



Society Of Motion Picture and Television Engineers®

3 Barker Ave., White Plains, NY 10601
Telephone : (914) 761-1100 / Fax : (914) 761-3115

Hong Kong Section

Room 427, Hong Kong Institute of Vocational Education (IVE),
25 Hiu Ming Street, Kwun Tong, Kowloon. Hong Kong
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SMPTE Standards Update with Focus on Compression and Beyond HD

SMPTE 超高清及視訊壓縮技術標準最新發展

Date: 9 March, 2013 (Saturday)
Time: 09:30~16:30 (lunch break at 13:00~14:30, lunch not included)
Venue: Room A001, Hong Kong Design Institute (HKDI)
Medium: English

Program:

Get to know more about what are the recent standardization/developments on:
- Long term archive of TV programmes and movie materials?
- Loudness control

And more on... [SMPTE Standards 101](#)

Session 1: Moderated by [Mr. Peter Symes](#)

SMPTE Update on recent Standards work including AXF (Archive Exchange Format), IMF Interoperable Mastering Format, new synchronization system, etc), presented by various experts from the Standards Committees.

Session 2: [Mr. Peter Symes](#), Director, Standards & Engineering of SMPTE
Modern compression systems (focus on HEVC)

Session 3: [Dr. Hans Hoffmann](#), The Standards Vice President of SMPTE
Beyond HD

Fee: SMPTE Professional members – free
SMPTE Associate members – HK\$400
Non-members – HK\$600
Students – free

Seats are limited, **registration** required, first come, first serve.

[Download](#)
[Registration Form](#)



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日期： 2013 年 3 月 9 日 (週六)
時間： 09:30~16:30 (中午 13:00~14:30 休息，不設午餐供應)
地點： 香港知專設計學院(HKDI) A001 室
語言： 英語

講座內容：

讓大家知道更多關於標準及發展路向：

- 電視節目和電影素材的長期歸檔
- 響度控制

更多...[SMPTE Standards 101](#)

第一節 [Mr. Peter Symes](#) 主持

特邀 SMPTE 標準化委員會的多位專家出席主講。關於 SMPTE 最新標準，包括 AXF(檔案交換格式)、IMF 互通性母版格式、最新同步系統，等等。

第二節 [Mr. Peter Symes](#), SMPTE標準與工程總監

現代壓縮系統 (聚焦 HEVC)

第三節 [Dr. Hans Hoffmann](#), SMPTE標準副總裁

超高清

Fee 費用: SMPTE 專業會員 – 免費
SMPTE 聯系會員 – HK\$400
非會員 – HK\$600
學生 – 免費

座位有限，所有參加者，均需預先登記，先到先預留。

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