

SUMMIT

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ties can exchange ideas and plan for the next generation of filmmaking.

"The landscape is changing and it's important for people to get together and talk about how best to approach the changes."

Wendy Aylsworth, SMPTE president and senior vice president of technology at Warner Bros., will be moderating one of the two panels devoted exclusively to HFR.

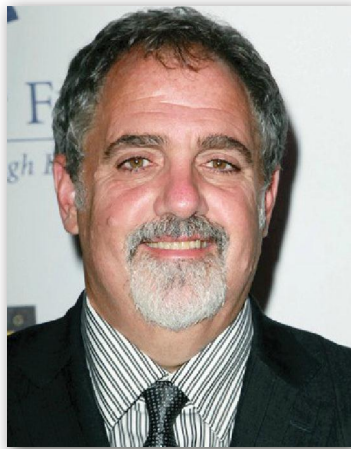
"In past years," she said, "this has all been theory. We had some very interesting work from James Cameron. But now, with 'The Hobbit,' we've seen the first HFR movie go out. So one of the focuses of this conference is: What happened? How was it received? How difficult was it to produce. How difficult was it to distribute and to get exhibitors set up to show it? How was it received by the public?"

The panels, Aylsworth said, "will address psychophysical and emotional response to high frame rate 3D. We will have university academic researchers talk about the benefit, or possibly non-benefit, of HFR. Then, we have a selection of people from the creative community who will explore the emotional response that you can achieve in your storytelling by having an entire movie or portions at higher frame rate."

Frame rates are not all that is undergoing rapid change in the industry. Patrick Griffiths, executive director, technology strategy at Dolby Labs and vice president of education for SMPTE, is set to discuss "more pixels, faster pixels and better pixels," he said. "The discussion about more pixels starts with the debate going on on the consumer side about 4K [displays] and even 8K. What does this mean on the cinema side? Faster pixels refers to the higher frame rate and finally, we want to address better pixels, which is being made possible by a new generation of technology."

Laser projection technology, Griffiths said, offers the possibility of putting considerably

more light on a cinema screen than any technology has to date, which in turn, opens up possibilities for imagery with a much greater contrast range and considerably wider color gamut than anything that cinema audiences have seen to date.



Jon Landau

"A lot of work is going on at the Academy of Motion Picture Arts and Sciences in this area," said Griffiths. "I'm moderating a session on Sunday, 'Advanced Image Capture and Display in Cinema: Science and Technology Update' where we'll talk about this."

Naturally, the TSC also will go into depth about what this means for the production and post communities, with a number of sessions including "Advancing Cameras for Cinema" and "Update on the Digital Cinema

Worldwide Rollout."

"Another fascinating aspect of the TSC will be discussions about distributed post processing," says Paul Hearty, SMPTE program chair and vice president of the Technology Standards Office of Sony Electronics. "This is an emerging modality that is essentially 'post in the cloud.' It used to be that you moved media around from place to place using 'sneaker mail.' Now you don't have to do that.

"There are issues with bandwidth and security," he admitted, "but the fact is that distributed post could change the economics of the business in significant ways. In a distributed post environment you can be doing post production 24 hours a day. You can get time zones working in your favor."

"We were motion picture engineers and then they added television to the name," Aylsworth explains. "We haven't added every other type of content distribution channel there is to the title because it would get unwieldy, but the real expertise contained within SMPTE revolves around marriage of image and audio and creating formats to distribute that, whether it be over a television broadcast channel or cable or satellite or Internet or other forms of digital distribution."

Landau looks forward to TSC as a meeting of minds where people from all areas of the cinema industry can discuss all aspects of emerging technologies before they've actually emerged.

"Nobody," he said, "wants to see Beta and VHS all over again!"

EXHIBITBUZZ Softel

N2531

Softel's Swift Create is a subtitling and captioning workstation that allows the preparation and repurposing of subtitles and captions. Swift Create supports all formats of open, closed and DVD/Blu-ray subtitles and captions. Swift ADePT software is based on Swift Create, but it



is dedicated to the creation and playout of video description. It allows broadcasters to increase audience reach by providing access to content for visually impaired viewers.

Softel's Swift vTX enables broadcasters to repurpose content regardless of file format. It allows users to switch easily between SD and HD formats to facilitate multiplatform and worldwide distribution. Swift vTX supports a large array of files, wrappers and playout formats, allowing the integration of subtitled or captioned content across a wide range of media servers and editing solutions.

SHOWNEWS

Rolling Out the Red Carpet

During the course of this year's NAB Show, three deserving recipients will be honored by the National Association of Broadcasters.

Bob Schieffer, renowned broadcast television journalist for CBS, will receive the NAB Distinguished Service Award (DSA) during NAB Show. Schieffer will accept the award at the opening keynote session on April 8.

"For more than 50 years, Bob Schieffer has been an eyewitness to history's biggest stories and respected as a preeminent journalist of his generation," said NAB President and CEO Gordon Smith. "In recognition of his dedication and profound impact on journalism, we are proud to present him with the Distinguished Service Award."

Schieffer is one of the few broadcast or print journalists to have covered all four major beats in the nation's capital — the White House, the Pentagon, the State Department and Capitol Hill. He has also moderated three presidential debates.

Television's No. 1 series, the long-running reality competition series "American Idol," will be the television inductee into the NAB Broadcasting Hall of Fame. The show will be honored at the 2013 NAB Show Television Luncheon on April 8.



"For over a decade, 'American Idol' has shaped the reality competition television genre, brought families together by entertaining viewers of all ages and made a huge cultural impact," said Smith.

"NAB is proud to recognize this innovative television program."

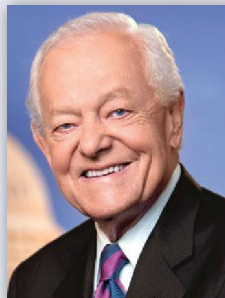
For nine consecutive seasons, the show, created by Simon Fuller, has been the No. 1 entertainment program among total viewers, empowering contestants and viewers to share their voices in deciding who will be America's next singing superstar.

Dave Ramsey, personal money-management expert and popular national radio personality, will be inducted into the NAB Broadcasting Hall of Fame during the NAB Show Radio Luncheon, held Tuesday, April 9.

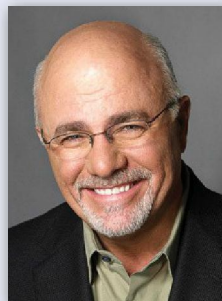
Ramsey's nationally syndicated radio program, "The Dave Ramsey Show," is heard by 6 million listeners each week on more than 500 radio stations and is streamed on Daveramsey.com. In 2009, he was honored with a prestigious NAB

Marconi Award.

"Dave Ramsey has influenced countless Americans through his sound financial advice and inspirational messages," said NAB Executive Vice President of Radio John David. "We are pleased to induct him into NAB's Broadcasting Hall of Fame."



Bob Schieffer



Dave Ramsey

EXHIBITBUZZ Harris Broadcasting

N2503

The new Inscribe G8 and TitleOne AE real-time graphics production systems from Harris share a design philosophy that leverages next-generation hardware platforms for advanced graphics processing and increased



storage performance. Both support proven, mature graphics production workflows for off-line and on-air graphics creation, graphics template and database management and automation control.