

# ATC21

## SMPTE 2021 ANNUAL TECHNICAL CONFERENCE

### Top-Notch Content Takes Center Stage at SMPTE 2021 ATC

**W**hile the SMPTE 2021 Annual Technical Conference (SMPTE 2021 ATC) was different from past years' events in many ways, one key feature of the event remained constant: it included presentation of high-quality technical papers dedicated to timely industry topics.

The peer-reviewed content offered during the virtual event, a series of half-day sessions running over six days from 9–11 November and 16–18 November, was top-notch. Through a new joint review process, the ATC Program Committee and SMPTE Board of Editors collaborated to grade and select papers appropriate for this year's program.

Through these presentations, SMPTE 2021 ATC attendees learned about new techniques and technologies such as virtual production and how to deal with hue preservation, color transforms, and using LED walls virtually; advances in 8K autofocus, 5G media, and 5G broadcast; how to model film stock in the digital era; applications for Artificial Intelligence (AI) and machine learning; ATSC 3.0 as a use case for public safety communications; non-fungible tokens (NFTs) and blockchain; and a great deal on remote production, Internet Protocol (IP)-based workflows, and media in the cloud.

For the first time, a very timely topic was discussed, which was sustainability, with a focus on concrete actions and technology solutions addressing climate change and how to implement them within media workflows. A

series of sessions on diversity, equity, and inclusion (DEI) also enriched this year's program. Both these additions to the conference schedule created greater space for ongoing conversations about ways the media and entertainment industry can do better by its members, its audiences, and the world in which they live.

Technical content was complemented by a series of sponsored roundtables, which proved to be a popular addition to the conference. These kicked off with "Broadcasting From Home—It's Not Just a Webcam Anymore," a Blackmagic Design presentation on easy ways to look and sound better on virtual meetings. Telestream presented an interactive session on IP diagnostic best practices for the many media organizations making the IP migration, and Epic Games led a roundtable on advances in "in-camera effects" and how they are changing the film and TV industry. Key Code Media, NewTek, and LiveU teamed up with Austin PBS chief technology officer Chris Oster-tag for "Building a Television Studio in 2021: Design, Automate, Broadcast."

SMPTE 2021 ATC was rich with content from various SMPTE Sections, as well. The SMPTE New York Section hosted a panel discussion and live Q&A titled "Launching your Media Career in the Age of COVID." Numerous Sections contributed on-demand content leading up to the event to help attendees build foundational knowledge in advance of technical sessions.

Despite being virtual, the 2021 event did feature a few other mainstays

of the Society's annual conference. The Fellows Ceremony showcased the class of SMPTE members who have, through their proficiency and contributions to the motion-picture, television, or related industries, attained an outstanding rank among engineers or executives in media and entertainment. The General Membership Meeting took place as usual, with the Board members speaking on the state of the Society, its current activities, and what is ahead.

A special social hour on the first day of the event was dedicated to celebrating 100 years since the formation of the SMPTE Standards Committee. Wrapping up the event, SMPTE President Hans Hoffmann hosted a virtual Oktoberfest in honor of Barbara Lange. This was her last SMPTE Oktoberfest as the Society's executive director, and friends and colleagues joined together in remembering all the good times (and good beers) and wishing her well in her future endeavors.

The SMPTE 2021 ATC spanned two weeks to give attendees the opportunity to join as their schedules allowed. All program sessions, roundtables, and other events were held sequentially, rather than in parallel, so that attendees could participate in any and all programs.

Access is now available for purchase at a discounted price at <https://atc21.smpte.org/home/vod-pricing>

The full conference agenda remains posted on the SMPTE website, which now offers details about all of this year's sessions and speakers along with links to their presentations.