

# SMPTE Centennial presentation: Moving Images

Barbara Lange, SMPTE HQ Executive Director

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# MOVING IMAGES

presented by



*The* **FOUNDATION**  
*of an* **INDUSTRY**



1916 - 2016

[smpte.org](http://smpte.org)

# Who is SMPTE?



FOUNDED IN **1916**

ADDED "T" IN **1950**

ALIGNED WITH HPA IN **2015**

**3**  
PILLARS ▶



**STANDARDS**



**MEMBERSHIP**



**EDUCATION**

## MISSION IN 1916

In 1916, SMPE Objective is: the advancement in the theory and practice of motion picture engineering and the allied arts and sciences, the standardization of the mechanisms and practices employed therein, and the maintenance of a high professional standing among its members.

## MISSION IN 2016

In 2016, SMPTE's mission is: the advancement of the art, science, and craft of the image, sound, and metadata ecosystem, worldwide.

# Any Industry Relies on Standards to Grow



**Henry D. Hubbard,**

Secretary of the US National  
Bureau of Standards,

**speaking to SMPE**

on July 24, 1916  
in Washington DC

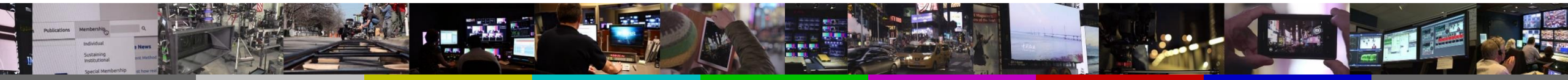


*Steady progress through standardization is the true aim. Such standardization should unite two elements – the tendency to conserve progress and the pressure for new progress. Standardization of this kind is the steady harvesting of progress*

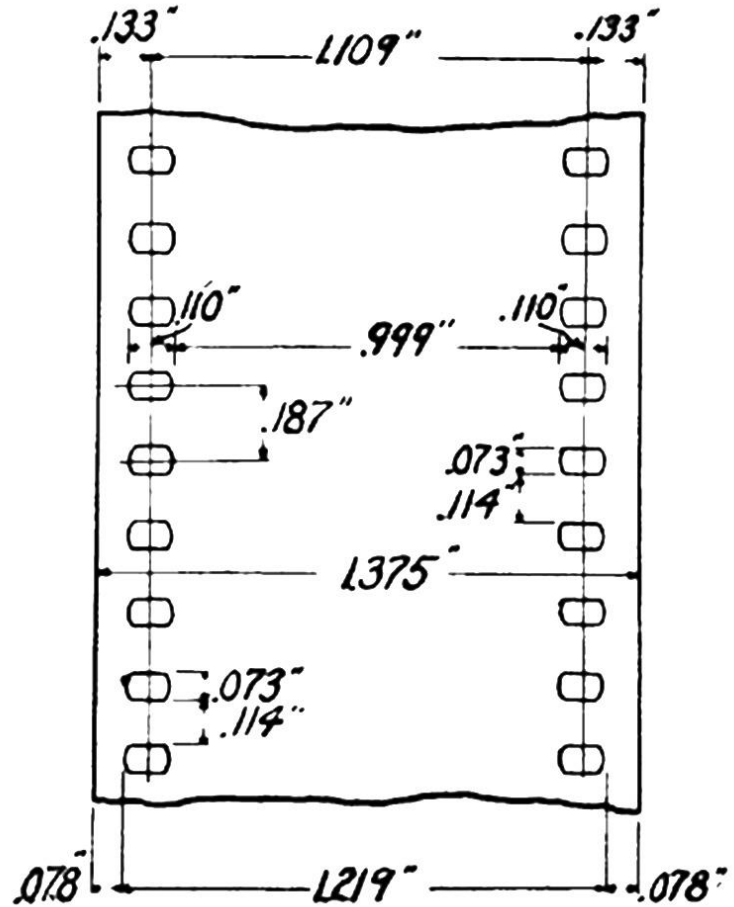


Since our founding, SMPTE has focused on advancing two vital elements of our industry

# Innovation & Creativity



# First Innovative Standards



Addressed differences in the size, shape and position of perforations of picture film



“

*Their early universal adoption will save the industry a great deal of present annoyance and monetary loss*

”

*Adopted in Committee by the whole Society, 1917*



PICTURE  
START

**SMPTE  
UNIVERSAL  
LEADER**



# Consumers know us in our various forms!



# Important Standards of Today



Digital  
Cinema  
standards

Interoperable  
Master Format  
(IMF)

Serial Digital  
Interface

Material  
Exchange  
Format (MXF)

Archival  
Exchange  
Format (AXF)

# NATAS, ATAS and AMPAS recognize SMPTE's technical work

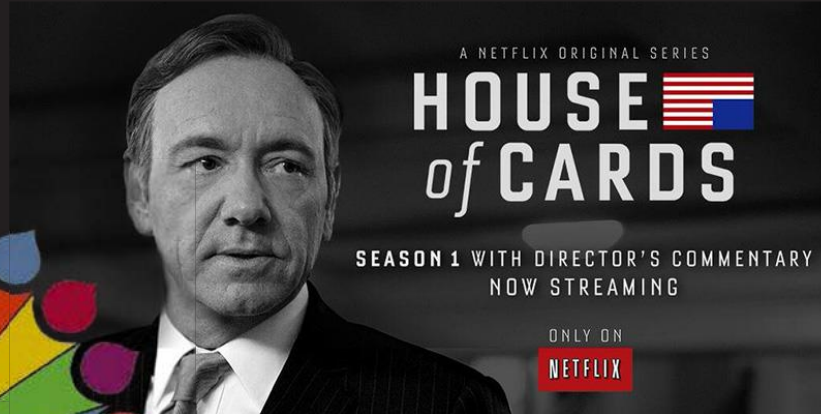


# Technology continues to enable creativity



NBC PRESENTATION  
IN RCA COLOR

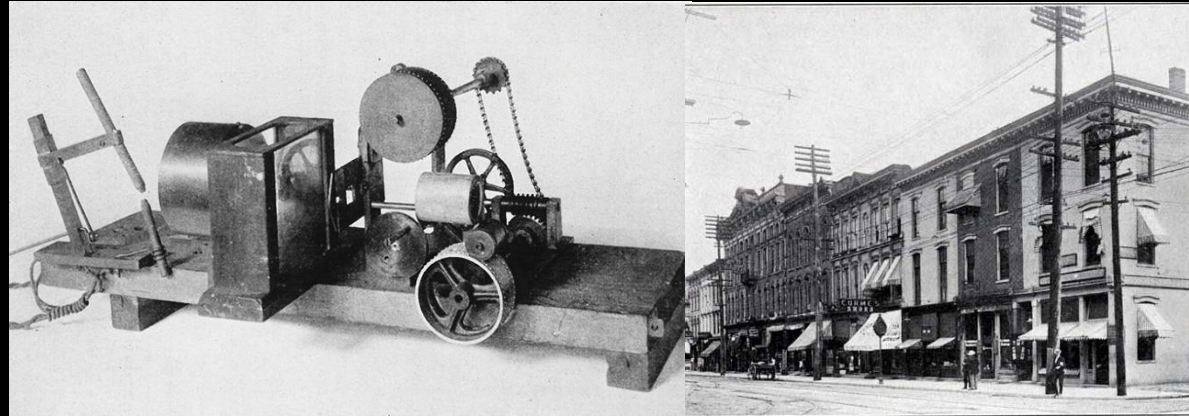
4K  
ULTRA HD TV



# Before there was a Hollywood...



... a small Indiana town first experienced the magic of motion pictures.



On June 6, 1894 inventor Charles Francis Jenkins projected a filmed motion picture...moving pictures by way of reeled film and electric light... before an audience. It was "the first moving picture exhibition in the world".

**This documented event occurred at 726 East Main Street in Richmond, Indiana.**

# C. Francis Jenkins as leader



*Every filmmaker-from D.W. Griffith to Steven Spielberg-owes a debt of gratitude to C. Francis Jenkins...his technologies gave rise to the motion picture industry...*



**THE  
FRANKLIN  
INSTITUTE**

**“ Charles Francis Jenkins was...  
...the only man in history who was present at the  
birth of both the motion picture and television.  
Albert Abramson, television historian & author ”**

## KEY FACTS

**7000**  
MEMBERS

**64**  
COUNTRIES

**GLOBAL  
REACH**

**14.5%**  
OF MEMBERS  
ARE STUDENTS



## WHAT WE ENABLE

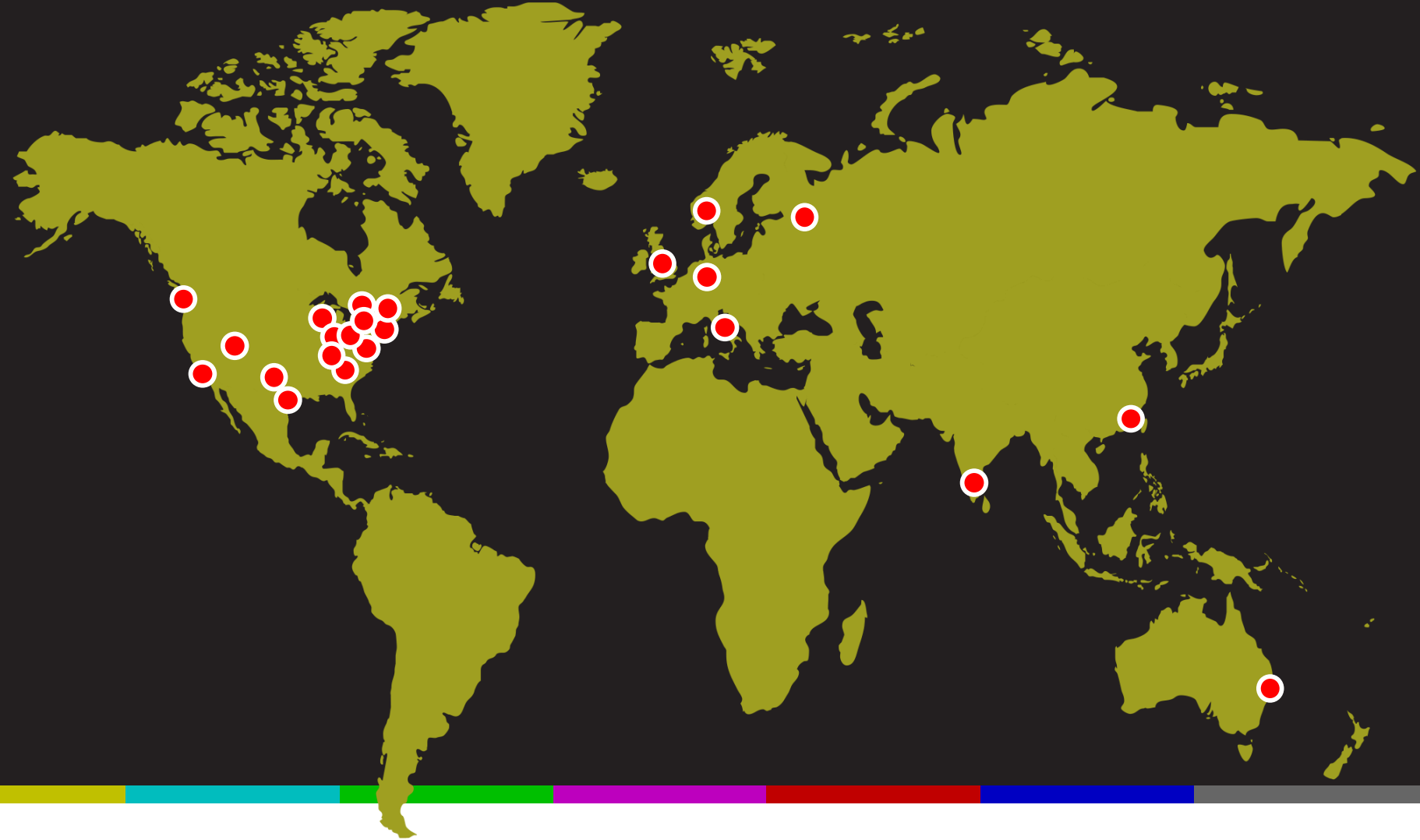
We work to educate to continue to educate and inform thousands of members each year through our

- Conferences
- *SMPTE Motion Imaging Journal*
- Webcasts
- Virtual Classroom courseware
- Local Section events

# SMPTE Sections around the world



- Atlanta
- Australia
- Chicago
- Dallas/Ft. Worth
- Detroit
- Florida
- Germany
- Hollywood
- Hong Kong
- Central Texas
- India
- Italy**
- Montreal/Quebec
- Nashville
- New England
- New York
- Nordic
- Ohio
- Pacific Northwest
- Philadelphia
- Pittsburgh
- Rochester
- Rocky Mountain
- Russian Federation
- Sacramento
- San Francisco
- Toronto
- United Kingdom
- Washington D.C.





# SMPTE Section in Italy Since 1990!



Over 50 individual members, including  
SMPTE Fellows

- ▶ Angelo D'Alessio
- ▶ Paolo Zaccarian

SMPTE Honorary Member

- ▶ Leonardo Chiariglione

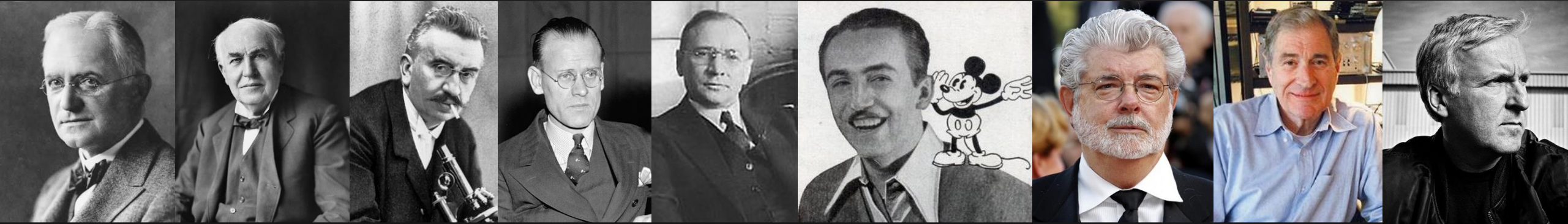


SISVEL TECHNOLOGY

# Today's Top Media Companies Support SMPTE's Work



# Our members represent the best in the business



## SMPTE Honor Roll of Honorary Members

**1926** C. Francis Jenkins

**1928** George Eastman

**1928** Thomas Alva Edison

**1928** Frederick Eugene Ives

**1928** Louis Lumiere

**1931** William Friese-Greene

**1931** Eugene Augustin Lauste

**1931** Louis A. A. LePrince

**1931** Jean Acme LeRoy

**1933** William K. L. Dickson

**1935** Thomas Armat

**1938** Robert W. Paul

**1940** Lee de Forest

**1941** Herman A. DeVry

**1941** Albert S. Howell

**1942** Edwin Stanton Porter

**1944** Frank H. Richardson

**1946** Theodore W. Case

**1946** Edward B. Craft

**1946** Leon Gaumont

**1946** Samuel L Warner

**1950** Edward W. Kellogg

**1950** Vladimir K. Zworykin

**1953** Joseph Arthur Ball

**1953** Nathan Levinson

**1955** John C. Capstaff

**1955** Andre Debrie.

**1955** Walt Disney

**1955** Alexander Ernemann

**1957** C.E. Kenneth Mees

**1957** Earl I. Sponable

**1958** Herbert T. Kalmus

**1959** Harvey Fletcher

**1960** Oskar Messter

**1961** Alfred N. Goldsmith

**1962** Lloyd Thompson

**1964** Alexander F. Victor

**1965** John I. Crabtree

**1966** Elmer W. Engstrom

**1967** John G. Frayne

**1968** Harold E. Edgerton

**1969** Albert Narath

**1970** Max Skladanowsky

**1971** Pierre Mertz

**1971** George A. Mitchell

**1972** Robert Richter

**1973** Ralph M. Evans

**1974** Jeofry Stuart Courtney-Pratt

**1975** Victor H. Allen

**1976** Charles P. Ginsberg

**1977** Peter C. Goldmark

**1977** William T. Wintringham

**1978** John A. Maurer

**1979** Wesley T. Hanson, Jr.

**1980** Loren L Ryder

**1981** Kenneth M. Mason

**1981** Sidney P. Solow

**1984** Linwood G. Dunn

**1984** Charles R. Fordyce

**1987** George W. Colburn

**1988** Stefan Kudelski

**1988** William H. Smith

**1988** Kenjiro Takayanagi

**1989** Walter Bruch

**1989** Rodger J. Ross

**1990** Marvin C. Camras

**1991** Frederick M. Remley, Jr.

**1991** K. Blair Benson

**1992** Ray M. Dolby

**1993** Joseph A. Flaherty

**1994** Masahiko Morizono

**1995** Roland J. Zavada

**1995** Kerns H. Powers

**1996** Robert M. Smith

**1996** Philo Taylor Farnsworth

**1997** Michael J. Sherlock

**1997** Julius Barnathan

**1999** LeRoy E. De Marsh

**2000** John L.E. Baldwin

**2010** Stanley N. Baron

**2010** Ian Childs

**2012** Charles E. Anderson

**2014** **Leonardo Chiariglione**

**2014** George Lucas

**2014** John Logie Baird

**2015** Oscar B. Hanson

**2015** Lawrence Thorpe

**2015** Irwin Young

**2016** James Cameron

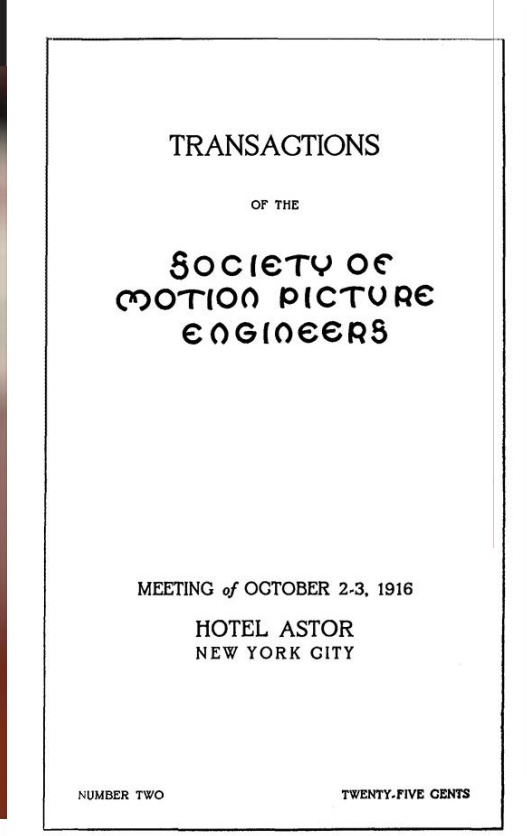
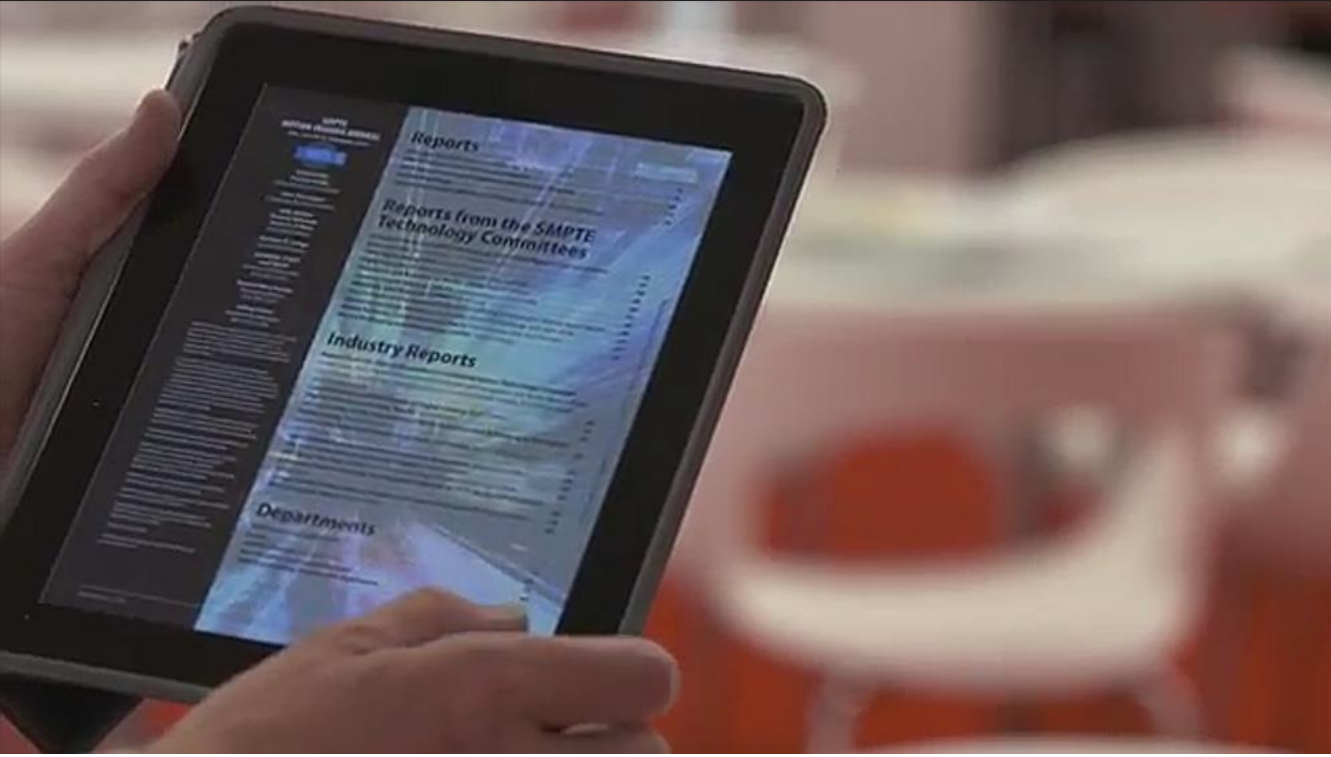
# Things we do for student members



- First year free membership, then \$10
- Scholarships
- Student paper award
- SMPTE-HPA Student Film Festival
- Student Chapters
- Other special things we do to encourage students



# Delivering education for 100 years



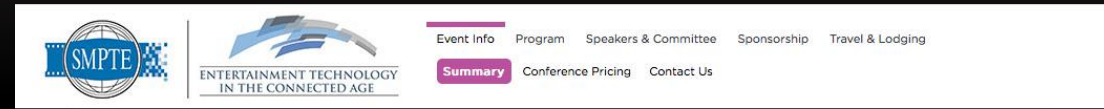
# Education takes many forms



**FUTURE OF CINEMA CONFERENCE**  
The Immortal Movie | Saturday, April 16 - Sunday, April 17

HOME » ATTEND » THE SHOW » CONFERENCES

Today's cinema creatives face an ever-changing environment of enhanced formats, evolving platforms, and brave new experiential technologies. Join SMPTE, plus numerous industry experts and creatives, as we consider the next 100 years of motion pictures and how content makers work with technology to thrive today—and well into the next century.



A SMPTE CONFERENCE · HERITAGE THEATRE · 27 - 28 JUNE 2016

## FEATURED SPEAKERS



Robin Atkins  
Dolby Laboratories Inc



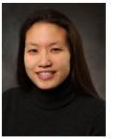
Sunil Baharitkar  
HP Labs



Jim Burger  
Thompson Coburn LLP



Tim Carroll  
Linear Acoustic



Annie Chang  
Walt Disney Pictures

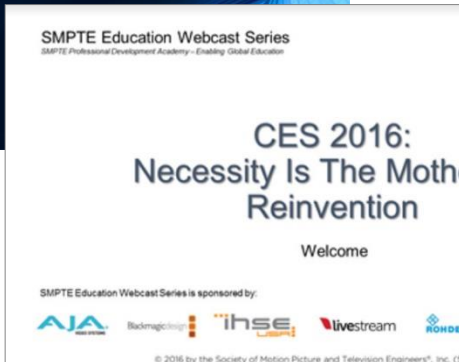


### UHD Color Conversion Challenges

Lars Borg Adobe

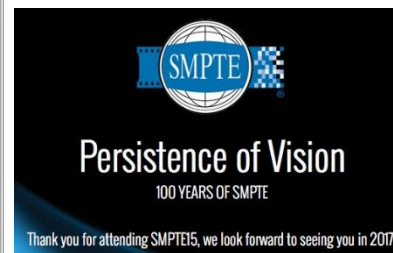


### Immersive Audio Systems and the Management of Consequent Sounds



### CES 2016: Necessity Is The Mother of Reinvention

Welcome



### Persistence of Vision

100 YEARS OF SMPTE

Thank you for attending SMPTE15, we look forward to seeing you in 2017!



### THE SMPTE WASHINGTON DC SECTION'S ANNUAL TECHNOLOGY CONFERENCE

## BITS BY THE BAY 2016

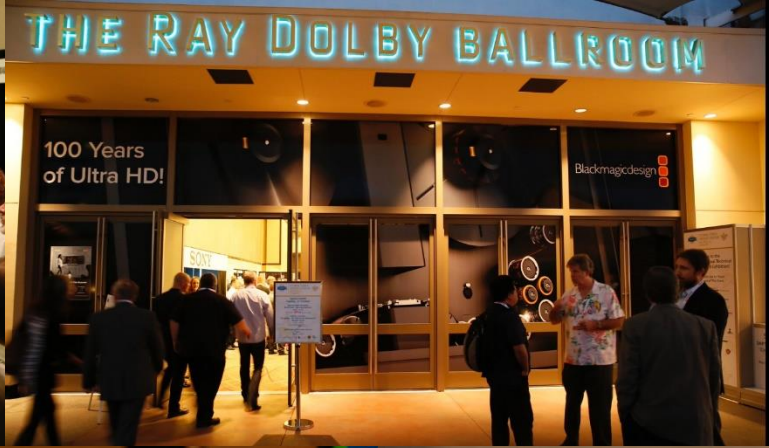
May 25-26 Chesapeake Beach Resort & Spa Chesapeake Beach, MD www.smpdedc.org

### MANAGING TECHNOLOGIES IN TRANSITION



2016 ANNUAL TECHNICAL CONFERENCE & EXHIBITION  
HOLLYWOOD, CA.  
24-28 October 2016





# SMPTE and HPA Partnership



HPA advances SMPTE by integrating the creative and business community together with SMPTE's technical expertise.

This follows on Jenkins' original mission of being a source of ***innovation and creativity.***



# Our founder's influence is still with us



From Ang Lee's Billy Lynn's Long HalfTime Walk

## HDR



## HFR



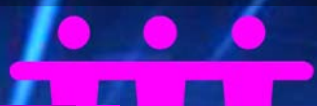
HEVC Advance





## STANDARDS

Developing standards that define an industry of motion imaging defines human communications.



## MEMBERSHIP

Growing membership around the world that celebrates its diversity and future growth.



## EDUCATION

Educating industry professionals to understand and master the latest technologies and what they enable.

*Advancing the art, science, and craft of the image, sound, and metadata ecosystem, worldwide.*

**GRAZIE!**

