

SMPTE 110th Anniversary

Honoring Our Legacy. Investing in our Future.

BY SALLY-ANN D'AMATO



As the film industry expanded rapidly in the early 1900s, a lack of standardization created a significant interoperability challenge. Incompatible film formats, cameras, and projectors limited distribution, slowed innovation, and imposed substantial costs across the industry. Enter C. Francis Jenkins and his merry band of pioneering inventors, engineers, and scientists. Together, they ushered in a new era of collaboration and standardization with the founding of SMPE—the Society of Motion Picture Engineers—in 1916.

The organization's stated purpose was "the advancement in the theory and practice of motion picture engineering and the standardization of the mechanisms and practices employed therein." And while a lot has changed over the past 110 years, SMPTE's core values remain. We continue to advance media technology, promote the exchange of ideas, and bring our community together to solve industry challenges through collaboration, education, and standards development.

On July 24, as we celebrate SMPTE's Founder's Day, we look back on all that has been accomplished and look ahead to what comes next. How do we continue to foster growth and innovation in media technology? How do we rise to meet the challenges and embrace the possibilities that new technologies bring? How do we ensure a



strong future for our industry while cultivating the next generation of innovators? How do we equip technologists with the knowledge and skills needed to navigate an era of constant and rapid technological change?

The answer is, as it has been since 1916, by investing in and supporting our community.

Over the past year and a half, since taking on the role of Executive Director, I have worked closely with our staff and Board of Governors to strengthen SMPTE's operational foundation while developing a strategic vision for our future. During that time, we have launched the SMPTE ST 2110 Boot Camp with Practical Lab, expanded practical training through our Road Show events, introduced a new member portal and management system, enabled HTML-based standards editing, revised our Corporate Membership program, and, most recently, opened access to the SMPTE Standards library.

In these Journal messages, I have often spoken about my goal of fostering a culture of giving within SMPTE.

PHILANTHROPIC SUPPORT ALLOWS US TO INVEST IN EDUCATION, WORKFORCE DEVELOPMENT, EMERGING PROFESSIONALS, AND INITIATIVES THAT **STRENGTHEN OUR INDUSTRY.**



I know that many—if not most—of you have seen your careers shaped by your involvement with this Society. For some it was recognition from your peers, for others, publication in the *Motion Imaging Journal*, an opportunity to present at a conference, mentorship from an industry leader, friendships and professional relationships formed, skills gained through our education programs, or simply a conversation that helped you find your place in this industry. Time and again, I hear stories from members whose SMPTE experiences have had a lasting impact on their careers—and just as often, I hear stories of how they pay it forward by mentoring, teaching, volunteering, and supporting others.

As a nonprofit organization, SMPTE's purpose is not fundraising; our focus is advancing media technology through standards, education, and community. Fundraising, however, enables us to extend that impact beyond what can be sustained through membership dues and program revenue alone. Philanthropic support allows us to invest in education, workforce development, emerging professionals, and initiatives that strengthen our industry.

For 110 years, SMPTE has brought the global media technology com-

munity together, helping to shape the technologies and practices that power the creation, distribution, and experience of media around the world. As we launch the 110th Anniversary Campaign, we are celebrating that legacy while investing in the future. This campaign is about more than honoring our past achievements—it is about ensuring that SMPTE remains a vital force for innovation, collaboration, and professional growth for the next century.

Campaign support will advance strategic initiatives that expand education and workforce development, increase access to technical knowledge, strengthen standards development, facilitate trusted innovation in AI and emerging technologies, deepen community engagement, and enhance SMPTE's long-term sustainability. Together, these investments will ensure that SMPTE has the resources, talent, and infrastructure needed to continue serving as the trusted convener, educator, and standards leader for the global media technology community.

Today, I am pleased to share the strategic priorities that have emerged from conversations with our members and industry stakeholders, as well as collaboration with our Board

of Governors. These initiatives will guide SMPTE's next chapter and help ensure that we continue to advance media technology and empower the professionals who shape its future.

Your Support of the 110th Anniversary Campaign will help SMPTE:

Democratize Access to Standards

Help ensure that the technical standards that power global media remain open, accessible, and trusted. Support for this initiative will sustain the development, maintenance, and evolution of SMPTE Standards while keeping them freely accessible worldwide. By removing barriers to access and participation, we can accelerate adoption, enable interoperability, and strengthen the technological foundation on which our industry depends.

Transform Standards Development with AI

Help transform the way standards are created. Your support will power an AI-enabled platform that connects generations of technical expertise, accelerates innovation, and equips the global media technology community for the future. By embedding AI into the standards development process, the platform will enhance discovery, streamline workflows, support AI-assisted

authoring, and help identify emerging trends that will shape future standards.

Shape the Future of Trusted AI

Help position SMPTE as the global leader in developing the technical standards, governance frameworks, and industry collaboration necessary to ensure artificial intelligence is deployed responsibly across the media and entertainment ecosystem. Campaign support will enable SMPTE to convene industry leaders, researchers, creators, and policymakers to develop standards and best practices for AI interoperability, authenticity, transparency, and human oversight. Funding will support standards development, industry events, working groups, education and workforce training, strategic partnerships, and the modernization of standards processes to keep pace with rapidly evolving technologies.

Build the Future of Media Technology Learning

Help cultivate the next generation of media technology leaders and strengthen the industry's workforce by making technical knowledge more accessible, practical, and impactful. Your support will help create a next-generation education and professional development platform that transforms technical standards into practical, accessible learning. Through modular courses, guided learning pathways, industry collaboration, peer-to-peer engagement, and AI-enabled learning tools, SMPTE will build a dynamic ecosystem where professionals, companies, students, and emerging creators can continuously develop new skills, solve real-world challenges, and adapt to rapidly evolving technologies.

Unlock 110 Years of Knowledge

Help empower members, students, researchers, and industry professionals to discover relevant knowledge faster, connect ideas across disciplines, and leverage SMPTE's comprehensive archive to

drive innovation and solve emerging challenges. Campaign support will enable the integration of SMPTE Standards, the *Motion Imaging Journal*, conference proceedings, webinars, courses, and other technical resources into a unified, intelligent interface that makes SMPTE's collective knowledge more accessible than ever before.

Develop the Next Generation of SMPTE Leaders

Help ensure that the knowledge, expertise, and leadership that have shaped SMPTE for more than a century are passed on to future generations. Your support will establish a structured mentorship and leadership development program that connects students, early-career professionals, and new members with experienced SMPTE leaders. Through guided learning, career development, and hands-on engagement with SMPTE activities, participants will gain the skills, knowledge, and professional networks needed to become the next generation of industry innovators and standards leaders. By investing in mentorship and knowledge transfer, donors will help strengthen SMPTE's talent pipeline and cultivate the leaders who will guide our industry into the future.

Expand Globally, Support Locally

Help strengthen the local communities that connect, educate, and inspire media technology professionals around the world. Your support will empower SMPTE Sections to deliver high-quality educational programs, technical events, and networking op-

portunities while expanding SMPTE's presence in emerging and underserved regions. By investing in local engagement and global growth, donors will help foster collaboration, professional development, and innovation worldwide.

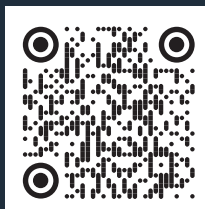
Strengthen SMPTE for the Next Century

Help build the foundation that powers SMPTE's impact. Your support will strengthen the operational foundation that powers SMPTE's standards development, education programs, membership services, industry partnerships, and community engagement efforts. Investments in staffing, technology, and organizational infrastructure will enable SMPTE to operate more effectively, serve members more efficiently, and expand its global impact.

The industry is evolving at an unprecedented pace. From AI- and cloud-based workflows to new forms of content creation and distribution, media organizations, technology providers, creators, technologists, educators, and emerging leaders need a trusted place to learn, share expertise, develop talent, access knowledge, and solve challenges together. For over 110 years, that place has been SMPTE. With your support, that place will continue to be SMPTE for years to come.

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For more information and to pledge your support, please visit www.smppte.org/110-anniversary-campaign