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# SMPTE's Media Technology Summit Promotes Innovation, Learning, Collaboration, and Networking

**O**ctober brings our annual Media Technology Summit. This gathering of industry professionals celebrates advances in science and technology that bring stories to life in new ways.

Attendees gain knowledge about research enhancing many facets of our industry from their peers as part of the education offered during the event. We also promote use cases that teach us how to put these innovations to use in novel and exciting ways.

One of the trends in research universities is to build common labs where researchers of various disciplines collaborate rather than work in discrete labs. This exposes people to new ideas and methods of thinking, which can lead to advances in each area. We get similar results by engaging professionals from multiple disciplines in our field. Bringing image science, audio, data science, and other disciplines together

promotes the collaborative nature of our industry. The blend of our disciplines is one of the exciting parts of bringing people together.

We have continued adding hands-on experiences to the week because our field embraces theory and practice. Understanding the importance of interoperability is greatly enhanced by witnessing science, technology, and various systems functioning together. This also allows our hosts to share their facilities with peers who can appreciate them in a unique manner.

Conferences and trade shows are changing. People want and need a return on their attendance investment. They must be able to justify their time away from the office or project by acquiring knowledge that will help them advance their work. Based on your feedback, we are working hard to provide you with justifiable reasons to attend.

Please let us know if there are any speakers or topics that we are not covering that interest you. While

we may not be able to accommodate every request, we can work to build from the consensus of ideas received.

While we have a long history of developing standards, we must continue to do that and more. Providing relevant continuing education gives our members opportunities to keep up with the rapid pace of change in our industry. These services align with our mission as a 501(c)3 non-profit organization in the U.S.

The Media Technology Summit is just one opportunity for learning through SMPTE. I encourage everyone to participate in your Section activities. This learning and networking close to home brings numerous advantages as well. Also, check the schedule on the SMPTE homepage because Section activities may occur as you travel. Get to know your member colleagues in different cities as well.

Education and networking rate high on member feedback. I hope you can take advantage of MTS or an activity near you soon.



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**SAVE THE DATE**

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WHERE ART & SCIENCE CAPTURES THE DIVERSE TONES AND TEXTURES IN MEDIA