DATE: Tuesday September 8, 2009
TIME: 7:00 p.m.
TOPIC: Developments in High Dynamic Range Imaging
LOCATION: Rogers Communications Centre
           RCC-204   - Eaton Lecture Theatre
           Ryerson University – 80 Gould Street, Toronto
ARRANGED BY: Stosh Durbacz and Reid Robertson
SPONSORED BY: ARRI CANADA LTD.

The term *dynamic range*, and the closely related term *contrast*, mean different things to different people. Of course we'd like to achieve high dynamic range (HDR), and we'd like high contrast ratio. Unfortunately, however, the quest for large numbers has led to poor measurement practices and an increasingly large gap between the numbers quoted and visual performance that is achieved.

In the first talk this evening, Sebastien Laffoux, Manager - Camera & Digital Systems, ARRI Canada Ltd., will present *A New Dynamic Range Measurement Technique for Acquisition Systems*. As the number of acquisition tools in the marketplace continues to expand into the realm of high-end digital capture, the demands on these new systems continues to evolve. The ability to effectively evaluate the Dynamic Range of each system comparatively is a challenge. ARRI's paper will provide an overview of the basics of Dynamic Range, as it relates specifically to the Dynamic Range for acquisition systems. They will then provide an overview of a new Dynamic Range Measurement tool, which will allow for an impartial evaluation of acquisition systems.

In the second talk, Charles Poynton will introduce the concepts of dynamic range and contrast, first as they apply to the visual system, then as they apply to display and camera equipment. He will outline the constraints placed upon dynamic range (and contrast ratio) by the display and its viewing environment, by various subsystems in the production chain, and by camera systems. He will outline emergent technologies for high dynamic range in all of these subsystems. All of these technologies depend upon some sort of standardization of the display and its environment. You might think that we can depend upon ITU-R Rec. BT.709 as the HD reference display standard; however, that standard is woefully inadequate. Charles will review activities taking place to update that standard as a precursor to deployment of HDR.

Refreshments Sponsored by ARRI CANADA LIMITED

The SMPTE Board of Managers will meet in room RCC102 starting at 4:00 PM.

*Members and guests are invited to join us at "The Ram in the Rye" Ryerson Pub 63 Gould Street (Entrance on the west side of Church Street, just south of Gould, through lower patio.) Individual dinner cheques will be issued upon request*
Job opportunities at

Software Quality Engineer: Job Code BCD07091035 – Waterloo Office
This position is specifically targeted for a QA Engineer who will assist in the testing efforts for Harris’ Digital Signage products. Harris has a proven track record of delivering high quality products to our customer base. In support of this goal the Software QA Engineer independently performs testing tasks requiring analysis, planning, scheduling, and testing to assure that developed products meet design specifications and are within total quality management limits and standards. The tester may also assist product developers and technical support specialists with installation problems and review/isolation of software defects. Testing is done from the product GUI, using the product in the same way users do in the field, but the QA engineer must be able to take identify opportunities for automating testing. There is a strong focus on documenting what has been tested and the results.

Product Specialist: Job Code BCD07091039 – Waterloo Office
The incumbent will be responsible for providing pre and post-technical product sales support for Digital Signage products. They will partner with customers and salespersons to understand customer requirements, in order to target and communicate solutions from within the Digital Signage group of products. This will include but is not limited to preparation and delivery of customer presentations, maintaining a curriculum and perform sales training, setting up and delivering perform product demonstrations at tradeshows, onsite or over the internet, assisting in answering RFIs and RFPs, supporting field trials and beta releases of software and systemizing when solutions involve the integration of various products, including third party equipment, to ensure that the new or augmented products work together effectively.

Senior Software Developer: Job Code BCD07091036 – Waterloo Office
As a member of the software development team, you will participate in the design and implementation of applications for the growing digital signage market, including graphics/video content creation, playback, rendering, and workflow. This is a multi-faceted position that requires a breadth of knowledge and experience in a variety of technologies. You’ll be working in an environment full of talented professionals like yourself where there is ample opportunity to learn and grow. Your efforts will shape the future of world-class software used and seen by people every day all over the world.

SQA Test Engineer: Job Code BCD07091031 – Waterloo Office
Inscriber Graphics Systems, a division of Harris BCD, has a proven track record of delivering high quality products to our customer base. In support of this goal the Senior QA Tester independently performs testing tasks requiring analysis, planning, scheduling, and testing to assure that developed products meet design specifications and are within total quality management limits and standards. The tester may also assist product developers and technical support specialists with installation problems and review/isolation of software defects.
This position is specifically targeted for a QA Engineer who will assist in the testing efforts for Inscriber’s broadcast and branding products.

Customer Service Supervisor: Job Code BCD08091004 – Toronto Office
This position offers supervisor responsibility for a team of Broadcast Technical Support Stuff assisting customers vie Phone/email with the operational quality issues of broadcast system equipment specifically Routers, Audio Video Processing products, Multiviewers, Master Control Switchers, branding products and software control systems. The supervisor is responsible for developing the staff and deploying new process or technologies that improve our ability to help customers in a timely manner. Also part of the time the supervisor will spend directly supporting customers. The position requires a high degree of interfacing between customers, field service, design engineering, third party vendors, manufacturing, service repair center, finance, service marketing, field sales and other functional and product teams. Success of this position will be measured based on overall improvements in staff productivity, customer satisfaction ratings, reduction of RMA’s and shorter lead-time in responding to customer issues with accurate solutions.

To apply for these opportunities, email ‘bcd-jobs@harris.com’