

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, at the Los Angeles Convention Center, will feature three dynamic guest speakers as part of the Society's Diamond Anniversary celebration.

Roland Zavada to Keynote

Longtime standards advocate Roland J. Zavada will deliver the keynote address on Saturday, October 26. His speech, tentatively titled "Managing the Moving Image," will cover the Society's 75-year history from an engineering point of view.

He has been involved in SMPTE standards work since 1962 and was the SMPTE Engineering Vice-President for four terms, from 1976 to 1983. During his tenure as Engineering Vice-President, the Society's engineering effort expanded significantly into the video field to include work on digital and high-definition systems.

Zavada, who recently retired from Eastman Kodak Co. after 39 years, has been the recipient of many coveted honors and awards. He is a Fellow of the SMPTE, the BKSTS, and the AES. In 1985 he received the SMPTE Progress Medal, which is the highest award bestowed by the Society. That same year he was presented with the Leo East Award as Rochester's Engineer of the Year. In 1986 he was presented with SMPTE's Agfa Gevaert Gold Medal for outstanding achievement in film and video image interface. He is also actively involved with ANSI and was recently presented with the ANSI Meritorious Service Award.

Gregory Peck to Speak at Honors and Awards Luncheon

Actor Gregory Peck will be the featured speaker at the Honors and Awards Luncheon on 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. 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.

Burton Stone to Deliver Fellows Luncheon Address

The Fellows Luncheon — which is held to honor newly elected Fellows, to introduce them to their peers, and to present them with their plaques — will feature Burton "Bud" Stone, president of Deluxe Laboratories, Inc., as the guest speaker. Attendance at the luncheon is limited to Fellows and Life Fellows.

Stone, who became a Fellow in 1977, is a former SMPTE Governor-at-Large. He has served the Society as National Membership Chairman, Program Chairman, Opening Films Chairman at two conventions, Entertainment Chairman, and New York Section Manager.

He began his career in the motion-picture industry as general manager of Consolidated Film Industries. He later served as president of Allservice Film Lab, Inc., where he completed development work and put into operation a 35mm to 8-16mm color reduction octet printer. Stone became president of Precision Film Laboratories, Inc., in 1971. In 1978 he became president of Deluxe, which just marked its 75th anniversary. The company was owned by Twentieth Century-Fox until it was recently sold to The Rank Organisation Plc.

Stone is an honorary fellow of the BKSTS, a member of the Academy of Motion Picture Arts and Sciences, an associate member of the ASC, a member of the board of directors of the Will Rogers Foundation, and a past president of the ACVL. He is frequently requested to lecture on motion-picture laboratory techniques to both graduate and undergraduate

college students.

Educational Program

The 133rd SMPTE Technical Conference 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.

An all-day seminar on computer motion imaging will precede the conference on Friday, October 25. It is titled "Advanced Motion Imaging Technology," and it will be in a lecture format similar to the successful tutorials held before 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 workshops, Bar Codes in the Workplace, Television Test Signals and Equipment, and Computer Graphics, will be offered on Saturday, October 26, and on Sunday, October 27. The two to three-hour seminars will concentrate on equipment that is already in use rather than the prototypes often discussed in the conference's technical presentations. Each session will have ample time devoted to the hands-on practice of state-of-the-art equipment.

A Student Fair will be held on October 26. Under the direction of Bob Ringer, the event will be geared toward high school and junior college students and will offer them an opportunity to meet with representatives from colleges, universities, and trade schools that offer programs 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.

Equipment Exhibit

An equipment exhibit will run concurrently with the technical program. To date, nearly 200 companies have reserved booth space 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.

The hours have been extended for the equipment exhibit. The doors will be open from 10 a.m. to 6 p.m. on Saturday, Sunday, and Monday, and from 10 a.m. to 4 p.m. on Tuesday. Another feature at this year's exhibit will be a new look for the trade show directory. It will be magazine size (approximately 9 x 11 in.) and will contain the traditional conference

information as well as color and black-and-white advertising.

A New Product Introduction Room will again accommodate exhibitors who are introducing new products. The Society will also make available advance registrants mailing labels so that they will be able to target their promotional mailings well in advance of the show.

Aggressive attendance promotions are currently under way. In addition to extensive advertising, a mailing has been sent to all SMPTE members and to thousands of key industry personnel offering free admission to the equipment exhibit. To take advantage of this offer, the exhibit-only registration forms *must* be returned to the SMPTE by August 15. Registrants of the all-day seminar or any of the conference's technical sessions, work-

shops, or social functions will also be granted free admission to the exhibit.

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, Amtrak transportation, and car rentals. Be sure to mention that you are attending the SMPTE conference to receive the special rates. — Carol King

The 26th Annual SMPTE Television Conference

St. Francis Hotel, San Francisco, Calif.

A Call for Papers for the 26th Annual SMPTE Television Conference has been issued by Editorial Vice-President Frank Haney, Fox Television Stations, and Program Chairman Peter Hammar, Hammar Communications. The event will take place February 7 and 8, 1992, at the St. Francis Hotel in San Francisco, Calif.

The conference theme, "Collision or Convergence: Digital Video/Audio, Computers, and Telecommunications," reveals a basic problem facing the television industry: as sound and picture production and distribution become digitally based, the video and computer industries must learn each other's technology. The all-digital conference theme will examine areas of compatibility between television and computers, covering diverse topics such as data compression, mass storage, video/audio workstations, and fiber-optic and satellite transmission of digital bitstreams.

"Computers and television engineers are pursuing solutions to the same problems from different angles. Our conference offers both sides a chance to discover common directions between them," said Program Chairman Hammar.

For a paper to be considered for presentation at the conference, authors must send their names, addresses, telephone numbers, and a 500-word synopsis to SMPTE Program Coordinator Marilyn Waldman, 595 W. Hartsdale Ave., White Plains, NY 10607, by September 16, 1991. The information should be submitted on forms that are available from Society Headquarters. The papers selected for presentation at the conference will also be considered for publication in the *Journal*.

Proceedings to be Available at Conference

Authors will be notified of the acceptance of their papers before October 31. Finished manuscripts are then due back at the Society, in camera-ready form, by December 2.

Those papers that are selected for the conference will be compiled and published in a book that will be sold at the conference. However, only those papers that are returned to the SMPTE in acceptable form, by the deadline date, will be included in the book.

Additional information about the conference can be obtained by writing

to the Program Coordinator at the address above or by calling (914) 761-1100.

Program Committee/All-Day Tutorial

To assist him with his conference duties, Hammar has appointed David Bancroft, Ampex Corp., Program Vice-Chairman. He has also selected the Papers Committee, which will consist of Christin Hardman, San Jose State University; C. Robert Paulson, AVP Communication; Tom Scott, Lucasfilm; and John Stautner, Digital Multimedia Associates. John Carlson, Monaco Labs, will serve as General Arrangements Chairman.

An all-day tutorial will precede the conference on Thursday, February 6. The tutorial is tentatively titled "Computers for Video, Video for Computers," and it will cover professional use of new low-cost computer technologies in graphics and editing. The hands-on sessions will provide an introduction to the technical papers presented during the television conference.

The *Journal* will continue to print updates on the television conference as news develops. — Carol King