



11-14 SEPT
2026
RAI
AMSTERDAM



From Technology Strategy to Real-World Implementation

SMPTE brings together strategic insight, practical guidance, and real-world demonstrations addressing the decisions shaping tomorrow's media infrastructure.

Monday, September 14
9:30-16:30 p.m.
Room G106

Advance registration required

Morning Session Strategic Media Infrastructure — A Technology Roadmap for Executive Leadership Led by Pierre Routhier

Explore major technology decisions — from visual formats and codec strategy to IP, Dynamic Media Facility, graphics, and cinematography — through the lens of business outcomes, investment priorities, and competitive positioning.

Afternoon Session DMF in Practice — Designing and Operating Dynamic Media Facilities for Software-Defined Production Led by Willem Vermost and Wim Van Roy

See software-defined production in practice through real-world examples and live demonstrations of DMF, MXL, container-based deployment, cloud-scale workflows, and the SMPTE Lab reference environment.

REGISTER



Attendees also receive GitLab resources for continued experimentation after the workshop.