

What will you do about all the new technology hype from NAB ringing in your mind?

How about joining us at RingSide Creative on the evening of April 21st as the Detroit Section of the Society of Motion Picture & Television Engineers helps give you focus and an opportunity to ask real-world specific questions!

- . Creative, Technical and Management Welcomed!
- . Students and Instructors, bring your questions!
- . Come network and share this invitation with colleagues!

April 2015 Panel Discussion:

PRODUCTION & POST WORKFLOW IN A MULTI-FORMAT WORLD

Date: Tuesday, April 21, 2015

Time: 7:30P.M.

Location: RingSide Creative

13320 Northend Avenue

Oak Park, Michigan 48237

Subject: 4K, UHD and Video over IP: Effect on Production, Editing and Delivery

Content producers and distributors are welcome!

Speaker: Gerry Matthews

Panelists:

Tony Leja - Moonlink Studios

Sam Marrocco - RingSide Creative

Jim Talbot - Cutters Editorial

Jay Scott - RingSide Creative Audio

Joe Sciacchitano - Picnic New Media

UHD, 4k, IP transport, and expanded color science are only a part of what we deal with in a modern production environment. The goal of the panel discussion will be to provide an overview of how these (and other) tech details are dealt with in practice. What will take your productions to the next level?

Gerry Matthews, Director of Engineering at Ringside Creative, will host a panel of experts to answer those questions and more in order that you may produce the highest quality content possible for now and the future. Panelists will represent each stage of production and post, all the way through delivery. They will give their perspectives on current challenges and trends, and then open a Q & A discussion.

Gerry Matthews is a 35 year veteran of commercial TV production and post. He has been directly involved in technology implementation through 30 years of evolutionary (and revolutionary) changes. Currently serving as a section manager, he has been an active SMPTE member for over 25 years.

RingSide Creative is an Integrated MediaStudio with expertise in creating unbelievable visual, audio, and interactive brand experiences. RingSide also employs directors, designers, animators, illustrators,

artists, strategists, writers and programmers. RingSide Creative is the largest post-production facility in Metro Detroit that engages what's next in the world of new media and consumer engagement.

Meeting starts at 7:30 PM following Manager's dinner (5:30PM) at Leo's Coney Island, 15647 W Nine Mile Rd., Southfield, MI 48075. All are invited to join us.