



June 24, 2014  
CBS Studio Center

## Speaker Bios



### **Philip Lelyveld (Moderator)**

#### **USC Entertainment Technology Center**

Phil Lelyveld manages projects and guides the strategy of the Entertainment Technology Center (ETC) within USC's School of Cinematic Arts. The USC ETC is a think tank and research center, entirely funded by its member companies, that brings together senior executives, and thought leaders from the entertainment, consumer electronics, technology, and services industries, as well as USC faculty, to explore and act upon topics and issues related to technical aspects of the creation, distribution, and consumption of entertainment content. For example, work at the ETC led to digital projection in movie theaters.

Mr. Lelyveld's current projects include the "4K Plus" Project; a market research study of what aspects of next generation displays consumers will value (ex. higher resolution, higher frame rate, higher dynamic range, 3D and vertical sound.)

He is also doing background research on next generation media tools and experiences for Baby Boomers, including personalized world-building and VR experiences that bridge generational divides and enhance quality of life.

Phil has significant expertise in the technical, legal, and business issues associated with the production, distribution, and monetization of content and services, which he acquired during his 10 years as the VP Digital Industry Relations within Disney's corporate New Technology and New Media strategy group.

Phil has degrees from UCLA (MBA), Stanford (MS Applied Geophysics), and Tufts (BS Engineering). He spent two years doing earthquake prediction and volcanic hazard studies in the Aleutian Islands for Columbia University's Lamont-Doherty Earth Observatory, and was a student-in-residence with the Atlanta Symphony.



## **David Stump ASC**

David Stump ASC has worked on numerous motion pictures and television productions as Director of Photography, as Visual Effects Director of Photography, as Visual Effects Supervisor, and as Stereographer,

(including both live action work and 2D to 3D conversion work), earning an Emmy and an Academy Award for Scientific and Technical Achievement. His credits include such high profile projects as The Last Stand, Immortals, Quantum of Solace, The Resident, Flight Plan, Fantastic Four, X-Men 1 & 2, Into the Blue, Red Riding Hood, Garfield, Batman Forever, Hollow Man, Men of Honor, Deep Blue Sea, Stuart Little, The Sphere, Contact, Batman & Robin, Mars Attacks, Executive Decision, Stargate, Free Willy, and What Love Is, among many others.

David is a member of the AMPAS, ATAS, ASC, PGA, IATSE, SOC, SMPTE and numerous other industry associations. He is currently engaged in volunteer work for the SMPTE as co chair of a study group on the subject of High Frame Rate for digital cinema. He is also participating in the AMPAS Academy Color Encoding System (ACES) file format project where he has contributed significantly in the area of metadata.

In 2001 David was accepted for full membership into the American Society of Cinematographers, where he is currently chairman of the Camera Subcommittee of the ASC Technical Committee. Under his guidance, the combined efforts of the Producer's Guild of America and the American Society of Cinematographers recently completed production of both the ASC / PGA Camera Assessment Series, and the ASC / PGA Image Control Assessment Series, side by side comparisons of virtually all of the high end digital cinema cameras against film, run through industry standard 10 bit log and ACES workflows, and taken all the way out to film print and Digital Cinema Package.



## **Phil Squyres**

Phil Squyres is Senior Vice President of Technical Operations for Sony Pictures Television, where he oversees technical aspects of production & post production of all SPT shows.

His focus recently has been moving production and post-production of SPT shows towards the 4K format, which is currently being utilized on The Blacklist for NBC, Masters of

Sex for Showtime, Battle Creek for CBS, and a new series for Netflix.

He is a graduate of the University of Houston and a past manager and governor of SMPTE. He also currently serves on the Board of Directors of the Hollywood Post Alliance.



## **Bradford Lipson**

Director of Photography

Bradford Lipson's upcoming features include *The Wedding Ringer*, a Screen Gems comedy starring Josh Gad as a loner who hires a "wedding ringer," played by Kevin Hart, to be the best man at his wedding. Directed by Jeremy Garelick, the film opens Jan. 2015.

Bradford is an imaginative, creative and technically well versed lighting expert whose work makes the most of today's ever-changing technologies. A strong collaborator, Lipson's images are elegantly constructed, yet naturalistic. Lipson lensed the first two seasons of FX's *Wilfred*. He won an Outstanding Achievement in Cinematography award from the ASC and the Pan- American Journalists for his work on the series. These were unprecedented achievements, as he won for imagery captured on Digital Single Lens Reflex (HD-SLR) cameras.



## **Greg Gardiner**

Director of Photography

Director of Photography Greg Gardiner has worked on a diverse range of projects including the motion pictures "The Best Man's Holiday" (2013), "Marmaduke" (2010), "Elf" (2013) and "Men in Black II" (2002). Among his recent television credits are "Mistresses," "Outsourced" and last season's "Rake," which

Gardiner shot with a 4K camera.

Gardiner began his filmmaking career in the lighting department, working as a gaffer on such seminal films as "Paris Texas" and "Repo Man." He earned the Cinematography Award at the 1994 Sundance Film Festival and a nomination for Best Cinematography at the 1995 Independent Spirit Awards for his first foray into shooting features, the independent film "Suture."

# Demonstration Vendors



## **Advantage Video Systems**

Demonstrating the new 4Kase, a new on-set dailies, storage and color grading system. The 4Kase system can ingest and play out 4k data from almost all digital cinema cameras for mobile and on-set productions.

Demonstrators; Jeffery Stanfield, Sal Ortiz

Contact: Sal Ortiz Phone: (818) 624-4242



## **AJA Video Systems**

Demonstrating the new CION with 4K/UHD production camera, with 4K/UHD and 2K/HD support. CION offers the industry an ergonomic 4K sensor based production camera; ergonomically designed for shoulder, tripod and crane use and designed to support your productions in all formats from HD all the way up to true 4K with high frame rate support.

Demonstrator; Jon Thorn

Contact; Nathan Simmons. Phone: (323)-807-9130



## **Blackmagic Design**

Demonstrating the new URSA camera and 4K Cinema camera systems with Super 35mm size sensor and professional global shutter.

Demonstrator; Kendall Eckman

Contact: Kendall Eckman, Phone: (408) 954-0500



## **Sony Pictures Entertainment**

On-stage demonstrations are using the Sony F55 CineAlta 4K Camera.

We would like to thank Scot Barbour, VP Production Technology, and Sony Pictures Entertainment, for supplying the camera for this event.