

Caltech/MIT Enterprise Forum
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Technology Entrepreneurship & The Entertainment Industry

PANELISTS

Gary Demos

Former Chief Technology Officer
DemoGraFX

Gary Demos is one of the fathers of digital image creation for the motion pictures, starting not long after receiving a BS from the California Institute of Technology (Caltech) in 1971. He has received three Academy Awards for his scientific and technical contributions to the creation of motion pictures. He is an entrepreneur as well, having co-founded two ventures that provided software and services for digital image creation, most recently DemoGraFX. Prior to founding DemoGraFX, Demos pioneered the convergence of film and digital technologies for visual effects applications on such landmark films as *Tron*, *The Last Starfighter* and *2010*. In 1975, he joined Information International, where he supervised the development of the first Digital Film Printer (for which he received an Academy Scientific and Engineering Award in 1995, and an Academy Technical Achievement Award in 1996). In 1981, Gary co-founded Digital Productions and served as the Chief Technical Officer. The company produced photo-realistic images for feature films, television and advertising. Gary and his colleagues received the Academy of Motion Picture Arts and Sciences's Scientific and Engineering Award in 1984 for work on *The Last Starfighter* and *2010*. In 1986, Gary co-founded Whitney/Demos Productions, and in 1988, he founded DemoGraFX. Since 1989, Gary has been a prominent strategist in Advanced Television (HDTV) standards, is recognized for his patented Layered Compression System technology, is a member of the Motion Picture Academy's Digital Imaging Technology Subcommittee, is a long-standing member of SMPTE, and is an Associate Member of the American Society of Cinematographers (ASC).

Ray Feeney

Founder and CEO
RFX, Inc.

Ray Feeney is another Caltech graduate who has three Oscars to put on his mantelpiece. He founded RFX in 1978 to provide leading-edge scientific and engineering solutions for the film industry. Through RFX, Feeney has helped to pioneer and implement numerous new technologies, many of which have become industry standard techniques, and are currently in use to produce visual effects for feature films, television shows and commercials. In the mid-1980s, RFX became one of the first resellers of Silicon Graphics computer systems. RFX quickly became the entertainment industry's leading independent systems integrator, and serves a clientele that includes the industry's top film studios, post production facilities and special effects houses. Feeney also launched another company, Silicon Grail, which developed digital compositing software, and ultimately sold that technology to Apple Computer, which continues to incorporate that technology in its product offerings. In addition to his Academy Award, in 1988, 1991 and 1994, the Board of Governors of the Academy of Motion Picture Arts and Sciences (AMPAS) awarded him the 2001 John A. Bonner Medal of Commendation for his pioneering efforts to improve visual effects in the motion picture industry. Feeney is a founding member of, and on the Board of Directors of the Visual Effects Society, as well as a Fellow of SMPTE. He is on the executive board of the Visual Effects Branch of AMPAS, and is a member of the Technology Council of the Motion Picture and Television Industry. He is a member of the Scientific and Engineering Awards Committee of the Academy, and has often chaired their Digital Imaging Technology Sub-Committee.

PANELISTS *(continued)*

Lynda Keeler

CEO

Delight.com

Lynda Keeler has been at the crossroads of technology and entertainment for the past 20 years. Currently running Delight.com, a network of women's oriented blogs and HipsterCards.com, a digital greeting card service, she has been involved in numerous online sites and services including most recently serving as President of LA.com, which was launched in 2003. As General Manager of Sony Pictures Entertainment's Internet division, her team won numerous awards for blending entertainment, community and information to promote major film releases and television projects, along with launching innovative video/internet/email services such as SoapCity and Screenblast. Other media experience includes executive positions with Turner Broadcasting, HBO, and Redleaf Ventures.

Mitch Mallon

Vice President, Sales

Egami Media: A Subsidiary of Image Entertainment

Mitch Mallon has an accomplished 20-year career within the music and video industry, having held senior management positions at Rhino Entertainment, Warner Music Group and now at Egami Media. Initially focused on independent niche products and then music DVDs, Mr. Mallon has successfully promoted and incorporated these mediums into each company's mindset, ensuring success. Since 2005, Mr. Mallon has been focused on the digital frontier and its overall market potential and opportunity.

Dmitry Radbel

Vice President Advanced Technology

Universal Music Group

Dmitry Radbel currently is a VP of advanced technology for Universal Music Group, where he manages technology strategies for electronic content distribution, and development of content protection initiatives. In his previous positions he served as CTO of Massive Media Group, VP of Product Management for Tele-TV, Director of Business Development for DirecTV, and senior manager in the media, entertainment and communications practice of AT&T Solutions. Prior to that Radbel held technical positions with Bell Communications Research and Hughes Communications. He managed development of digital video broadcast systems and secure online digital music distribution applications, and has extensive expertise with internet, cable and broadcast systems, digital content delivery, content security and digital rights management. He received a Master of Business Administration from UCLA's Anderson Graduate School of Management in 1992, and a Master of Science in Electrical Engineering from the University of Washington in 1983.

MODERATOR

Ira Moskatel

Attorney
Arnold & Porter LLP

Ira D. Moskatel, practices law at Arnold & Porter LLP in Los Angeles, where he focuses on the representation of businesses that depend on intellectual property or technology, with emphasis in licensing, mergers and acquisitions, joint ventures and strategic alliances. Ira was a founder of Teradata Corporation, a manufacturer of massive parallel database computers (acquired by AT&T several years after a major public offering) and served as a member of the Board of Directors of Peter Norton Computing, Inc. before its acquisition by Symantec. He is a past chair of the Caltech/MIT Enterprise forum and has served as Chair of the Law and Technology Section of the Los Angeles County Bar Association. He has lectured and written extensively for major publications on legal aspects of technology, electronic commerce and data security. Ira received a Bachelor of Science in Engineering and Applied Science from the California Institute of Technology and a J.D. from the University of Southern California Law Center, where he was elected to Order of the Coif and the Board of Editors of the Southern California Law Review.

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