



Society of Motion Picture & Television Engineers New York Section Meeting Notice

Admission is free to this event

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SMPTE-NY March 2008 Meeting MEDIA ASSET MANAGEMENT (MAM) “OVERVIEW AND TRENDS IN A CONVENTIONAL BROADCAST ENVIRONMENT”

Wednesday March 12, 2008

B&H Photo-Video-Pro Audio

420 9th Ave. (At 34th St.), 2nd Floor, New York, NY

Click for [Subway map](#) or [Directions](#)

34th St. Subway Stations: A,C,E, 1,2,3, B,D,F,V, N,Q,R,W

5:30 PM - Refreshments and Social ‘Meet and Greet’

6:00 PM - Meeting begins

Co-Produced by Chuck Diehl and Bob Gilmartin

Guests and Non Members Welcome! Refreshments will be served!

With the impending migration to a fully Digital Broadcast environment, there is an overall system paradigm shift that impacts numerous factors such as *Ingest, Workflow, and Tapeless Storage*. Based on these factors, a **Media Asset Management** system (also referred to as **Digital Asset Management**) is typically implemented in order to manage and categorize the ‘Content’ throughout the Workflow process.

This Program will include a **Media Asset Management** Overview and will explore several salient attributes such as *Metadata* (‘the data about the data’) and Browsing ‘Proxy’ capabilities. Additionally, a brief synopsis will be explored for **MAM** implementation as it relates to Content Storage considerations and retrieval for On-Line, Near-Line, and Archiving.

Considering the predominant features and trends of MAM in a Conventional Broadcast Environment; Presenters from [Harris](#), [Vizrt/Ardendo](#), [Front Porch Digital](#) and [Masstech](#) will address these issues commencing with the **MAM** Overview followed by specific emphasis on unique approaches and solutions offered by each Vendor.

SMPTE-NY April 2008 Meeting

Topic: “Integrated Calibration and Management of Color, Tone, and Image Structure in a Digital Intermediate System”. Place: Kodak Screening Room.

Wednesday, April 2, 2008

If you are not a member of SMPTE ask for a membership application at the meeting or go to www.smpte.org

Has your Email address changed?

Update your email/contact info here: www.smpte.org/members

Meeting notices and updated NY Section information can be found at

www.smpteny.org

Please post this notice on your company bulletin board.