

# Robert Hopkins, Ph.D.

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## Summary

Robert Hopkins is a technical business executive. He was a pioneer in digital video engineering with significant experience in high technology electronics, ranging from research to general management, in the broadcast electronics and motion picture industries. Since retirement he has consulted on a part-time basis.

## Experience

### **2016-2017 Consultant with Eisuke Tsuyuzaki & Associates**

Advisor to various companies, including YUASA Systems, a mechanical endurance test machine manufacturer for Flexible Hybrid Electronics.

### **2015 Consultant to the CEO, Vision III Imaging**

Advisor to the CEO of a company that uses 3-D parallax information to make images appear more spacious and realistic when viewed on regular 2-D displays.

### **2014 Consultant to the CTO, Auro Technologies**

Advisor to the CTO of an audio technology company regarding SMPTE Standards and procedures.

### **2011-2013 Consultant to the CTO, Panasonic North America**

Advisor to the CTO on multiple topics including 3-D television, high definition television, digital signage, battery backup for communications systems, mobile-health care, and staff organization.

### **1996-2003 Senior Vice President, General Manager, Sony Pictures High Definition Center**

Responsible for general management of a subsidiary of Sony Pictures in its transition from a development laboratory to a profit and loss center, posting a profit every year. Final phase of the assignment, once the external post-production industry offered high definition services, included closing down the facility and transferring work to outside vendors. The High Definition Center was the world's first full-service digital high definition facility offering production and post-production services, digital cinema mastering, film to video transfers, video to film transfers, and film restoration to the motion picture industry.

### **1985-1995 Executive Director, Advanced Television Systems Committee (ATSC)**

Responsible for management of all administrative and technical activities of the ATSC, a technical standards organization sponsored by companies involved in the United States television industry. Served as United States Spokesman on HDTV in the United Nations technical organ, the International Telecommunications Union (ITU). Served as Chairman of the Standards Working Party of the FCC Advisory Committee on Advanced Television Service. Accomplishments include standardization of the American digital high definition television broadcasting system.

### **1982-1984 Managing Director, RCA Jersey Limited**

Responsible for general management of an overseas subsidiary of RCA Broadcast Systems Division located in Jersey, Channel Islands, Great Britain. The subsidiary manufactured PAL and SECAM professional television equipment. Responsibilities included profit and loss, manufacturing, engineering, product management, and financial operations. Final phase of the assignment included closing down the facility and starting up a small operation near London as part of RCA Broadcast Systems Division's restructuring program.

### **1981-1982 Business Manager, RCA Broadcast Systems Division**

Responsible for profit and loss, product management, and engineering of the field camera product line. Accomplishments include management of the RCA Hawkeye CCD Camcorder during final design phase and start-up in manufacturing.

**1980-1981 Manager, Strategic Planning, RCA Broadcast Systems Division**

Responsible for management of a Strategic Planning group with the assignment to analyze the broadcast television market, digital television technology trends, and opportunities for RCA Broadcast Systems Division during the 1980s.

**1979-1980 Engineering Manager, RCA Broadcast Systems Division**

Responsible for managing three engineering groups: Telecine Camera group, Digital Television Frame Synchronizer group, and Advanced Development group.

**1976-1978 Unit Manager, Engineering Staff, RCA Broadcast Systems Division**

Responsible for budget, supervision, and technical guidance of the engineers in the Digital Television Frame Synchronizer group.

**1964-1976 Member of the Technical Staff, RCA David Sarnoff Research Center**

Performed basic and applied research on materials, solid state devices, scan conversion processes, remote electronic conferencing, and digital television systems.

**Education**

**1981 Harvard Business School, Program for Management Development**

**1970 Rutgers University, Ph.D., Electrical Engineering**

**1968 Rutgers University, M.Phil., Electrical Engineering**

**1967 Rutgers University, M.S., Electrical Engineering**

**1964 Purdue University, B.S., Electrical Engineering**

**Affiliations**

- Fellow of the Society of Motion Picture and Television Engineers (SMPTE).
- Senior Member of the Institute of Electrical and Electronics Engineers (IEEE).
- Member of the Royal Television Society (RTS).
- Served as Vice-Chair of the Board of Directors of the Advanced Television Technology Center in Arlington, Virginia.
- Served on the Board of Directors of the Model HDTV Station Project in Washington, D.C.

**Awards**

- Accepted a 2008 Emmy on behalf of the Advanced Television Systems Committee from the National Academy of Television Arts and Sciences for the standardization of the ATSC digital system.
- Received 2000 Outstanding Electrical Engineer Award from Purdue University.
- Accepted a 1998 Emmy on behalf of the Sony Pictures HD Center from the National Academy of Television Arts and Sciences for the HD Center's work on high resolution digital film scanners.
- Received 1998 National Association of Broadcasters Television Engineering Achievement Award.
- Received two RCA Laboratories Outstanding Achievement Awards.
- Received RCA Laboratories Doctoral Study Award.

**Miscellaneous**

- University teaching experience as Adjunct Professor, New Jersey Institute of Technology. Taught junior and senior level courses in electronics and communications.
- Holds six patents and is widely published.