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[Bob Lambert Appointed as ETC@USC Chairman Emeritus and Special Adviser to the Board](#)

Los Angeles - The Entertainment Technology Center at University of Southern California (ETC@USC) today announced its appointment of Bob Lambert as ETC Chairman Emeritus and Special Adviser to the Board. The Entertainment Technology Center is a multi-industry consortium pioneering new initiatives in the consumer and professional realms. Engaged and active with ETC's board for the past decade, among other roles Bob served terms as ETC Board Chairman and as CEO pro tem, while also serving as Senior Vice President, Worldwide Technology Strategy for The Walt Disney Company.

"Bob is a visionary for our industry, and an exceptional supporter and driver of inter-industry projects and of USC's efforts in entertainment and technology," cited ETC CEO and Executive Director David Wertheimer. The ETC Board and I are delighted to have his continued involvement and support."

Bob serves on several for-profit and non-profit boards of directors. In addition to being a veteran of twenty-five years as a senior executive of The Walt Disney Company, he has advised MPAA, MovieLabs, DCI LLC, AFI, and other organizations and technology start-ups. He will continue efforts on new ETC initiatives and sponsorships, working with Wertheimer.

About the Entertainment Technology Center @ USC
The Entertainment Technology Center @ USC, founded in 1993 with the help of George Lucas, is a non-profit organization within USC's School of Cinematic Arts. The ETC brings together the top entertainment, technology and consumer electronic companies to evaluate what consumers really want, which is then translated to the companies that make technology products. The ETC strives to show how technology impacts the next generation consumer, which will improve the consumer experience and will uncover new revenue streams for entertainment-related products. Along with USC's School of Cinematic Arts, current ETC sponsors include: The Walt Disney Company, Sony Pictures Entertainment, Twentieth Century Fox, Paramount Pictures, Warner Bros. Entertainment, Alcatel-Lucent, Cisco, Deluxe Entertainment Services Group, Inc., DTS, Lucasfilm Ltd, TATA Consultancy Services, and Technicolor, also Dolby, LG Electronics, MasterImage 3D, NBC Universal, Panasonic, RealD, Singapore IDA, and Thales. www.etccenter.org

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