

# 133rd SMPTE Technical Conference and Equipment Exhibit

Los Angeles Convention Center, October 26–29, 1991

The 133rd SMPTE Technical Conference and Equipment Exhibit will be held Saturday, October 26, through Tuesday, October 29, 1991, at the Los Angeles Convention Center, Los Angeles, Calif.

The event, the theme of which is "Advanced Motion Imaging – Enhancing the Universal Language," will offer visitors a bouquet of educational opportunities as well as a look at the newest products and services the industry has to offer.

## Conference Schedule

The festivities will begin on Friday, October 25, with a wine and cheese reception at the exhibit hall of the Los Angeles Convention Center from 6 p.m. to 8 p.m. The gala will be sponsored by the exhibitors, and all registrants are invited to attend the party as well as to preview the equipment on display.

On Saturday, at 9:30 a.m. at the convention center, SMPTE President Blaine Baker, MPL Film and Video, Inc., will officially open the conference and welcome attendees. He will be followed by longtime standards advocate Roland Zavada, who will deliver the keynote address. His speech, tentatively titled "Managing the Moving Image," will cover the Society's 75-year history from an engineering point of view.

Zavada 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 video, to include work on digital and high-definition systems.

Recently retired from Eastman Kodak Co. after 39 years, he has been the recipient of many 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



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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.

The **Honors and Awards Luncheon** will be held Saturday at 12:00 p.m. in Petree Hall at the convention center. The technical sessions will start after the luncheon. Actor Gregory Peck will be the featured speaker. 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.

New Fellows will be honored at the **Fellows Luncheon**, which will be held Sunday, October 27, at Petree Hall. Burton "Bud" Stone, president of Deluxe Laboratories, Inc., will be the featured 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 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.

The **Annual Cocktail Party, Banquet, and Dance** will be held Tuesday, October 29, at the Westin Bonaventure Hotel. Cocktails will be served at 7 p.m., and the banquet will be held from 8 p.m. to midnight.

## Educational Program

The conference technical program, which is under the overall direction of Editorial Vice-President Frank J. Haney, Fox Television Stations, will be supported by the traditional papers

presentations, as well as a new seminar and workshop program.

Assisting Haney in his duties is Rick Thomas, Eastman Kodak Co., who is serving as Program Chairman. SMPTE Editorial Director, Motion Pictures, John Baptista, Consolidated Film Industries, and SMPTE Editorial Director, Television, Alan Godber, Consultant, are Program Vice-Chairmen. Frank Ricotta, Technicolor, Inc., is Topic Chairman – Motion Pictures; and Richard J. Stumpf, Universal City Studios, is Topic Chairman – Television.

### All-Day Tutorial Seminar

On Friday, October 25, an all-day tutorial seminar on computer motion imaging will precede the conference. Titled "Advanced Motion Imaging," 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 and Gail Ringer, Ringer Video Services, are the organizers of the papers for this event.

Speakers at the tutorial seminar will include Robert Greenberg, R. Greenberg Associates; Glenn Kennel, Eastman Kodak Co.; Dale Cripps, Advanced Television Publications; Barry Enders, Grass Valley Group; and Paul Carey, Component Video. Representatives from Massachusetts Institute of Technology and JPL, Inc., are also expected to give presentations.

### Workshop Program

Three workshops – Bar Code 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 technical presentations. Each session will have ample time devoted to hands-on practice with state-of-the-art equipment.

### Student Fair

A Student Fair will be held on October 26 in Room 212B at the convention center from 2 p.m. to 5 p.m. The fair, under the direction of Bob Ringer, will be geared to high-school and junior-college students, offering them

### Registration Rates

	Before Sept. 20	On-Site Registration
Weekly: Member*	\$225	\$250
Nonmember*	300	325
Spouse	100	125
Life Fellow,*		
Life Member*	FREE	FREE
Student Member	FREE	FREE
Student Nonmember	25	35
Author (day of paper only, no lunch)	FREE	FREE
Press (no lunch)	FREE	FREE
Daily: Member	On-site only	75
Nonmember	On-site only	100
Honors and Awards Luncheon (if ordered separately)	30	35
Fellows Luncheon**	60	70
Banquet	60	70
Full Banquet Table	600	700
Friday Tutorial (includes box lunch)	100	100
Workshops (Specify 1, 2, or 3)	50 each	50 each
Equipment Exhibit only*** (unlimited days)	20	20

No refunds after October 11, 1991.

\*Includes Honors and Awards Luncheon.

\*\*Fellows and Life Fellows only.

\*\*\*Admission to the equipment exhibit is included with conference, seminar, or workshop registration.

Members of the BKSTS, FKTG, SPSE, SBE, and AES may register at the member rate.

### Hotel Rates

	Standard	Medium	Deluxe	Towers
<b>The Westin Bonaventure (Headquarters)</b>				
Single	\$119	\$130	\$141	
Double	141	152	163	
<b>The Los Angeles Hilton</b>				
Single	113	133	153	\$173
Double	133	153	170	193
<b>The Holiday Inn</b>				
Single	82			
Double	92			
<b>The Figueroa</b>				
Single	68			
Double	74			

12.5% occupancy tax applied to above prices. Shuttle bus service will run only between the convention center and the Westin Bonaventure and the Los Angeles Hilton.

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 one-day entry to the exhibit area.

### Equipment Exhibit

The equipment exhibit, which is under the direction of Conference Vice-President L. John Spring, Jr., Eastman Kodak Co., will run concur-

rently with the technical program. Approximately 200 companies are expected to display their products in an area that measures roughly 150,000 sq. ft. A complete directory with booth locations and descriptions of exhibiting companies and their products will be published in the next issue of the *Journal*.

The hours for the exhibit will be 10 a.m. to 6 p.m. on Saturday, Sunday, and Monday, and 10 a.m. to 4 p.m. on Tuesday. A feature at this year's exhibit will be a new look for the trade show directory. It will be magazine

### Registration Packages

	Advance Member	On-Site Member	Advance Nonmember	On-site Nonmember
<b>Plan A</b>	\$305	\$330	\$380	\$400
All sessions and exhibits Friday Tutorial Honors and Awards Luncheon				
<b>Plan B</b>	260	285	330	355
All sessions and exhibits One workshop (of choice) Honors and Awards Luncheon				
<b>Plan C</b>	290	315	360	380
All sessions and exhibits Two workshops (of choice) Honors and Awards Luncheon				
<b>Plan D</b>	335	360	405	425
All sessions and exhibits Friday Tutorial One workshop (of choice) Honors and Awards Luncheon				
<b>Plan E</b>	360	380	425	445
All sessions and exhibits Friday Tutorial Two workshops (of choice) Honors and Awards Luncheon				

size (approximately 9 × 11 in.) and will contain the traditional conference information as well as color and black-and-white advertising.

Registrants at the all-day tutorial seminar or any of the conference's technical sessions, workshops, or social functions will be granted free admission to the exhibit.

### Conference Registration

Advance and on-site registration will be available for the conference. Members will receive registration information in the mail at the beginning of August, and are strongly urged to register in advance. By doing so, they can take advantage of reduced rates and avoid long lines at the conference. To qualify for advance-registration rates, registrants must return completed forms and payment to SMPTE Headquarters, 595 W. Hartsdale Ave., White Plains, NY 10607, no later than September 20, 1991. Nonmembers who wish to preregister may write to the address above or call (914) 761-1100 to receive advance-registration forms.

Five new registration packages will debut at this year's conference. Each package includes entrance to all sessions, exhibits, and the Honors and Awards Luncheon. The packages differ in that some include admission to one workshop, two workshops, the all-

day tutorial, or a combination. See the Registration Packages table in this article to select the option that is right for you. This offer is available to both SMPTE members and nonmembers.

### Hotel Reservations/Travel Information

Approximately 1500 rooms have been reserved at special rates for conference attendees at the Westin Bonaventure Hotel, the Los Angeles Hilton, the Holiday Inn, and the Figueroa. Reservations at these hotels must be made on the hotel reservation form that will be mailed to members during the first week of August. To qualify for these special rates, registrants must submit the form and payment to the Housing Bureau of Los

Angeles, P.O. Box 71608, Los Angeles, CA 90071. Please do *not* mail this form to SMPTE Headquarters. As in the past, complimentary shuttle-bus service will be provided between the convention center and the Bonaventure and Hilton hotels.

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.

### New SMPTE Book to Debut

*Milestones in Motion-Picture and TV Technology – The SMPTE 75th Anniversary Collection*, a commemorative book celebrating the SMPTE's 75th anniversary, will be made available at the 133rd conference.

The book contains 20 papers that were among the first to describe specific technologies. The papers, which were originally printed in the *SMPE Transactions* or the *Journal*, trace major developments in both motion pictures and television from the Society's inception in 1916 to the present.

The book will be sold at the conference for \$20 a copy. To place an advance order, write to Julie Marion, SMPTE Books, 595 W. Hartsdale Ave., White Plains, NY 10607, or call her at (914) 761-1100.

### Committee Meetings

Most of the SMPTE engineering, administrative, and editorial committee meetings will be held at the Los Angeles Convention Center. Committee members will be notified in advance of the time and place of their meetings. A complete schedule of all meetings will be available in the registration area at the convention center.

— Carol King



The Hollywood Bowl.