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.

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.

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.

Richard Duke, Cloud Solutions Architect, Avid

As a cloud solutions architect at Avid, Richard is responsible for helping customers cloudify their workflows and infrastructure using Avid’s industry leading tools, including the Nexis storage platform, Asset Management solutions, and Avid’s editing tools. Richard has been working in the film and broadcast industry for over 20 years, and a senior architect for over 10 years, and has developed and deployed some of the most industry leading solutions in public and private clouds. Prior to joining Avid, Richard was the Chief Systems Architect for the LDS Church in Salt Lake City and was responsible for implementing the global media solutions of the church. Richard has a BS degree from Brigham Young University.

Stefaan Vervaet, Sr. Dir. Strategic Markets & Alliances, HGST, a Western Digital Company

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

Nicklas Bergman, Entrepreneur, Investor, Futurist

I’ve spent the last 25 years working as an entrepreneur and technology investor, mostly focusing on investments and business development in emerging markets, IT, instrumentation, nanotechnology, computing, new materials and new media art, currently through close to 15 direct and indirect investments. I’ve made lots of mistakes, been responsible for epic failures and lucky enough to be part of some successes along the way. Over the years I’ve said no to investments that turned into unicorns and spent way too much time in endless meetings. A couple of years ago I cleared my schedule and embarked on a journey to understand where technology is taking us and if we are ready for the upcoming techstorm. Today I’m dividing my time between existing and new technology investments, a couple of my own skunkworks projects and speaking, writing and advising on the future of technology, business and society. 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 KineTrope 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 (Immersive Audio Signal Processing) from Springer-Verlag. 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).
DAY 2: THURSDAY JUNE 14, 2018

4:30-5:30p  VR as a Tool for Next Generation StoryTelling: Ready for Prime Time?

Mike DeValue, Director, Standards Technology and Strategy/ Disney

Michael DeValue is Director of Technology Standards & Strategy at the Walt Disney Studios where he provides oversight and strategy for all standards efforts across the studio, including those related to the deployment of new technologies, such as 3D and High Dynamic Range (HDR). He has been an active participant in SMPTE since 2008, having chaired or co-chaired several standards groups within SMPTE. He is a current member of the Board of Governors and served as a SMPTE Education Director from 2014-2016. In addition to his standards work at SMPTE, Michael has served as the Chair of the DCI Technical Committee and served as the Chairman of the Advanced Imaging Society. He is also a member of the Board of Directors of the Blu-ray Disc Association, where he has chaired several technical committees and acted as liaison to MPEG, HDMI Forum and the CTA.

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.
Lindsey Townley, Media Technology Lead, Universal Pictures  
When studying animation at the University of Southern California, Lindsey co-founded and ran USC’s virtual reality club, VRSC. After graduating, Lindsey Executive Produced Emmy Nominated volumetric VR R&D project, Wonder Buffalo, with USC’s Entertainment Technology Center which showcased at SXSW, Sundance, IBC and Siggraph. Now at Universal, Lindsey supports virtual and augmented reality Initiatives for the studio, having worked on VR projects for Jurassic World: Fallen Kingdom, Fifty Shades Darker, The Mummy, and Skyscraper.

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

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 a Product Manager at Google on the Chrome Media team, which works on web media compression, content protection, playback, and cross-device support for video, audio and immersive computing. He is also a frequent speaker at industry organizations (SMPTE, HPA, IBC, etc.) and author of several papers (SMPTE Motion Imaging Journal, BEC, etc.)
Day 2 - Thursday June 14, 2018

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

Web browser guy since 1993. Co-wrote NCSA Mosaic for Windows, wrote IE's original CSS implementation, worked on lots of standards. Chris does strategic planning, team structure, project and people management, and narrative development. I am best at strategic analysis. Specialties: Web platform architecture and strategies, web standards, public speaking. Building teams to do cool stuff. 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.

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

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 is an expert on the streaming standards which are transforming the commercial media industry. John guided the efforts to publish Microsoft’s “Protected Interoperable File Format” and “Smooth Streaming Transport Protocol”, contributing to the 2012 standards for Common Encryption (CENC: ISO/IEC 23001-7) and for Dynamic Adaptive Streaming over HTTP (DASH: ISO/IEC 23009-1). He drove Microsoft’s participation in the W3C resulting in the 2012 Google-Microsoft-Netflix proposal for HTML5 media extensions, enabling browsers to consume commercial media without the use of plug-ins. At NAB 2014, John presented the vision paper which inspired the Consumer Technology Association to launch its Web Application Video Ecosystem or “WAVE” project. That same year, John managed a Microsoft-Apple collaboration which resulted in the Common Media Application Format (CMAF: ISO/IEC 23000-19), a standard for live, live-linear and on demand content encoding. John oversees commercial media strategic development for the Windows Operating System. He is also the chair of the CTA WAVE Content Specification Task Force, which in April published a specification extending CMAF to non-MPEG codecs and to the sequential CMAF presentations needed for linear, over-the-top, ad-supported channels.
3:30- 5:00pm  **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.

5:00- 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.