have been invited to speak this year. President Griffis gave a talk on high dynamic range (HDR) technology, while my presentation focused on the recent developments in SMPTE. The audience was small, but the attention was fixed and it certainly generated interest in what SMPTE has to offer.

We were pleased to welcome nearly ten new members at the booth to the SMPTE family, all of whom joined to learn more about the technologies that we care about. There is no Section in Singapore, so the value to this audience is education and learning through remote means.

We often believe that SMPTE is all about the technology and our standards work, and while that is a critical component of our value to the industry, Pat and I have learned that the quality and value of our education is essential to our membership. From a location such as Singapore, we are able to meet the needs of our members through our online services, i.e., webcasts, online courses, and digital library.

I would like to thank the SMPTE Hong Kong Section, particularly P. H. Cheung and Percy Fung, and Percy's wife, Anna, for managing the SMPTE presence at ConneCTechAsia—manning the booth and the many people who popped by to learn more about what we do and, of course, encouraging many to sign up for membership. Cheung and Percy are wonderful ambassadors for SMPTE, with in-depth knowledge in both broadcast and cinema, and they can talk deeply about why SMPTE is so important to a person's career.

The progress that SMPTE is delivering to the industry is real. Our challenge is making all aware of our work. We spend a lot of time focusing on traditional areas such as NAB and IBC. It is also crucial that we expand our visibility to other parts of the world to ensure the SMPTE message reaches everyone.

