



HPA TECH RETREAT UK UNVEILS LATEST SESSIONS AND SPEAKERS FOR MAIN PROGRAMME
*The rich schedule includes highly relevant sessions on Artificial Intelligence,
Machine Learning, Cloud, Connectivity, IMF, HDR and more*

(London, UK,) 13 June 2017 – The HPA has announced the main programme for its 2017 HPA Tech Retreat UK, featuring deep analysis and highly informed debate encompassing the most timely and vital topics impacting the industry. The HPA Tech Retreat UK is a pivotal gathering of experts engaged in the creation, management and dissemination of content for the dynamic landscape of distribution environments. Presented by SMPTE, Ltd., the event returns this year to Heythrop Park, Oxfordshire, 11 to 13 July.

Many of the industry's leading experts will be participating at The HPA Tech Retreat UK. Main programme speakers include:

- Tom Burns of Dell EMC, SVP, Networking
- Paul Charleston of BT Media & Broadcast, Technical Consultant
- Matt George of Equinix, Subject Matter Specialist: Broadcast, Digital Media, Cloud Technology & Interconnection
- Mark Harrison, Managing Director of Digital Production Partnership (DPP) and Andy Wilson, Head of Business Development of DPP
- Neil Hatton of UK Screen Alliance, CEO
- Chuck Parker of Sohonet, CEO
- Emma Perry of BAFTA, Head of BAFTA Media Technology
- Richard Reid of Discovery Communications, Vice President, Platform Services
- Gurpy Saini of Avid Technology, Solution Integration Architect at Avid
- Matt Stagg of EE, Head of Mobile Video
- Richard Welsh of Sundog Media Toolkit Ltd., CEO
- Gareth Williams of YellowDog Limited, Founder
- Darren Woolfson of Pinewood Group LTD, Group Director of Technology



The conference program is delineated into sections addressing important topics including State of the Industry, Connectivity, Cloud, Artificial Intelligence, High Dynamic Range (HDR) and Interoperable Master Format (IMF). The State of the Industry sessions include review and trend analysis from the Digital Production Partnership, the Consumer Electronics Show and updates on the post, visual effects and animation sectors from UK Screen Alliance. Sessions in Connectivity include 'Cellular Solutions for Next Gen Production Pipelines', 'Streaming Onset Workflows', 'Can Remote Collaboration Revolutionise the Production Process'; cloud sessions include 'Practical Uses of Cloud Applications', 'The Storage Launderette' and 'Discovery Networks Cloud Migration'. In the artificial Intelligence sessions, topics include 'Creative AI Democratises Content Creation', 'Learning from Machine Learning', 'How Machine Learning Can Tackle Media and Entertainment's Big Data Problem', and 'Machine Learning for Image Processing' as well as a panel overview of AI. HDR and IMF sessions include 'HDR as a Leading Aesthetic', 'HDR OB over IP', 'Better, Faster, Cheaper and Lighter – Now It is Possible...', 'IMF For Masters Delivery and Archiving' and 'Deploying IMF at Scale.' For full programme and speaker details, please refer to www.hpatechretreatuk.org.

The HPA Tech Retreat UK kicks off at 1:00 p.m. on 11 July, with TR-*extra* (TR-X), a separately ticketed session focused on a specific topic. This year's TR-X is a dedicated deep dive into virtual, augmented and mixed reality (VR/AR/MR). Further, as previously announced, the Supersession (Wednesday, 12 July) discusses 'The Format Explosion', featuring Eric Pearson, Post Supervisor for Home Entertainment at Pixar Animation Studios on 'The Versioning Explosion'; the team from *Planet Earth II* on 'Predicting the Explosion in Advance'; and speakers from *Lost in London* on 'Exploding the Format', among others.

Attendees are also offered the opportunity to engage directly with the latest technologies, services, and workflows in the Innovation Zone, featuring a [select group of companies](#) showcased for their ingenuity and inventiveness. Space is still available; participation details are available on the [HPA website](#). Attendees will also enjoy expert-led breakfast roundtables and integrated networking events from morning into night.



Richard Welsh, co-chair of the HPA Tech Retreat UK, noted, “In addition to the diligent work of the programme committee, we received an influx of truly outstanding submissions to our Call for Proposals. As the programme took shape, we began to see a genuine breadth and depth to the presentations that are of keen interest to attendees. You’ll hear thought leaders talking about key trends and developments and then everyone is invited to continue the discussion over drinks and dinner. It is this informal but productive sharing of knowledge which makes the Tech Retreat unique.”

The HPA Tech Retreat UK features breakfast roundtables, where thought leaders lead in-depth discussions on important topics. This year’s facilitators include: Andy Qusted of the BBC examining IMF for broadcasters, Lydia Gregory of Jukedeck discussing opportunities presented by artificially intelligent music, and Kevin Shaw of the International Colorist Academy offering a colorist’s perspective on ‘creating and delivering in HDR’. To participate in breakfast roundtables, simply send a request, including name/company and topic, to cfp@hpaonline.com.

Seth Hallen, President of the HPA, commented, “One look through the outstanding submissions, and it became apparent that engagement in the HPA Tech Retreat UK has taken hold in just our second year. Experts, companies and organisations submitted panel concepts and will be on hand to share their perspectives. I commend the work that Richard and the committee has put into creating three days of solid information and connection. I can hardly wait to get back to Heythrop Park and see what transpires over these three days.”

Barbara Lange, executive director of SMPTE and HPA, concluded, “Our industry is inventing and setting the pace for advanced technologies like Artificial Intelligence and Machine Learning. And of course, the advancement of VR, HDR, and IMF continue to be of critical importance to content creation. The best way to continue to be informed is to put several of the most interesting, innovative and smart people together – both as speakers and delegates – and explore and learn where we are on these critical topics. The HPA Tech Retreat UK is a uniquely engaged opportunity to do just that.”

For complete information including registration for the HPA Tech Retreat UK, visit the HPA [website](#).



About the Society of Motion Picture and Television Engineers® (SMPTE®)

For the past 100 years, the people of the Society of Motion Pictures and Television Engineers (SMPTE, pronounced “simp-tee”) have sorted out the details of many significant advances in entertainment technology, from the introduction of “talkies” and color television to HD and UHD (4K, 8K) TV. Since its founding in 1916, the Society has earned an Oscar® and multiple Emmy® Awards for its work in advancing moving-imagery education and engineering across the communications, technology, media, and entertainment industries. The Society has developed thousands of standards, recommended practices, and engineering guidelines, more than 800 of which are currently in force.

SMPTE’s global membership today includes 7,000 members, who are motion-imaging executives, engineers, creative and technology professionals, researchers, scientists, educators, and students. A partnership with the Hollywood Professional Association (HPA®) connects SMPTE and its membership with the professional community of businesses and individuals who provide the expertise, support, tools, and infrastructure for the creation and finishing of motion pictures, television programs, commercials, digital media, and other dynamic media content. Information on joining SMPTE is available at <http://www.smpte.org/join>.

About the HPA Tech Retreat

The HPA Tech Retreat® is a gathering of the top industry engineering, technical, and creative talent, as well as strategic business leaders, focused on technology, from all aspects of digital cinema, post production, film, television, video, broadcast and related technology areas, for the exchange of information. The HPA Tech Retreat takes place in Palm Springs, California and Oxfordshire, UK.

About the Hollywood Professional Association

Hollywood Professional Association (HPA) serves the professional community of businesses and individuals who provide expertise, support, tools and the infrastructure for the creation and finishing of motion pictures, television, commercials, digital media and other dynamic media content. Through their partnership with the Society of Motion Picture and Television Engineers® (SMPTE®), the leader in the advancement of the art, science and craft of the image, sound, and metadata ecosystem, the HPA continues to extend its support of the community it represents. Information about the HPA is available at <http://www.hpaonline.com>.

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