

# Renewed Energy, Collaboration, and Community: SMPTE's Exciting Future

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**A**s I gear up for NAB and the Future of Cinema Conference, I've been reflecting on the incredible energy and collaboration of the past few months.

This year's HPA Tech Retreat was my first since 2020! Back then, I was still working as Director of Events, and our SMPTE-HPA Team managed to pull off a great event just weeks before the world shut down. Walking the same halls as a conference delegate and speaker five years later was another of those surreal experiences—so much so that I insisted on helping to pack boxes with the HPA Staff at the end of the conference to feel more “normal.”

The energy at this year's Tech Retreat was inspiring, and with every conversation, I felt a renewed optimism and excitement for SMPTE's future. I'm deeply grateful to our dedicated volunteers and members who are eager to contribute and help take SMPTE to the next level. There's growing enthusiasm for new collaborations, fresh initiatives to educate and guide those entering the industry, and exciting leadership opportunities—including the development of a SMPTE Ambassador program!

I'm also thrilled to see Kari Grubin step into her new role as HPA Pres-

ident and look forward to working more closely with her and the HPA team. Our two organizations share a powerful synergy, and together, we have tremendous potential to expand education, mentorship, and community-building across the industry.

While I was in Palm Springs for the Tech Retreat, SMPTE's Director of Education, Maja Davidovic, led a delegation of subject matter experts at the Film and Media Expo (FOMEX) conference in Riyadh, Saudi Arabia. SMPTE members Paul Whybrow, Pierre Routhier, David Long, and Jesse Janosky conducted four specialized educational workshops covering color science, UHD/HDR, the value of SMPTE membership for both individuals and the industry, and building broadcast engineering teams for SMPTE 2110 systems.

Beyond the workshops, the team contributed to main-stage panels on AR, VR, and AI, engaging in key discussions shaping the future of media technology. Saudi Arabia's ambitious media and technology expansion plans—including over 300 new radio stations, multiple television centers, and technology incubators—highlight the urgent need for advanced technical and professional training.

This collaboration presents SMPTE with a significant opportunity to pro-

vide essential educational support, establish a lasting presence in an emerging market, and expand its membership in the region.

As you read this, there's a good chance I'm at the SMPTE booth at the NAB Show or attending our Future of Cinema Conference. If you're at the Las Vegas Convention Center, stop by and say hello! We'd love to share the latest on our new programs and educational initiatives—and invite you to get more involved with SMPTE.

Our Standards Community is actively seeking new participants, and our Standards Vice President, Raymond Yeung, along with Director of Standards Development, Thomas Bause Mason, would be happy to walk you through how the process works. We also have a lineup of new virtual courses and webcasts you won't want to miss.

Beyond that, SMPTE's local Sections worldwide host fantastic events and welcome new members. And in an exciting new initiative, we're launching an oral history book project featuring personal stories from our members. We'd love to hear yours!

Connect with us—we can't wait to share what's ahead.

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