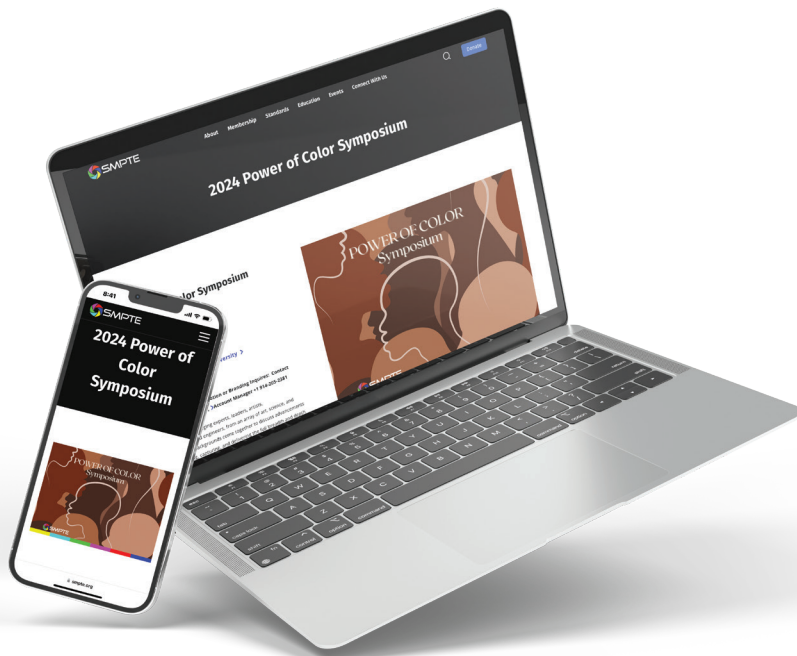




NEW AND UPCOMING:

# SMPTE to Host First-of-a-Kind Power of Color Symposium



**REGISTER TO ATTEND**

**Power of Color Symposium**  
Atlanta, Georgia  
February 6-7, 2024

**S**MPTTE will host its inaugural Power of Color Symposium at Clark Atlanta University in Atlanta, Georgia, on 6-7 February 2024, the beginning of Black History Month. With its unique focus on people of color, the Power of Color Symposium will bring together established and emerging experts, artists, technicians, engineers, and other leaders from the film, television, animation, and gaming industries to discuss advances in designing, capturing, and delivering the full breadth and depth of tone, texture, and vibrancy seen in global humanity.

The two-day event will feature topics such as the importance of representation; cross-cultural communication as it pertains to viewing skin tones; the art of representation; scientific and technical tools for skin tones, color tones, hair textures, hues, and makeup; SMPTE Rapid Industry Solutions (RiS) Color Management and color workflows from camera lens to screen; and the future of representation within the field.

“SMPTE has long been known for its color bars, and now the Society is exploring the power of color to raise the bar for accurate, equitable, and inclusive visual representation across media and entertainment,” said Michele Wright, director of business development and outreach at SMPTE and chair of the Power of Color Symposium. “There is code in color – skin tones and hues, eye color, hair texture – and

value in culture, both of which can help to convey the essence of a person or character and what they represent. Connecting people and diverse communities to explore the creative, technical, and even cultural and sociological aspects of effective color representation, this inaugural symposium brings further depth and dimension to the Society's annual conferences and events, in turn speaking to the needs and interests of media professionals around the globe."

Through in-person and online panel discussions, sessions, and hands-on workshops, SMPTE's Power of Color Symposium will amplify the voices, insights, and foresight of industry leaders and change agents committed to exploring and expanding topics, conversations, and techniques that advance the power of effective color representation throughout the media and entertainment industry and across a multitude of ethnicities and cultures.

"For anyone dedicated to the craft of storytelling – the stories of people and humanity – the Power of Color Symposium is an important opportunity to exchange ideas, acquire knowledge, build critical skills, and form valuable connections," said Brian Bentley, associate dean, Arts & Sciences, at Clark Atlanta University, which recently be-

came the first HBCU (Historically Black Colleges and Universities) with a SMPTE Student Chapter. "We're proud to host this remarkable event and to support SMPTE, and creatives and technologists everywhere, in raising the bar for color and representation in moving pictures."

"While we've seen progress worldwide with respect to diversity and representation in media, it's also clear that we still have a long way to go and must build on those successes – learn from experienced professionals across lighting, makeup, animation, visual effects, and other fields to understand what matters, and why," said Renard T. Jenkins, SMPTE president. "The Power of Color Symposium offers access to a wealth of knowledge, delivered by a fantastic lineup of industry professionals, and participants will come away with a better understanding of both the technical and creative considerations associated with achieving accurate visual representation that resonates with viewers. It's going to be a dynamic two days of learning, dialog, and connection."

DOI: 10.5594/JMI.2024.VLUN9330  
Date of publication: 24 January 2024

## Design your next products with DekTec



\$604

### DTA-2172

2x 3G-SDI/ASI  
Low profile  
Genlock



\$885

### DTA-2174B

4x 3G-SDI/ASI (1x 12G)  
Single or quad-link 4K  
Genlock



\$1,214

### DTA-2178

8x 3G-SDI/ASI (2x 12G)  
8x 12G-SDI with scaling  
Genlock



(303) 318-4298  
infousa@dektec.com

Also available:  
Satellite, QAM, DVB-T2, ATSC 3.0 receiver and modulator, and ASI I/O