



# SMPTE Education

Educational Webcasts,  
Industry Experts Rely on  
SMPTE Education



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## Educational Webcasts

### Technology Webcasts

These 90-minute webcasts are conveniently scheduled and cover top-of-mind technology topics such as Adventures in Volumetric Cinema, Machine Learning in M&E: Reality Versus Hype and Keeping Time with Precision Time Protocol (PTP). Presented by industry recognized engineering subject matter experts and academic faculty from the likes of MIT's Media Lab and USC, these monthly webcasts present the latest on technologies that are emerging, in early deployment, and a few out towards the technology horizon.

### Standards Webcasts

The standards development process is crucial to the motion imaging industry. This webcast series is designed to help everyone learn about specific SMPTE Standards which are highly relevant to today's Media & Entertainment ecosystem

### Essential Technology Concepts

This exciting new webcast series is designed to cover the foundational concepts, science, technologies, and workflows associated with creation of professional media content. Covering topics such as human perception, imaging physics, fundamentals of color science, sound systems, and more, this webcast series is the perfect learning opportunity for individuals who are early-career or, perhaps those who are a little more experienced and would like a refresh in the M&E fundamentals.

## Sponsorship Opportunities

Webcast Series Sponsorship  
(12 months) **\$12,000**

### Benefits to include:

- Company name/logo on all promotional materials including email marketing, Journal ad, and press releases
- Company name/logo on webcast homepage
- Company logo included on slide during the live webcast and archived recordings
- Opportunity to co-host one (1) webcast in conjunction with SMPTE Education Director. Company representative will join live webcast.
- Attendee list with contact information from the co-hosted webcast

Co-hosted  
Webcast Opportunities **\$8,500**

### Benefits to include:

- Opportunity to co-host one (1) webcast in conjunction with SMPTE Education Director. Company representative will join live webcast.
- Attendee list with contact information from the co-hosted webcast
- Company logo included on slide during the live webcast and archived recordings
- Company Name and Logo on website for 3 months
- Company Acknowledgement for 3 months

Custom sponsorship packages are available.  
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