

Mr. Kane specializes in the sciences of electronic imaging and accurately reproducing video signals on display devices. Those efforts have been the focus of his company, Joe Kane Productions, since its founding in 1982. Mr. Kane joined and later became chair of the Society of Motion Picture and Television Engineers (SMPTE) Working Group on Professional & Studio Monitors. It brought organization and consistency to displaying video images in the professional and broadcast worlds. Members of the Working Group challenged Mr. Kane to communicate a similar message to consumers, which was first realized in 1989 in a laserdisc called A Video Standard. It was innovative in its use of video to explain the NTSC video system to consumers. It was also the start of a long-term involvement in consumer electronics and home theater.

Mr. Kane writes articles, was the technical editor of a magazine, presents seminars for system installers, and works with manufacturers and program production facilities to further those efforts. JKP continues to produce video tutorial for consumers as new developments occur in video. Video Essentials was brought out on laserdisc in June of '96, then on DVD in October of '97 to help explain the transition from composite video to component video. Digital Video Essentials came out in 2004 to cover two video transitions, analog to digital and standard definition to high definition. The Professional version of DVE appeared early in 2005, ushering in the topics of digital compression and progressive high definition video. These discs served as a reference for video quality in the coming HD DVD and Blu-ray formats.

JKP's first disc in either of the new formats was the HD DVD of DVE: Test and Demonstration Materials, which came out in April of 2007. March 2008 saw the introduction of DVE: HD Basics on Blu-ray and HD DVD. This program updates consumers on the current state of displaying HDTV. The majority of the content is at 1080p/24, suggesting film rates in video signals can be shown as film motion. We're finally able to break away from the errors in film motion caused by conversion to 50 or 60 Hz video rates.

As CEO of Joe Kane Productions, Mr. Kane continues his efforts in supervising the design of progressive digital HD displays; helping to make sure they conform to ITU and SMPTE specifications, working on digital compression image quality, helping obtain the best possible video quality from optical media players, and presenting lectures and demonstrations about high definition technology.

### **Joe Kane Biography in 75 Words or Less**

Mr. Kane specializes in the science of electronic imaging, accurately reproducing video on electronic display devices. He has produced several ground-breaking video based programs on the subject, including A Video Standard, Video Essentials and multiple versions of Digital Video Essentials. He's currently working and lecturing in HDTV program production, digital compression of video for high quality distribution, and HDTV displays that conform to ITU and SMPTE specifications.

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