



The 2023 MTS Showcases New Features, Technologies, and Faces

BY RUSSELL POOLE

The media technology industry never stops changing, and SMPTE is evolving with it. That's why this year's Media Technology Summit was full of new features and presenters, showcasing the power and influence of new technology and the innovators who create it.

Over the course of four days (16-19 October) attendees experienced detailed technical sessions, illuminating special sessions, and special networking events that provided the Summit with a spirit of professional comfort. Attendees raved about this year's Summit, stating it had a more relaxed atmosphere that allowed them to enjoy everything at their own pace. This made for a fun, educational Summit, which is just what the media industry needed this year.

"The Energy at the 2023 MTS was exciting," said SMPTE Executive Director, David Grindle. "From Hanno Basse's keynote to the end of the Gala, people were networking and learning. We tried new things and many of them worked. I look forward to seeing how we can build upon

the lessons learned to continue making this event impactful for the attendees."

Here are the highlights of the sessions and events, and new features introduced at this year's conference.

Monday, 16 October - Day 1

The Summit kicked-off with a powerful introduction from SMPTE President Renard T. Jenkins, Summit Co-Chairs Iris Wu and Zandra Clark, and David Grindle. "This was an extraordinary moment in the Society of Motion Pictures and Television Engineers history at this year 2023 Media Technology Summit," said Summit Co-Chair, Zandra Clark. "Post covid, there was a career professional surge that occurred as Life timers, Boomers, Gen X's, Millennials, and Gen Z converged to share a common objective: To learn more about the future of media and content innovation. And this Summit delivered!"

Following the introduction, Hanno Basse, CTO of Digital Domain, gave a keynote address on Generative AI and



DAY 1: Hanno Basse provided the keynote address to kickoff the 2023 MTS.

Machine Learning for the Creation of Digital Humans and Other Visual Effects Assets. The talk focused on the benefits of AI in visual effects (VFX), including digital humans. Most notably, he stressed that Generative AI will never replace human beings as actors. “The human audience wants to connect with human beings,” said Basse. “Every example has the performance of a real actor underlying it. That’s how you get the real emotion and performance. I don’t see that changing.”

Monday’s technical sessions began immediately following the keynote. The day’s topics ranged from streaming technology to compression. Session chairs included Ievgen Kostiukevych of the European Broadcasting Union, Dagmar Driesnack of Rohde & Schwarz, Jason Thibeault of the Streaming Video Technology Alliance, Marc Zorn of Marvel Studios, Juan Reyes of Cloud Security and Assurance, and Jaclyn Pytlarz of Dolby Laboratories.

Some of these sessions included “Cameras and LED Walls—A Challenging Relationship,” in which Klaus Weber of Grass Valley discussed interoperability issues in virtual production and shared several solutions to said issues. Eric Diehl of Sony Pictures shared a more efficient and comprehensive way to release films in “Atheneum—A Blockchain to Manage Theatrical Releases,” and in “Breaking the Fourth Wall Through Extended Reality,” Jason Kao and Karen Kao from Inland Norway University of Applied Sciences and Glasgow Caledonian University London, respectively, discussed versatile storytelling by using extended reality.

The annual Section Leadership meeting concluded Day 1. SMPTE Section leaders, whether in attendance at the Summit or remotely, received an update on the current state of the organization, as well as its plans to serve the industry and its members. In-person attendees enjoyed an ice cream Sunday bar by the pool of the Loews Hollywood Hotel.

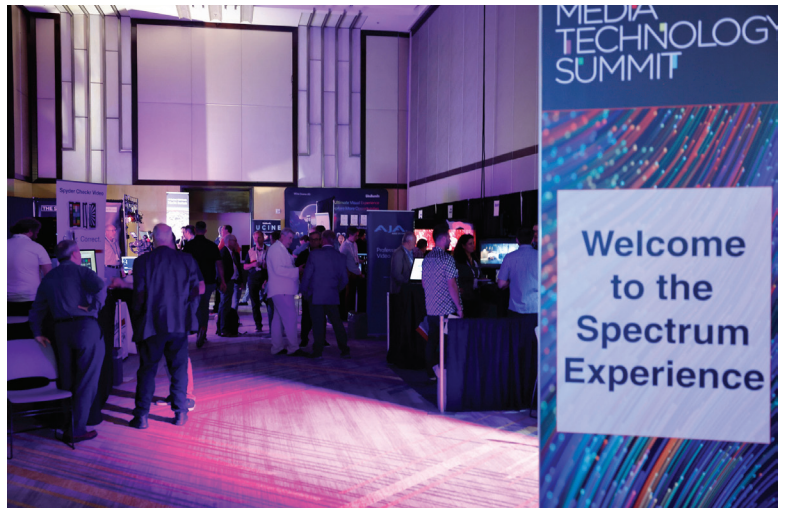
Tuesday, 17 October – Day 2

The second day of the Summit began with the unveiling of two new, huge features: The Solutions Hub and the Emerging Tech Showcase. The Solutions Hub named to replace the exhibit hall, was full of companies showcasing solutions to the industry’s biggest issues. Many of these solutions were included in the Emerging Technology Showcase, which exhibited cutting-edge technology from the most innovative companies and solutions. AI captioning from AI Media, a laser projector from Cinionic, an LED wall from QST LED, and live capture equipment from The Studio-B&H were among the companies that supplied technology for the Emerging Tech Stage.

Day 2 also marked the start of the Special Sessions, which covered a wide range of topics from SMPTE Standards to sustainability in media technology. Panel discussions, plans for SMPTE initiatives, and stories about how technology can change the world were among the topics covered in these sessions. Some of the highlights included, a “SMPTE RiS OSVP Color Management Report, which provided a comprehensive update from the color management team of SMPTE’s RiS OSVP initiative. A session “From Duct Tape and Bailing Wire to SMPTE ST 2110” focused on the role students played in this year’s broadcast of the Super Bowl.

In another session, “Bridging Tech and Storytelling,” SMPTE’s director of business development, Michele Wright, PhD, led a diverse panel in a discussion on how new technology changes how filmmakers can tell their stories. “Not only did we have two phenomenal women who co-chaired this well-rounded event, but I was also honored to lead and host a notable panel of all women of color from diverse professions, backgrounds, and experiences,” said Wright. “These powerhouses astoundingly and collaboratively shared their unique experiences and perspectives about ‘Bridging Tech

Lakey Campbell all the way from New Mexico with us. A



DAY 2: The unveiling of the Emerging Showcase and Solutions Hub and wide range of topics were covered on Day 2, including a special session on Bridging Tech and Storytelling.

and Storytelling,' which was just one of many phenomenal sessions led by renowned experts across the worldwide media and entertainment spectrum."

Day 2 included many technical sessions. Thomas Kernen of NVIDIA and Ievgen Kostiukevych, chaired session, with topics ranging from Cloud based media production to SMPTE 2110. Presentations included "Optimized Cloud Streaming for Ultra-Low-Latency Cloud Gaming and VR/XR Applications," in which Kevin Mockford of V-Nova discussed virtual reality capabilities on the Cloud. In "The Coronation of King Charles III," Simon Thompson of BBC Research and Development talked about the technical requirements of filming the coronation of King Charles III and Jae-Young Lee of the Electronics and Telecommunications Research Institute discussed the future of media in the Cloud in "Development of Cloud-Based Media Production Systems." The evening ended with an opening reception involving another new Summit feature: The Color Bar. This new lounge was a celebration of the 45th anniversary of the game-changing SMPTE Color Bars. Although the bar opened earlier in the evening, the Solutions Hub Opening reception began after the final technical session ended. There was abundant food and drink for all those in attendance, and this was a great way to celebrate the Summit, SMPTE, and everyone in the industry.

Wednesday, 18 October - Day 3

Day 3 marked the final day of the Solutions Hub and the Emerging Technology Showcase. There were many amazing sessions, touching on topics like display technology and SMPTE ST 2064. One of the coolest sessions on the Emerging Tech Stage was "Sustainable Virtual Production Techniques" with virtual production editor for *American Cinematographer Magazine*, Noah Radner. This session highlighted the environmental benefits of virtual production studios and was one of the best attended talks of the entire Summit.

The Special Sessions also made waves on Day 3, with topics that kept attendees on the edge of their seats. Among the sessions, "What's new in RiS-OSA?" Chris Lennon, head of OSA, presented SMPTE RiS-OSA's current work and future objectives. In another session, "Yes, Web3 is Still Relevant!" Kylee Pena of Adobe discussed how blockchain technology has a life outside of crypto-currency and NFTs, particularly in media spaces, and SMPTE Standards VP Sally Hattori discussed the future of SMPTE Standards in "SMPTE is Moving its Standards Library to HTML."

Day 3 was also the final day of technical sessions. Sessions chairs included SMPTE President Renard Jenkins, John Ferder of the SMPTE Board of Governors, Ian MacSpadden of Arizona Public Media, and Jaclyn Pytlarz of Dolby Laboratories.

Day 3 was also SMPTE Student Day! Students got special access to sessions, the Solutions Hub, and a special networking event at the end of the day. This student networking event allowed students to talk among themselves as well as established members of the media tech community. SMPTE is extremely proud of our student members,



DAY 3: Panels, Emergency Tech Showcase, special sessions, and special access to students were all a part of Day 3's lineup.



DAY 4: Attendees visited virtual production studios.

and we're always glad to provide a place for them to gain more experience and connections.

Thursday, 19 October - Day 4

On Day 4, attendees were able to choose one of four off-site visits to studios (Disguise, Epic, Third Floor, and XR) for their final day, each one dealing with some aspect of virtual production.

Visitors to Disguise Studios got a firsthand look at the evolution of virtual production, as well as the role ST 2110 played in said evolution. They also showed attendees the future of LED lighting, as well as the role RGBW panels play in ICVFX.

Epic Studios guests received a deep dive into the use of SMPTE 2110 on LED walls for ICVFX workflows. The trip included a demonstration on the Epic Games LA Lab Stage and Nant Studios campus, allowing attendees to get a close look at virtual production infrastructure.

The Third Floor Visualization Studio visitors learned about the advantages of virtual production stages of varying sizes. They also examined visualization techniques, particularly in how pre-production might bring a filmmaker's vision to life.

Those who attended XR Studios had the opportunity to observe virtual production workflows and best-case scenarios. Attendees saw three examples of virtual production in action. These four trips were educational and enlightening for attendees, but the festivities didn't stop there.

The Annual SMPTE Gala, which concluded the 4-day

event, celebrated 35 individuals who changed the industry forever. The evening began with a red carpet reception. The Gala ceremony was an elegant affair, complete with fine wine, dining, and revelry. The evening ended with a lively afterparty.

Conclusion

This year's SMPTE Summit had some bold new features, all of which were a massive success. The Media Technology Summit is held for the benefit of the media tech industry. It's meant to drive said industry forward, and present solutions for the biggest issues facing film and television today. We at SMPTE believe that goal was achieved and are thankful to all our sponsors and attendees for helping us make it great.

As our very own Michele Wright said, "This MTS was epic, unforgettable, and one for the history books! I look forward to continuing to work in synergy with our staff, members, students, partners, and sponsors to not only bridge the gap in tech across an array of dimensions but to help to passionately reiterate SMPTE's commitment to raising the bar (color and beyond) for not only today but many more generations and MTS' to come. The BEST is yet to come!"

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