

INNOVATION & DISRUPTIVE TECHNOLOGIES

16h30 – 18h00 | 30/08/2016 Tuesday | Room 14

SMPTE Centennial with BARBARA LANGE



Moderator: **José Frederico Rehme**

Coordenador de Engenharia Elétrica e de Energia da Universidade Positivo/Diretor de Engenharia da TVCi /Diretor de Ensino da SET



Speaker: Co-Moderador: **Paulo Henrique Corona VIVEIROS DE CASTRO**

Diretor de Tecnologia e R&D / TV Globo Diretor de Tecnologia e R&D da TV Globo



SMPTE Centenário

Speaker: **Barbara Lange**

Executive Director at Society of Motion Picture & Television Engineers / SMPTE



SMPTE Centenário

Speaker: **Matthew Goldman**

Senior Vice President Technology at Ericsson / Fellow & Executive Vice President at SMPTE / Senior Member at IEEE

16h30 – 18h00 | 30/08/2016 Tuesday | Room 13

Innovation & Disruptive Technologies

SMPTE Centennial with BARBARA LANGE

Moderator: **José Frederico Rehme**

Coordenador de Engenharia Elétrica e de Energia da Universidade Positivo/Diretor de Engenharia da TVCi /Diretor de Ensino da SET

One hundred years ago, on July 24, 1916, SMPTE was founded to support the motion picture industry, helping bring order to the technical chaos of the day. From creating a single standard for film in 1916, to today's work in high dynamic range in digital cinema and Ultra-High-Definition television, SMPTE's work enables the motion picture, television and online streaming businesses to thrive the world over. As our founder C. Francis Jenkins said, "engineers secure the best standards for equipment, quality, performance, and nomenclature, an entirely practical and attainable ideal." 100 years on, we see moving images nearly everywhere we turn. In a world where more than 75% of internet traffic includes video content, SMPTE is more important today than ever.

This session will celebrate 100 years of SMPTE and tell the story of this important industry organization.

- **Speaker: Co-Moderador: Paulo Henrique Corona Viveiros De Castro**
Diretor de Tecnologia e R&D / TV Globo Diretor de Tecnologia e R&D da TV Globo
- **SMPTE Centennial**
Speaker: Barbara Lange
Executive Director at Society of Motion Picture & Television Engineers / SMPTE
- **SMPTE Centennial**
Speaker: Matthew Goldman
Senior Vice President Technology at Ericsson / Fellow & Executive Vice President at SMPTE / Senior Member at IEEE
One hundred years ago, on July 24, 1916, SMPTE was founded to support the motion picture industry, helping bring order to the technical chaos of the day. From creating a single standard for film in 1916, to today's work in high dynamic range in digital cinema and Ultra-High-Definition television, SMPTE's work enables the motion picture, television and online streaming businesses to thrive the world over. As our founder C. Francis Jenkins said, "engineers secure the best standards for equipment, quality, performance, and nomenclature, an entirely practical and attainable ideal." 100 years on, we see moving images nearly everywhere we turn. In a world where more than 75% of internet traffic includes video content, SMPTE is more important today than ever.
This session will celebrate 100 years of SMPTE and tell the story of this important industry organization.



JOSÉ FREDERICO REHME

Coordenador de Engenharia Elétrica e de Energia da Universidade Positivo/Diretor de Engenharia da TVCi /Diretor de Ensino da SET

A graduate from UTFPR in Electrical Engineering – Electronics and Telecommunications in 1990 and an MSc. in 2007, defending the dissertation on the quality assessment of video over IP (Avaliação de Qualidade de Vídeo sobre Redes IP) He has worked at the RPC (the Paraná Communication Network) since 1986 as Telecom R&D Coordinator. Member of SET as Education Director. His current work involves the implementation of Terrestrial Digital TV at RPC broadcasters and the dissemination of Digital TV through talks and mini courses to a range of audiences.



PAULO HENRIQUE CORONA VIVEIROS DE CASTRO

Technology and R&D Director - TV Globo

Obtained an engineering degree in Telecommunications Engineering from PUC-Rio in 1996

He has built his career at TV Globo since 1996.



BARBARA LANGE

Executive Director - Society of Motion Picture & Television Engineers / SMPTE

Barbara Lange joined SMPTE in January 2010 as Executive Director. She is responsible for executing the Board of Governors' strategic vision to increase the Society's visibility and relevance in an ever-changing media ecosystem. The Society focuses on three pillars of activity in Standards, Membership, and Education and the various programs within each. Highlights of Lange's tenure include successfully launching the Society's first digital library of its complete intellectual property back to 1916; adding Executive events in Europe; publishing regular updates on Standards activities; overseeing the establishment of the newest Sections in over a decade in India, UK, and within the US; and successfully establishing the Society's Next Century development fund as part of its Centennial in 2016. Prior to joining SMPTE, Lange developed a focus on product management as a scholarly publishing executive, often speaking at industry conferences. She spent her career at the world's largest technical association, IEEE, and the German scholarly publisher, Springer-Verlag. Lange holds Bachelor of Arts in Chemistry and German from Washington and Jefferson College in Washington, PA and completed the Executive Development Program at the Kellogg School of Management at Northwestern University in Evanston, IL.



MATTHEW GOLDMAN

Senior Vice President Technology / Fellow and Executive Vice President / Senior Member - Ericsson /SMPTE /IEEE

Matthew Goldman is Senior Vice President Technology, TV & Media, at Ericsson, where he is dedicated to videoprocessing and media delivery solutions. He has been actively involved in the development of digital television systems since 1992. He played a leading role in the Moving Picture Experts Group (MPEG), in which he helped create the MPEG-2 Systems standard. Matthew Goldman has been influential in other industry organizations, including the Society of Motion Picture and Television Engineers (SMPTE), the Ultra HD Forum, the Advanced Television Systems Committee, the Digital Video Broadcasting project, and the Society of Cable Television Engineers. Recent activities include Ultra HD and High Dynamic Range technologies. Four of his projects have received the Technology and Engineering Emmy® Awards. Matthew Goldman received his bachelor's degree (with high honors) and his Master's degree in Electrical Engineering from the Worcester Polytechnic Institute. He is the owner of six patents involving digital video transport. He is a Fellow of the SMPTE, a senior member of the IEEE, and an inductee of the Academy of Digital Television Pioneers. He is currently serving as Executive Vice President on the Board of Directors of the SMPTE

Cite this article:

Rehme, José Frederico, Corona, Paulo Henrique, Lange, Barbara and Goldman, Matthew; 2016.SMPTE Centennial with BARBARA LANGE. ISSN Print: 2447-0481. ISSN Online: 2447-049X. v.2. doi: 10.18580/setep.2016.26. Web Link: <http://dx.doi.org/10.18580/setep.2016.26>