ET@18 Strategy Track Speakers
Day 2- Thursday June 14, 2018

10a-11a  Professional Quality Content in the Cloud: Threat to Traditional Production?
Colin Dixon, Founder & Chief Analyst, nScreenMedia

Mr. Dixon created nScreenMedia as a resource to the Digital Media Industry as it transitions to the new infrastructure for multi-screen delivery. He brings a wealth of knowledge on the Digital TV, Over-the-Top and IPTV spaces from his 15 years working in those industries. For the last 7 years he has been an analyst and partner with The Diffusion Group. Before that he held senior executive positions at Microsoft/WebTV, Liberate and Oracle delivering products and services to the Cable, Satellite and IPTV industries. Mr. Dixon is the author of many reports and opinion pieces including No Console Required: The Changing Face of TV Gaming and Smart TVs 2012-2017: Connections, Use and Portal Revenue. He holds Bachelors and Masters Degrees in Electrical Engineering and has post-graduate business education experience from Stanford. Mr. Dixon is a frequent speaker and moderator at many industry events such as NAB, IPTV World Forum and OTTcon. Mr. Dixon was also nominated one of IPTV's Top 50 People by “IPTV Evangelist”.

Alan Cannistraro, CEO, Rheo TV

Alan Cannistraro is the founder and CEO of social video platform Rheo. Cannistraro has spent his career as a creative and innovative product engineer and designer focused on how we experience and control media. He founded Rheo as a future-looking viewing experience for the swipe generation to easily watch, discover and share the best videos anywhere, with an ambient interface that embodies the future of TV.

After more than a decade at Apple creating many of the company’s first iOS media apps, including architecting and engineering Remote, iBooks and iTunes U, Cannistraro went on to lead Facebook’s Creative Labs app team, where he built the widely lauded AutoPlay Video and developed News Feed features, including “Year in Review”. Cannistraro is a computer engineering graduate of the University of Waterloo. He taught the world how to create iOS apps through a class he developed for Stanford, which generated tens of millions of views online. Cannistraro is passionate about video and is obsessed with new ways to interact with media and technology in a meaningful way.

Alex Collmer, CEO, VidMob

Alex Collmer is the founder and CEO of VidMob, the world's largest video creation platform. As the web transitions to a video-driven medium, Collmer recognized the need for businesses to have access to the world's best video creators who could produce quality content for a variety of platforms that was affordable. Since founding the company in 2015, Collmer has raised more than $20M and counts the leading brands and agencies as clients. Combining an elegant interface with a roster of more than 5000 video creators enables anyone to maximize their video presence and make a brand impact with video. An engineer by training, Collmer's career has always been at the intersection of technology, design, and consumer entertainment as those sectors have evolved. Prior to founding VidMob, Collmer was the co-founder and CEO of Autumn Games, a premier publisher of video game franchises. Under his leadership, Autumn Games developed successful partnerships with such personalities as Jimmie Johnson, the 7-time NASCAR champion and companies like Def Jam, the leading urban culture brand, as well as the award-winning fighting game franchise, Skullgirls. Previously, Collmer was a founder and board member of the New York Video School, an online film school focused on empowering people all over the world to become “video literate” (www.nyvs.com). Collmer received a B.S. from Cornell University's School of Engineering and was a certified E.I.T. in the field of structural engineering in the state of New York. Collmer sits on the board of several technology and media companies and has spoken at numerous universities and conferences on entrepreneurship and media. In his spare time, he coaches little league soccer and baseball.
**Tom Sauer**, Chief Development Officer, Zone TV

Tom Sauer is the chief development officer for zone·tv™. In that role, Sauer is responsible for the company’s business development, strategy and advertising activities. Sauer brings to zone·tv more than 20 years of experience in telco, media and interactive entertainment industries. He has strong strategic market development expertise for service delivery platforms, broadband and wireless, OTT content and content delivery networks. Prior to joining zone·tv, Sauer spent 10 years of his career in executive roles at AT&T, including roles as the vice president, corporate strategy and vice president, video development and original content. He led development and strategy efforts focused on digital advertising strategy and wireless spectrum strategy; and advancing AT&T’s media and entertainment initiatives across TV, PC, and mobile, including original content, music, apps, sell-side advertising and OTT video initiatives. Sauer has also served in executive capacities at Technicolor, SkyStream Networks, RealNetworks, Inc. and as president and CEO of Khoral Research Inc. Sauer has a B.S. in computer engineering, and an M.S. in electrical engineering, both from the University of New Mexico.

11a-12p  **Storytelling Using the Cloud**  
**Tom Coughlin**, Coughlin Associates

Tom Coughlin is a widely respected digital storage analyst as well as business and technology consultant. He has over 35 years in the data storage industry with multiple engineering and management positions at high profile companies. Dr. Coughlin has many publications and six patents to his credit. Tom is also the author of Digital Storage in Consumer Electronics: The Essential Guide, which was published by Newnes Press. Coughlin Associates provides market and technology analysis as well as Data Storage Technical and Business Consulting services. Tom publishes the Digital Storage Technology Newsletter, the Media and Entertainment Storage Report, the Emerging Non-Volatile Memory Report and other industry reports. Tom is also a regular contributor on digital storage for Forbes.com and other blogs. Tom is active with SMPTE, SNIA, the IEEE. Tom is the founder and organizer of the Annual Storage Visions Conference (www.storagevisions.com), a partner to the ICEE as well as the Creative Storage Conference (www.creativestorage.org). He is the general chairman of the annual Flash Memory Summit. He is a Senior member of the IEEE, Leader in the Gerson Lehrman Group Councils of Advisors and a member of the Consultants Network of Silicon Valley (CNSV). For more information on Tom Coughlin and his publications go to [www.tomcoughlin.com](http://www.tomcoughlin.com).

**Ray Thompson**, Director, Broadcast Market Solutions, Avid

As director of Broadcast and Media Solutions Marketing at Avid, Ray Thompson oversees marketing initiatives focused on enterprise customers in the broadcast, film and TV markets. He has 25 years of business development and product management/marketing experience in the sports, broadcast, film, and eSports industries at companies including HP, XOS Digital, Dell EMC and AMD. Thompson’s previous experience includes developing a broadcast-quality, low-latency IP live streaming platform strategy and driving a start-up software company’s transformation from sports video editing to licensing and delivering college sports assets to fans. He is a co-author of a patent for assigning game data to universal time clock on traditional and IP-based streams for automated creation of highlights, edits and reporting. He has also developed a 3D real-time motion capture application for high school, college, and pro athlete development, pre-hab and rehab.
Gerald Tiu, Senior Program Manager, Media & Entertainment Strategic Architect, Microsoft

Gerald started his career in VFX and Animation working at places such as Tippet Studios, Imagemovers Digital, Lucasfilm, Pixar and Atomic Fiction. After realizing the growth of the industry was only sustainable by moving to the cloud he took a role at Amazon Web Services as a professional services consultant. Today he is a Senior Program Manager focusing on Content Creation strategy for Media and Entertainment at Microsoft.

Ivan Verbesselt, SVP Mktg/Tech, NAGRA SA, Switzerland

As a storage expert and director of global strategic alliances for HGST’s Datacenter business unit, Stefaan Vervaet heads up market development strategy in vertical markets as Media & Entertainment, LifeSciences, Finance and horizontal enterprise workloads as backup & archive. He also heads the partner ecosystem driving innovation and business growth for HGST’s scale-out cloud and storage solutions. Stefaan brings 15 years of experience in the data storage and backup industry. As a business-focused technologist with an extensive start-up background, he brings a unique perspective to HGST. His background includes product management and go-to-market positions in the backup space (Veritas), as well as technical sales and support executive positions in the object storage world (AmpliData). As an innovator with a proven track record, Stefaan successfully helped build startup companies like DataCenter Technologies, a dedupe technology (acquired by Veritas in 2005) and Amplidata, a leading object storage vendor (acquired by HGST in 2015, a Western Digital Company). Immediately before joining HGST, he established and built the US office running operations, technical sales and support world wide. Vervaet holds a master’s degree in Applied Informatics from the University of Ghent, Belgium and is currently based out of HGST’s San Jose headquarters.

Eric Weaver, Luminary of the Future of M&E Storage, Western Digital

Eric Weaver is a specialist focused on the intersection of cloud and the media and entertainment industry, currently running strategy for HGST, a Western Digital brand, one of the world’s largest storage companies in the world. Addressing the ever changing and evolving media landscape, he brings deep insights for every stage of the workflow - from object storage, all-flash arrays to hybrid cloud storage solutions. Prior to this, his experience includes: “Production in the Cloud” for the Entertainment Technology Center (ETC) at the University of Southern California, the world-renowned school of Cinematic Arts,. This organization is a global project that unites senior leaders from major studios to develop next-generation cloud standards to support global studios of all shapes, sizes, and types, and major cloud vendors, to produce proof of concepts and deliver more efficient and productive workflows. The group encompasses many aspects of the cloud, including transport, security, metadata, long-term storage, and formation of an agnostic framework that unites key vendors and studios. Weaver has fostered and achieved many accomplishments in the M&E market including: executive producer “The Suitcase” CAA people choice award, Tribeca 2017; a project focused on HDR, cloud based workflows and Live 360; was executive producer “Wonder Buffalo” SXSW Interactivity competition; and focused on an HRD first, Cloud, & Volumetric capture, the project brought together by Volumetric capture, Photogrammetry, Ambonistic sound and interactivity. He was also chairman of NAB’s “Next Generation Media Technologies” Conference 2014-2017, as well as chairman of vNAB 2015-2017. He’s also part of the SMPTE C4 MR30 Standards group, which oversees and helps educate the M&E industry on using C4, Semantics and NoSQL for Managing Motion Picture Data. He’s also spoken at more than 25 M&E conferences and tradeshows.
DAY 2- THURSDAY JUNE 14, 2018

1:30p-2p Keynote: While There’s Certainly a Future, Are We Certain What It Is?

Nicklas Bergman, Entrepreneur, Investor, Futurist

I’ve been labeled a serial entrepreneur, a venture capitalist, a futurist and even an author, although I’m not yet fully comfortable with the last one. I have worked as an entrepreneur and technology investor for more than 25 years. For most of these years, the primary focus has been on investments and business development in emerging markets, web services, nanotechnology, computing, new materials, and new media art. Currently, I’m close to around 15 direct and indirect investments. A couple of years ago, I got tired of endless meetings with bankers, lawyers, and boards of directors. I decided to take the technology bull by the horns, and find another approach. Once I cleared my schedule, I was able to embark on this journey to understand where technology is taking us and if we are truly ready. Today, my time is divided between existing and new technology investments, a couple of my own skunkworks projects, and speaking and writing on the future of technology and business. I’m the strategic advisor to European Commissioner Tibor Navracsics and to the European Institute of Technology on issues related to science, innovation and the commercialisation of technology. I’m also a Scandinavian representative of the TechCast Technology Think Tank in Washington DC, and member of both the World Future Society and the Long Now Foundation. These are all things I love, and find way more exciting than constant board meetings. As a writer, I’m very interested in the merger of technology, society, and business. I recently published a new book on how to deal with new technologies from a business perspective called “Surviving the Tech Storm – Strategy in Times of Technological Uncertainty”. The book is about technology being, probably, the strongest driver of change today and that anyone in a management position, or anyone with aspirations to eventually be in that position, must understand how technology is changing business from the ground up. I’m also part of “Nordic Ways”, the 2016 key project at the SAIS Center for Transatlantic Relations at Johns Hopkins University in Washington D.C., USA. The final result of the project will be a book of essays on how Denmark, Finland, Iceland, Norway and Sweden are facing economic and social challenges through what has been known as the “Nordic Model”. Authored by people from all the Nordic countries, all the writers have backgrounds in politics, academia, design, arts, industry, and civil society. This game changing book was released in October of 2016. Learn more at www.nicklasbergman.com.

2p-3p Day and Date Release to Your Living Room?

Wendy Aylsworth, SMPTE Past-President

A SMPTE Fellow and past president, Wendy Aylsworth has spent 28 years in entertainment technology, focusing on bringing emerging technologies into production and distribution usage. Her work has included introducing NextGen technologies to television and movie theaters, standardizing D-Cinema in SMPTE and ISO, and animation. Wendy provides entertainment technology consulting and strategic board guidance for entities focused on emerging ecosystems and nascent technologies. Wendy is currently President of UltraViolet. Wendy is a Board member of Qube Cinema Inc. and the HPA. She is a technical advisor to SyncOnSet and chairs the Academy of Motion Picture Arts & Sciences Technology Research Initiatives Subcommittee.

Helen Lude, Student Researcher

Steve Weinstein, Founder, Kinetrope

With a background that spans technology, product development, and entertainment, Steve Weinstein has been focused on where media meets technology. Currently Steve is the founder and CEO of MovieLabs. Steve is also the co-founder of Kinetope a small design shop for small consumer and professional electronics. Additionally, Steve is currently teaching entrepreneurship at U.C. Berkeley and at Stanford. Previously, Steve served as CTO of Deluxe Entertainment, a 6,000 person post production house, and CTO at Rovi Corporation where he guided the transition from physical technologies to e-commerce, connected home, secure and subscription services. Additionally, Steve held the role of Chief Technology Officer at Vicinity, a mapping company acquired by Microsoft in 2002. Steve was also a founding executive and Chief Strategist and Technologist at Liberate Technologies, an interactive television software company. Further back in his career, Steve held executive-level positions at Microprose/Spectrum HoloByte.
(game company), Electronics for Imaging (print processing), and Media Cybernetics (image processing). Steve also was chief architect at Ship Analytics for real time ship, sub and helicopter trainers. Steve started his career at Naval Research Laboratory in the area of advanced signal processing, computer language design, and real time os development.

Cihan Fuat Atkin, Founder & CEO, XCINEX Corp

Cihan is the Founder, President and CEO of XCINEX Corporation. His determination to pioneer a global entertainment platform and revolutionize the film industry gave birth to XCINEX and continues to be the company’s foundation. Before founding XCINEX in 2012, Cihan held the position of Vice President at NET International Group Inc., a private firm providing project development and financial consulting services to governments and private entities, industry leaders and conglomerates involved in the energy, transportation, communication, housing and entertainment sectors. Before joining NET International Group, Cihan held the position of Projects Coordinator and was later promoted to Director of Operation at Black Hawk Security Inc., a U.S. Company providing security services and integrated security systems.

3:30p-4:30p What’s the Story on Storytelling With Audio?

Jeff Riedmiller, VP Sound Technology, Dolby

Jeffrey Riedmiller is VP of the Sound Group in the Office of the CTO at Dolby Laboratories where he leads a group of forward-thinking researchers & technology experts responsible for defining and driving the vision for Dolby's sound related technologies and ecosystems. Joining Dolby in 1998; he worked extensively on the design, development and launch of multichannel audio for over 60+ digital cable, terrestrial and satellite television services throughout North America. He is the creator of several technology and product innovations that have become the foundation of how television loudness is estimated and controlled worldwide such as the Dolby LM100 Broadcast Loudness Meter with Dialogue Intelligence and the DP600 Program Optimizer which received multiple Emmy Awards for Outstanding Achievement in Engineering Development. Riedmiller, his team, and their research colleagues have driven the evolution of the Dolby Digital Plus (E-AC-3) format to fully support immersive audio (Atmos) as well as Dolby's latest state-of-the-art audio codec and delivery system; Dolby AC-4. Riedmiller is an active member of the IEEE, ATSC, SCTE and its Standards Committees. He holds several patents and has authored and presented several technical papers for the AES, NAB, NCTA, and SMPTE.

Kent Terry, Sr Manager, Sound Technology, Dolby

Kent is a technology professional with 25+ years of direct experience in the creation, development, and application of audio, speech, and video signal processing technology. He joined Dolby in 1992 and has worked a variety of positions in Engineering and Research. He was a member of the team that developed the Emmy award winning Dolby Digital system, and part of the team that developed Dolby E for distribution of multichannel audio in broadcast networks, also an Emmy award winning technology. He has worked on many solutions for problems in broadcasting, such as lip sync. His current focus is expanding support for advanced audio services in live production environments, including standards for audio and audio metadata over IP. Kent is active on SMPTE standards committees and is a section manager for the SMPTE San Francisco section.
Hank Frecon, CEO, Source Digital

A seasoned technology leader, entrepreneur, and inventor in the M&E sector for more than 18 years, Hank Frecon brings an in-depth understanding of the creation-to-consumer dynamics in content. As CEO and founder of Source, Frecon and his team are charged with re-inventing how consumer engagement and monetization will evolve in the future of content production and viewing. Prior to Source, and up until its acquisition, Frecon was the co-founder and managing director of RadiantGrid, Inc.

Scott Kramer, Audio Engineer, Netflix

Scott joined Netflix in July 2017 following 15 years in sound post production. His career began with a strong technical foundation as a sound facility engineer and mix technician. Later, at Technicolor, Warner Brothers and Wildfire Post, he worked primarily in creative capacities as a Re-Recording Mixer and Supervising Sound Editor. At Netflix, he is tasked primarily with emerging sound technologies, writing the Netflix technical spec, internal education and building global audio infrastructure.

Sunil Bharitkar, Distinguished Member of Technical Staff, HP Labs (Remote Dial-in)

Sunil Bharitkar received his Ph.D in Electrical Engineering (minor in Mathematics) from the University of Southern California (USC) in 2004 and is presently the speech/audio research Distinguished Technologist at HP Labs. He is involved in research in array signal processing, speech/audio analysis and processing, biometric/biomedical signal processing, & machine learning. From 2011-2016 he was the Director of Audio Technology at Dolby leading/guiding research in audio, signal processing, haptics, machine learning, hearing augmentation, &standardization activities at ITU, SMPTE, AES. He co-founded the company Audyssey Labs in 2002 where he was VP/Research responsible for inventing new technologies which were licensed to companies including IMAX, Denon, Audi, Sharp, etc. He also taught in the Department of Electrical Engineering at USC. Sunil has published over 50 technical papers and has over 20 patents in the area of signal processing applied to acoustics, neural networks and pattern recognition, and a textbook (Immersion Audio Signal Processing) from Springer-Verlag. He is a reviewer for various IEEE journals, Journal of the Acoustical Society of America, EURASIP, and the Journal of the Audio Eng. Soc. He has also been on the Organizing and Technical Program Committees of various conferences such as the 2008 and 2009 European Sig. Proc. Conference (EUSIPCO), the 57th AES Conference, SMPTE. He has also served as an invited tutorial speaker at the 2006 IEEE Conf. on Acoustics Speech and Signal Processing (ICASSP). Sunil is also a recipient of a Best Paper Award at the 2003 37th IEEE Asilomar Conference on Signals, Systems, and Computers, and the Dept. of EE (USC) TA Award for DSP. He is a Senior Member of the IEEE, member of the ILB of the IEEE Systems, Man, & Cybernetics Society, the Acoustical Soc. of America (ASA), European Association for Signal and Image Processing (EURASIP), and the Audio Eng. Soc. (AES). Sunil is a PADI diver & plays the Didgeridoo.
4:30-5:30p  VR as a Tool for Next Generation StoryTelling: Ready for Prime Time?

**Mike DeValue**, Director, Standards Technology and Strategy/ Disney

Mr. Michael Devalue, also known as Mike, serves as Director of Advanced Technology at Walt Disney Studios Motion Pictures. Mr. Devalue is responsible for standards, as well as researching new technologies related to content distribution such as 3D, 4K, and high dynamic range HDR. He has co-chaired several groups related to 3D in the home for SMPTE and presented a session on captions in stereoscopic 3D at the SMPTE 2010 Annual Technical Conference & Exhibition. He has been an Education Director of Society of Motion Picture and Television Engineers Inc. since February 2014. In addition to SMPTE, he is an active participant in the Blu-ray Disc Association (BDA) and Digital Cinema Initiatives (DCI) and is also the Chairman of the International 3D & Advanced Imaging Society.

**Walt Husak**, Director, Imaging Technology/ Dolby

Walt Husak began his career carrying out video objective measurements and radio frequency multipath testing of high definition television systems proposed for the Advanced Television Systems Committee standard. He worked on issues related to global HDTV deployments, including video compression, digital television RF transmission, and overcoming multipath signals in urban and rural environments. Husak joined Dolby in 2000 as a member of the chief technology officer’s office working on video compression and imaging systems for digital cinema and digital television. He has managed or executed visual quality tests for Digital Cinema Initiatives, ATSC, Dolby, and Moving Picture Experts Group, with a current focus on HDR. Husak has authored articles and papers for major industry publications and holds several patents. He was also a member of two teams that received Emmy Awards. Husak currently co-chairs the Joint Photographic Experts Group Requirements Group and is the chair of the USNB for JPEG.

**José Roberto Alvarez**, Director Strategy & Planning, Futurewei Technologies

José Roberto Alvarez is Director of Strategy and Planning at Futurewei Technologies in Santa Clara, California, where he is responsible for strategic development of Media Technologies for Huawei R&D worldwide. He started his career at Philips Laboratories and has been involved in architecting, designing and implementing media technology products for a variety of industries including broadcast, consumer, post-production and computer graphics for companies including Philips, Broadcom, Maxim, Xilinx, and three successful start-ups in Silicon Valley. He has actively participated in major industry inflection points in the last 20 years, most notably in the development of HEVC/H.265, AVC/H.264, MPEG-4, MPEG-2, HDTV, desktop video graphics, and Extensible Processing FPGA platforms. Mr. Alvarez earned Bachelor’s and Master’s degrees in Electrical Engineering with distinction from The City University of New York. His work has been granted 47 US and 6 EU patents.

**Larry Cutler**, CTO, Baobab Studios

Leads technology and production efforts at Baobab, a VR animation startup that creates story and character-driven cinematic experiences.

**Hari Lakshman**, Sr. System Research Architect, Dolby

Hari Lakshman is an Architect in the Technology Incubation Group at Dolby Laboratories, Inc. His areas of expertise are broadly in image processing, video coding, and virtual reality, with a focus on creating immersive visual experiences. Previously, he was a Visiting Assistant Professor in the Electrical Engineering Department at Stanford University, working in the Image, Video, and Multimedia Systems Group. He obtained his PhD in Electrical Engineering from the Technical University of Berlin, Germany. He worked as a Researcher in the Video Coding Group at Fraunhofer Heinrich Hertz Institute for several years. He was awarded the IEEE ICIP Conference Best Paper Award for Industry in 2016 and the IEEE Communications Society MMTC Best Journal Paper Award in 2013.
ET@18 Technology Track Speakers
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Technology Track Chair
Richard Doherty, Senior Director, Technology Strategy, Dolby

Richard is Senior Director, Technology Strategy, Office of the CTO for Dolby Laboratories. Richard is responsible for technology engagements for digital media, including studio technology relations, acting as Dolby's representative to CTA WAVE, and DASH-IF, as well as for technical investigations into future technologies, products, and technology trends. Prior to joining Dolby Labs, Richard worked for the Media and Entertainment Group at Microsoft / Xbox as Director of Technology Strategy, where he contributed to the future of entertainment delivery at Microsoft. His work included contribution to product strategy and interoperability, content protection engagements, technical oversight of licensing deals, leadership in standards' engagements, and enhanced online delivery of entertainment, as well as industry representation to AACS, DVD Forum, DVD CCA, DECE, and the HPA. Richard previously held positions as Managing Director of Blu-ray and Professional A/V at Panasonic Hollywood Laboratory, Architect of the Aspect HD real-time editing system at the startup Cineform, engineering management as a Founder of the film matchback software company FilmMatch, Founder of the internet entertainment company Zodo, and as a Founder of the startup Silerity which delivered datapath optimization software tools for the design automation market (and was later acquired by Synopsys). Doherty holds several patents, and is an award-winning film director with a dozen film festival awards. He has a Bachelor of Science degree in Engineering from the California Institute of Technology, and a MFA in Film and Television Production from the University of Southern California.

10a- Noon What's the Web Doing for Me(dia)?
John Pallett, Product Manager, Chrome Media at Google

John is Product manager for Chrome Media at Google. Prior to Google, John managed team responsible for Telestream's enterprise products, including Vantage, FlipFactory and Pipeline. These products transformed media operations as the industry has moved to IT-based infrastructure and Internet distribution. Customers included virtually every major media company in the world, including broadcasters (e.g. ABC, BBC, Belo, CBC, CBS, CNN, Fox, NBC, Hearst, ITN, NRK, Turner), content owners and studios (e.g. A&E, Disney, Sony, HBO, Showtime, Scripps, Hallmark), sports organizations (e.g. NASCAR, WWE, Eurosport), and major Internet brands (e.g. LinkedIn, Yahoo, Lynda, Break). Responsibilities included both product and technical leadership, ranging from full go-to-market ownership for the company's new flagship product, to hands-on C++ software engineering. I was also a frequent speaker at industry organizations (SMPTE, HPA, IBC, etc.) and author of several papers (SMPTE Motion Imaging Journal, BEC, etc.)

Chris Wilson, W3C Advisory Board Member and Developer Advocate at Google


Chris is an elected member of the W3C Advisory Board that advises the W3C Team and Management on matters of policy and direction, as well as managing the official process by which groups in the W3C build and deploy standards. Chris is also co-chair of the Web Incubation Community Group which is a clearinghouse for incubating new ideas for the Web platform, without the overhead and inability to gracefully fail of creating a Working Group. This group enables quick and easy incubation of ideas, and has members from many different companies and browser vendors.
2p-3p  The State of the Art for Streaming Media:
What is DASH vs HLS vs CMAF vs WAVE and Why Should I Care?

Richard Doherty, Senior Director, Technology Strategy, Dolby (see above)

Will Law, Chief Architect, Media Cloud Engineering, Akamai Technologies

Will Law is Chief Architect within the Media Engineering division at Akamai and a leading media delivery technologist. Involved with streaming media on the Internet for the last 17 years, he has a strong focus on client-side development and wrote many of the early connection frameworks. Currently focusing on MPEG DASH and HTTP streaming, technology evaluation, 4K distribution, VR delivery, CMAF, WebRTC, cloud transcoding and multi-bitrate switching. Law is Vice-President of the DASH Industry Forum, Vice-Chairman of the CTA WAVE Project, holds Masters degrees in Aerospace Engineering and an MBA and has worked previously for Adobe, Internap and a series of five engineering and media-related startups.

John Simmons, Media Platform Architect, Microsoft

John Simmons is the visionary who inspired Microsoft to play a leadership role in the creation of international media standards. In a 2008 internal memo John envisioned a RESTful, interoperable commercial media stack, predicting its impact on the Web. His efforts resulted in Microsoft publishing specs for DRM-interoperable encoding and adaptive streaming, which in turn culminated in the ISO MPEG standards for Common Encryption and Dynamic Adaptive Streaming over HTTP (DASH). He led the creation of an OAuth 2.0 TV Everywhere authorization standard, initiated the Google-Microsoft-Netflix contributions to W3C for HTML5 Encrypted Media Extensions (EME) and Media Source Extensions (MSE) and authored an open spec to enable embedded browsers to implement EME without the use of proprietary software. At present John is the Media Platform Architect for Microsoft’s Operating System Group.

3:30- 4:30pm  SMPTE Interoperable Mastering Format (IMF) Technical Deep Dive

John Hurst, Cinecert, LLC, Co-Founder and CTO

Hurst is cofounder and chief technology officer of CineCert LLC, an internationally recognized developer of digital cinema technology. He has more than 30 years of experience in entertainment technology, at first in the practical application of recording and postproduction, and later in the pursuit of his interests in product development. Hurst has been involved in developing technologies for digital cinema since 2000. Under his direction, CineCert has produced benchmark d-cinema projects including the Waimea KDM authoring system, the DCI Compliance Test Plan, and the open source AS-DCP file access library. Hurst, a SMPTE Fellow, has developed many SMPTE standards for digital cinema and Interoperable Master Format (IMF), is a past chair of TC 21DC, and is a current chair of TC 30MR.
4:30- 5:30pm  What the Flick? It’s all about Time
Bruce Devlin, SMPTE Standards Vice President

In the late 1990s, Mr. Devlin had a dream that File Based working could be better. He started a small UK project that became a big EU project that became a global effort that became SMPTE’s MXF format. MXF was SMPTE’s first big software standard and as our media world moves towards software services and away from hardware infrastructure, Devlin feels that SMPTE’s standardization processes and procedures need to keep up with those changes. The fine balance between “Do it fast” and “Do it right” needs to be respected while simultaneously preserving SMPTE’s reputation for quality standards that meet the media industry’s needs. Bruce has served as both the EMEA, Central and South America Region Governor and the UK Region Governor of SMPTE. Working with the UK Region to deliver a huge program of quality meetings, it has become clear to him that SMPTE is primarily a membership organization whose standards activities act as a technical compass for the direction of the media industry. As Standards Vice President and participant in the recently announced SMPTE–DPP B-IMF work, Bruce hopes to show that SMPTE is not just a home for that work, it is THE home for that work.

Richard Hoptroff /Hoptroff Time

Richard trained as a physicist and has spent the last 30 years starting up technology ventures in artificial intelligence software and application specific integrated circuits. His latest venture, Hoptroff London, focuses on high accurate timekeeping for automated computer systems which need to keep traceable transaction logs to monitor and report on the activities of autonomous systems. Richard pioneered the syndicated distribution of time using PTP via low latency networks and recognized there was a substantial cost advantage to long-distance microsecond timing delivered over IP compared to the installation of multiple grandmaster clocks, especially in co-located data centre environments. While his initial focus has been financial services, Richard also sees a role for cloud timing using PTP in temporary plug-and-play environments such as broadcast and in edge computing. Longer term, Richard sees time as the new utility of the automated age; like water, gas or electricity, everyone will need it and the most efficient way to supply it will be as a cloud service.