

# The 26th Annual SMPTE Advanced Television and Electronic Imaging Conference

St. Francis Hotel, San Francisco, Calif.

February 7–8, 1992

The melding of the computer and video industries will be explored at the 26th Annual SMPTE Advanced Television and Electronic Imaging Conference (formerly the SMPTE Television Conference), which will take place Friday, February 7, and Saturday, February 8, 1992, at the St. Francis Hotel in San Francisco.

The theme of the conference is "Collision or Convergence: Digital Video/Audio, Computers, and Telecommunications," addressing the serious need for technological compatibility between television and computers. According to Program Chairman Peter Hammar, Hammar Communications, the conference will be aimed at engineers and executives in the television industry as well as computer engineers, computer users, and system designers.

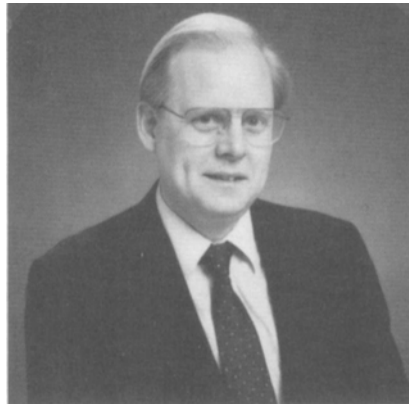
Technology Solutions, a New York-based public relations firm that is well versed in high technology, is working with the Society to actively pursue attendance by the computer trade and to promote the conference.

General Arrangements Chairman John Carlson, Monaco Labs and Video, points out that the subject matter of the conference program is extremely timely. "The Society is already helping set standards for broadcast-quality full-motion video, which is where the computer video industries are headed," he said.

## All-Day Tutorial

An all-day tutorial, entitled "Computers for Video, Video for Computers," will be held on Thursday, February 6, and will be devoted to computer video and multimedia. The tutorial is under the direction of Fred J. Meyers, Industrial Light and Magic.

The tutorial will feature live hands-on demonstrations of both computer and video equipment. Attendees will be able to see and use equipment



Peter Hammar



John Carlson

demonstrated by Digital F/X, Avid Technology, and others.

The program will include a presentation by Stan Mo, Tektronix, Inc., who will address broadcast video and high-end workstations, and a discussion by Greg Estes, Silicon Graphics, who will describe the broadcast video issues that are prevalent in the computer industry. Additional topics to be covered will include resolution, storage and retrieval, image quality, compression, distribution, interchange, and control.

"The basic premise of this educational forum is that video and computer professionals must learn each other's technologies in order to enter the world of all-digital technology," Meyers said.

## Papers Program Committee

The Papers Committee has selected a number of interesting and informative papers to be presented at the conference. Papers selected for presentation during the two-day event are being compiled and published in a book that will be sold at the conference.

The committee consists of Kim Aubry, Zoetrope Studios; Stephen C. Beck, Lapis Technologies; Christin Hardman, Hardman Associates; Rick

Lehtinen, Intertec Publishing/*Broadcast Engineering* magazine; C. Robert Paulson, AVP Communication; Tom Scott, LucasArts Entertainment Co.; John Stautner, Aware, Inc; and John Watkinson, a noted technical expert and author of *The Art of Digital Video*. David Bancroft, Ampex Corp., is Program Vice-Chairman.

## Social Events

General Arrangements Chairman Carlson noted that this year there will be an enhanced version of the traditional opening reception. On Friday evening, a wine and cheese party, sponsored by Sony, will be held at San Francisco's Cable Car Barns and Power House, located atop Nob Hill. A cable car ride, which offers a picturesque view of the city, will transport guests to the party.

Spouses Program Chairwoman Susan Carlson is in the process of organizing an all-new lineup of events that are sure to be enjoyed by all.

Additional information about the conference can be obtained by writing to SMPTE Headquarters at 595 W. Hartsdale Ave., White Plains, NY 10607, or by calling (914) 761-1100. Watch for future conference updates in the *Journal*.

— Carol King