

SMPTE to Launch Digital Library on HighWire Platform

Stanford, CA – 16 May, 2011

HighWire Press is pleased to announce a strategic partnership with the Society of Motion Picture and Television Engineers ([SMPTE](#)) to create a vibrant new digital library built and hosted upon the highly acclaimed HighWire Publishing platform. SMPTE is the worldwide leader in motion-imaging standards and education for the communications, media, and entertainment industries.

“The Society is excited about the possibilities of this new partnership, as HighWire seems the natural home for our technical and authoritative new digital library,” said Barbara Lange, Executive Director of SMPTE. “HighWire’s focus on open collaboration and collegial ties to the ePublishing industry, as well as its shared not-for-profit mission, won us over without hesitation.”

The overarching theme of the project is to tie together the various elements of the Society’s products, including the SMPTE Motion Imaging Journal, SMPTE conference proceedings, and its full suite of Standards, Recommended Practices, and Engineering Guidelines. Taxonomy development and application (for semantic enrichment purposes) are also key parts of the Digital Library initiative.

“SMPTE is a leader in motion-imaging technology, and HighWire is a leader in hosting technology and integration. Together we envision a 'one-stop shop' where SMPTE members will have at their fingertips the means to seamlessly navigate and discover information from content in a variety of formats,” said Kristen Fisher Ratan, HighWire’s Associate Director of Strategic Development. “Because HighWire offers an open platform that allows co-development, SMPTE will have flexibility both now and in the future to direct the evolution of their site, their products, and their offerings.”

About the Society of Motion Picture and Television Engineers

The Oscar® Award-winning and Emmy® Award-winning Society of Motion Picture and Television Engineers (SMPTE) is the leading technical society for the motion imaging industry. As an internationally recognized and accredited standards-setting body, SMPTE develops standards, recommended practices and guidelines, and spearheads educational activities to advance engineering and moving imagery. Since its founding in 1916, the Society has established close to 600 standards, including the physical dimensions of 35mm film and the SMPTE-time code. More recently, it crafted the Digital Cinema Standards, which paved the way for digital movie theaters.

Underscoring SMPTE’s leadership in technology and standards development, the Society received a prestigious technical Emmy® Award in January of 2009 for its work in the development of the MXF and GXF file formats. Headquartered in New York, SMPTE is comprised of engineers and other technical specialists, IT, and new media professionals, filmmakers, manufacturers, educators, and consultants in more than 65 countries. They are joined at SMPTE by more than 200 sponsoring corporations, principal players in content creation, production, and delivery for all platforms and in entertainment hardware and software. www.smpte.org



About [HighWire](#)

At the forefront of strategic scholarly publishing for mobile, HighWire Press provides digital content development and hosting solutions to the scholarly publishing community. A division of the Stanford University Libraries since 1995, HighWire has partnered with influential societies, university presses, and other publishers to produce the definitive online versions of high-impact, peer-reviewed journals, books, reference works, and other scholarly content. The distinguished HighWire community shares ideas and innovations in publishing through regular meetings, an active discussion forum, and through the service of its highly qualified staff.

The underlying infrastructure of HighWire's electronic publishing platform is Web-services-oriented, flexible, and permeable, allowing publishers to easily layer new software and services to their sites that will meet the ever-changing needs of today's online readers, such as mobile products.

highwire.stanford.edu

Media Relations

HighWire Contact

Bonnie Zvon, Public Relations

bzvon@stanford.edu

+1 650 723 0522

For SMPTE

Laura Barber

The Birkeland Group

laura.barber@thebirkelandgroup.com

+1 503 703 3638