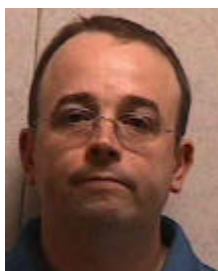


ITU-T Workshop

Video and Image Coding and Applications (VICA)

BIO

Geneva, 22-23 July 2005



Mark Jeffrey

Session: 3: Digital Video

Title of The SMPTE 421M "VC-1" Standardization Project

Presentation:

Mark Jeffrey is a program manager for European Digital TV standards for Microsoft Corporation of Redmond, Washington, USA. Brought up in Essex and Hants, Mr. Jeffrey previously worked at Plessey/GPT in Poole prior to joining Microsoft. Based near Microsoft headquarters from 1995 to 1999, he then returned to England until 2003, and now resides in Switzerland. He is Microsoft's "man in Geneva" for digital television topics, including work with the EBU, DVB, ITU, and various other organizations.