



Wendy Aylsworth, Vice President, SMPTE and Senior Vice President of Technology, Warner Bros. Technical Operations

TITLE: 2X Storage + 2X Bandwidth = 3D Production

ABSTRACT

While Hollywood production facilities have been straining to expand digital facilities to do high-quality 2D movies in 2K and 4K, along comes the resurgence of 3D movies, demanding twice the capacity and twice the bandwidth of the 2D movies. What are the production, post-production, and archival issues associated with 3D movies? This talk will highlight the capacity and throughput requirements and their ramifications on current system architectures in this fast-growing production environment.

BIOGRAPHY

Wendy Aylsworth is Senior Vice President of Technology for Warner Bros. Technical Operations. Wendy oversees the establishment of new technologies for Warner Bros. production divisions and assesses the impact of emerging technologies on content creation and distribution. Her department participates in national and international technical standards and trade organizations to promote commonality for the benefit of the entertainment sector.

As Engineering Vice President of the Society of Motion Picture and Television Engineers, Wendy directs the Society's standards activities, liaising with a wide variety of other standards organizations. In 2008, she restructured the Technology Committees to better align with the standards work with the new digital production and distribution chains used for audio/video content in the 21st century. As the former Chair of SMPTE's D-Cinema Technology Committee, she oversaw the creation of the first 24 standards for D-Cinema, and their later adoption by the International Standards Organization.

Wendy started her career with fifteen years in the aerospace industry; designing and developing computing systems for operational military aircraft at Lockheed Aircraft Co. and managing software departments in R&D and military training simulators and Honeywell Inc. Wendy moved to the entertainment industry in 1989 managing the software department for theme park rides and directing the engineering efforts for animation at The Walt Disney Co. Wendy joined Warner Bros. in 1994, establishing all-digital production operations for a newly created Feature Animation division before moving to Technical Operations in 1999. The digital distribution of the WB television network led to Wendy's involvement in such standards activities at the ATSC, CableLabs, SMPTE, and led to her Vice Chairmanship of the Radiocommunication Broadcasting Multimedia Working Party at the International Telecommunications Union in Geneva, Switzerland.

Wendy is a widely quoted expert in entertainment/animation technology, has sat on many technology panels, and has published papers on training devices and asset management. She was awarded SMPTE Fellowship and has received the YWCA award for Outstanding Woman of the Year in Engineering. Wendy devotes her private life to her family, focusing much energy on education. She has served on many non-profit Boards, including acting as President of High Point Academy, Vice-President of the Honeywell Federal Credit Union, and Chair of the Klimke Endowment Fund. She holds an MS/MBA (Beta Gamma Sigma) in Managerial Sciences/Strategic Planning from the University of Southern California. Her BS is in Computer Sciences from the University of Michigan, Ann Arbor.