

# The 133rd SMPTE Technical Conference and Equipment Exhibit

October 26–29, 1991, Los Angeles

The 133rd SMPTE Technical Conference and Equipment Exhibit, to be held October 26 to 29, 1991, in Los Angeles, promises to offer attendees a wide array of educational opportunities. The event's theme, "Advanced Motion Imaging Technologies — Enhancing the Universal Language," will be supported by the traditional papers presentations as well as a new seminar and workshop program.

According to Editorial Director, Motion Pictures, John Baptista, Consolidated Film Industries, an all-day seminar will precede the conference on Friday, October 25, and will focus on computer motion imaging. It is titled Advanced Motion Imaging Technology and it will be in a lecture-type format similar to the successful tutorials held prior to the 24th Annual Television Conference in Orlando and the 25th Annual Television Conference in Detroit. Bob Ringer, Multimedia Services, and Gail Ringer, Ringer Video Services, will be the organizers of the papers for this educational event.

Three "hands-on" workshops, Barcodes in the Workplace, Television Testing Equipment and Technology, and Computer Graphics, will be offered on Saturday, October 26, and on Sunday, October 27. The two to three-hour seminars will focus on equipment that is already in use rather than the prototypes often discussed in the conference's technical presentations.

On Saturday there will also be a Student Fair. Spearheaded by Bob Ringer, this event will be geared toward students and will offer them an opportunity to meet with representatives from colleges, universities, and trade schools that offer programs focusing on the technical aspects of motion pictures and television. High school and junior college students are encouraged to attend. Admission will be free, with a student I.D. card, and will include a one-day entry to the exhibit area.

## **Gregory Peck to Speak at Honors and Awards Luncheon**

### ***Roland Zavada to Keynote***

In celebration of the SMPTE's 75th Anniversary, actor Gregory Peck will be the featured speaker at the Honors and Awards Luncheon on Saturday, October 26. The Academy Award winner was the guest speaker at the Get-Together Luncheon during the Society's 103rd Semi-Annual Technical Conference in 1968. At that event, Peck, who was the president of the Motion Picture Academy, attracted an audience of over 700 people, which at that time was the highest attendance ever at that event.

Roland Zavada, Consultant, will deliver the keynote address at the conference. A longtime standards advocate, Zavada had been involved in SMPTE standards work since 1962 and was the SMPTE Engineering Vice-President from 1976 to 1983. In 1985 he was the recipient of the SMPTE Progress Medal. He is also actively involved with ANSI and was recently presented with the ANSI Meritorious Service Award. When he retired last year from Eastman Kodak Co., after 39 years, he was the standards director of imaging technologies.

Plans for the Fellows Luncheon and Spouses Program are currently under way.

## **Equipment Exhibit**

The equipment exhibit will run concurrently with the technical program. To date, there is more exhibit space reserved than in previous years. Over 174 companies are already scheduled to display their wares and services in an exhibit area that measures approximately 150,000 sq. ft. For more information about the exhibition, write to Alan Ehrlich at SMPTE, 595 W. Hartsdale Ave., White Plains, NY

10607, or call him at (914) 761-1100. Most of the major manufacturers and suppliers of professional television and motion-picture equipment from around the globe are expected to participate in what has become one of the world's leading industry events.

This year's exhibit will have several new features. The show hours have been altered to coincide with the papers presentations. The new hours are 10 a.m. to 6 p.m. on Saturday, Sunday, and Monday, and from 10 a.m. to 4 p.m. on Tuesday.

In addition, the trade show directory will take on a new look. It will be magazine size (approximately 9×11 in.) and will contain the traditional conference information as well as color and black-and-white advertising.

Based on the its successful debut at the 132nd conference, a New Product Introduction Room will again accommodate exhibitors who are introducing new products. Also, as a service to exhibitors, the Society will make available advanced registrants mailing labels so that they will be able to target their promotional mailings well in advance of the show.

## **Registration Packages/Travel Information**

Blocks of rooms have been set aside for conference attendees at the Westin Bonaventure Hotel, the Los Angeles Hilton Towers, the Holiday Inn, and the Figueroa. Registration and accommodation packages will soon be mailed from SMPTE Headquarters. In the meantime, the *Journal* will continue to publish conference updates.

Travel arrangements can be made now by calling Media Travel U.S.A. at (800) 283-8747 for discounted fares on air travel and car rentals. Be sure to mention that you are attending the SMPTE conference to receive the best rates.

— Carol King