11:00 – 12:20 | Room 11| Monday – Aug.26

AUDIOVISUAL DELIVERY

SMPTE – STANDARDS UPDATE

Chair: Paulo Henrique Castro - *Technology and R&D Director / TV Globo*

Speakers:

Pat Griffis - *President of SMPTE / Vice President Technology, Office of the CTO at Dolby Laboratories*

SMPTE STANDARDS DEEP DIVE
Thomas Bause Mason - *Director of Standards Development –SMPTE*

Get an update on the SMPTE standards organization, current standards development efforts in SMPTE and learn how SMPTE standards development is adapting to the evolving technology landscape. As new technologies are introduced SMPTE has to transform its standards development process and support the move to more software based and IP based approaches. What SMPTE standards are supporting new image and audio formats, the underlying infrastructure and the new applications needed in the industry? How does SMPTE, as a global organization, interact with other industry organization worldwide?

Chair: Paulo Henrique Castro - Technology and R&D Director / TV Globo
Engineer by the Pontifical Catholic University of Rio de Janeiro in 1996 (PUC-Rio). Working with Globo since 1996, where started on an internship program. Responsible for the standardization of the Digitial TV in Brazil. -Coordinator of the Audio and Video Coding Working Group of the SBTVD Forum. -Chairman of the ABNTCommitee for Digital TV (Associação Brasileira de Normas Técnicas, Brazilian ISO Branch). -Contact point for Subgroup A – Specifications, on the Brazil-Japan Joint Work Group for Digital Television iniciative -Member of SET (Sociedade Brasileira de Engenharia de Televisão) since 1996. Also a member of many societies of IEEE(CommSoc, BTS, MTT, CE) and SMPTE

Pat Griffis - President of SMPTE / Vice President Technology, Office of the CTO at Dolby Laboratories
As Technology Vice President in the CTO Office at Dolby, Patrick Griffis is charged with helping define future technology strategy for the company which includes identifying and tracking key technical trends, performing technical due diligence, and supporting advanced technology initiatives for the company. He has been an active company spokesperson on the topic of next generation imaging and in particular, "better pixels" - a term he coined for High Dynamic Range plus Wide Color Gamut. Before joining Dolby, Pat spent 10 years at Microsoft leading global digital media standards strategy, including adoption of the Digital Living Network Alliance as a baseline media sharing standard in Windows 7 and standardization of Windows Media Video technology as an international SMPTE standard. Prior to Microsoft, Pat spent 15 years at Panasonic in senior management positions, including Vice President of Strategic Product Development at Panasonic Broadcast where he drove Panasonic's HDTV strategy for the US. Pat started his career at RCA, earning eight patents in TV product design.

Thomas Bause Mason - Director of Standards Development -SMPTE
Thomas Bause Mason is the Director of Standards Development for the Society of Motion Picture and Television Engineers (SMPTE). At SMPTE he is responsible for maintaining the technical infrastructure for both the standards community and SMPTE home office. Bause Mason, formerly owner of Open Media Consulting, began his career in Cologne, Germany, as a computer programmer for automation software in the nuclear and automobile industries. Before his move to Los Angeles, Bause Mason worked at West German Television (WDR) and Cologne Broadcasting Center, where he led the quality control department. In Los Angeles, he became a postproduction consultant and then built and managed the encoding operations for Ascent Media. Joining NBCUniversal in 2005,

he focused on emerging technology, spending two years in London to support the company's international business. Throughout his career, Bause Mason has assisted industry organizations in the development of standards, technical recommendations, and study group reports. He holds several patents and is a SMPTE Fellow.