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SMPTE Reimagined!

Today, I am delighted to share the news of a reimagined SMPTE! You'll have already noticed the beautiful new logo on the cover of this journal. But the reimagination effort is much more than graphics. SMPTE's reimagination comes from the three-year business plan drafted in 2019. The effort to redefine this 104-year-old organization as a modern professional association is a progression of that strategy that remains vital even to today's global media technology industry. It is my privilege to share with you all the ways that we're reimagining SMPTE.

First of all, the logo has been changed. The use of the camera iris graphic reflects our origin as an engineering society focused on the technology that captures, renders, and displays the moving image, which is complemented by the familiar and iconic color bars. The logo represents our rich heritage and guiding principles while focusing on a vibrant future.

The *Journal* has a new look, integrating our new logo on its cover with a modernized typeface. A refreshed look will keep our current readers engaged while attracting a new audience. With all the publications available in the industry, we believe a striking cover can certainly make a difference.

A redesigned website, with its fresh new look and impactful user experience, also reflects our reimagination. With its rich content, I hope it encourages you to visit

the site first thing every morning to see the latest news from SMPTE and the industry. The website also reflects the new way in which we classify our offerings. Discover, engage, and innovate with SMPTE!

All of these changes are great, and I'm thrilled to see them, but our reimagination effort still goes deeper. It involves a greater understanding of our members today as we move toward the future. Our research indicates that the next-generation media technologists are very different from what we've known previously. They have a different mindset and working methodology. If we want to attract a new audience, we need to rethink how we present the Society as well as the programs and services we offer. SMPTE will become more agile and responsive to the ever-changing technological demands of the media technology industry. Our research also revealed the continuing blending of technical and creative communities.

We start by taking a member-centric and content-based approach to everything we do. We are not redefining SMPTE around specific products and services such as membership, education, or standards; instead, we are reimagining the *needs* these programs fulfill for our members and the enhanced value they bring.

Education remains a core element of the Society's commitment to the global media tech community. It is no surprise that thousands who attend our webcasts and courses each year enthusiastically recommend them to their colleagues. We are expanding our services to include

imaging science fundamentals to give the foundation and context for creative technologists. You will begin to see closer integration between our educational services and the *Journal*. And this year's pandemic forced us to pivot to a remote experience for our annual conference—SMPTE2020: Game On—which promises to be the perfect venue for this gaming-themed event.

We are even reimagining our venerated standards program. SMPTE's paramount leadership in media standards development for more than a century has never been more important than it is today. Standards remain a vital component in media workflow, from content creation to distribution and consumption. The move toward software orientation was already under way when the pandemic accelerated the pace. As a result, SMPTE will be doing more to adapt its processes to new methods that help organize the chaos brought by rapid innovation.

It was almost 25 years ago that SMPTE refreshed its image with a new logo. Bringing a new look to the organization affirms that we are adapting to the dynamic changes taking place in our industry. Ever since our founding way back in 1916, SMPTE has been focusing on the success of our individual and corporate members and the global media technology industry. This reimagination is the beginning of our plan to deliver new tools, expertise, education, and access to ensure the ongoing success of the Society's media professionals, technologists, and engineers.