

etc

ENTERTAINMENT  
TECHNOLOGY  
CENTER

# / WHAT IS ETC?

- Think tank and research center affiliated with USC School of Cinematic Arts
- Members consists of senior executives, innovators, thought leaders, and catalysts from the media, entertainment, consumer electronics, technology, and services industries
- Access to the academic resources of the University of Southern California

# / WHO AM I?

- Started 3 legged dog, inc. 18 years ago
  - Custom software development and consulting
- Group Director, IT ABC Television Network
- VP, MIS DIC Entertainment
- Consultant, Orion Pictures
- Over 30 years in Media & Entertainment

# / MY ROLE AT ETC

- Project Director, Adaptive Production: Acknowledging that production will be in a constant state of change for the foreseeable future
- There will still be a lot of cloud looking at security, virtual production, interoperability, etc.
- Will also include things like computational photography; blockchain for both rights and resource management, and auditing; and content discovery

# / ETC@USC AND METADATA

- Digital Cinema
- Interoperable Mastering Format (IMF)
- Cinema Content Creation Cloud (C4)

# / IMF

- Continues adoption growth
- Working with IMF UG and our members to help get the full benefits of IMF in processes and tools
- 35PM ST 2067-50 IMF Application #5, using the IMF framework to store uncompressed ACES images as picture essence for long-term archiving

# / C4

- Became a SMPTE specification last year (ST2114:2017)
- Unambiguous, unique ID for and file or block of data
- Independent systems can calculate the same ID without communicating with any other system
- Several companies are looking at auto-generating C4 IDs as part of their product/services offerings, including:
  - Western Digital: OBS and GRack products
  - PixSystems
  - Technicolor OnSet Cart
  - FotoKen OnSet Cart

# / PRODUCTION DATA PROJECT

- Inventory all of the data associated with the lifecycle of a production, focusing on data that's useful to the production pipeline
  - Identify new data elements to improve process flow
  - Optimize through identification of redundant data
  - Best Practices
    - Are we leveraging existing Best Practices / Standards?
    - Can they be improved?
    - Are there new opportunities?
  - Normalize data
- Working with MovieLabs to carry it through distribution



# / ETC@USC UPCOMING EVENTS

- ETC Digital Town Square AI Boards the Production Team – By Invitation Only  
March 7, 2018
- ETC All Members Meeting – By Invitation Only  
March 22, 2018
- ETC @ NAB - 3 presentations  
April 7-12, 2018



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