

SMPTE Media Technology Summit:

Embracing Innovation and Preparing for the Future of Media Technology

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Hello members, colleagues, and peers, welcome to the fall edition of the *Motion Imaging Journal*. I hope that your summer was both restful and restorative. At SMPTE, we have been extremely busy preparing for our signature event. This year's media technology summit is gearing up to be the best thus far. The session lineup covers the gamut of the most important topics in our industry today. From the essentials of IP architecture to innovations in visual content technology, our presenters are delivering content that is critical to the future of our industry. The committee is comprised of a comprehensive and educational summit. This is one of the last remaining peer-reviewed technical conferences in the media entertainment industry. Because of that fact, we can guarantee that you will leave this event more knowledgeable about the subjects presented. What excites me most about this event each year is that this is the moment when the words and the diagrams of the jour-

nal leap from the pages and into the zeitgeist of our common vernacular. I want to thank all of the individuals who were involved in supporting the summit in any capacity. Your service to the industry and this Society is greatly appreciated.

As I mentioned earlier, our industry is going through tremendous change at a rate that surpasses Moore's Law. To remain relevant, our Society must continue to change as well. As we look across the slate of our educational offerings, as well as our events and our products and services, we are constantly working to identify areas in which we can increase our focus. IP infrastructure, animation, visual effects, and game engine technology are just a few areas where we have begun to increase our research and participation. With artificial intelligence and machine learning on the minds of everyone in our industry, we feel the Society must be involved in the critical conversations around its use, potential, and need for policies, guidelines, and standards. Therefore, at the recent international

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broadcaster’s conference in Amsterdam, SMPTE presented a half day of educational sessions focused on these topics. The response from our industry peers has been positive, and we have successfully begun to build new relationships with organizations that we feel will be valuable collaborators as we head into 2025.

Finally, as many know, the Society delivered the SMPTE AI Report in February 2024. Since then, this document has been touted as one of the most comprehensive papers on the subject and its potential impact on media and entertainment. As this is a living document, the Society is in-

vested in keeping it updated and relevant for our members and readers across the industry. As these technologies become as ubiquitous within our industry as color bars and time code, we plan to stay at the forefront of the research, standardization, and interoperability efforts. This is our commitment to our members and our industry. Again, thank you to all our volunteers, staff, members, and contributors. Be well.

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