



The San Francisco skyline, with a view of Alcatraz in the foreground. Nob Hill, where the Wine and Cheese Party will be held, is in the background.

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

St. Francis Hotel, San Francisco, Calif.

February 7–8, 1992

The 26th Annual SMPTE Advanced Television and Electronic Imaging Conference (formerly the SMPTE Television Conference), is approaching fast. The event 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 is aimed at engineers and executives in the television industry, as well as computer engineers, computer users, and system designers.

A wide array of topics will be covered during the two-day event. On Friday, papers to be presented will include "The Computerization of Video, the 'Videoiza-

tion' of Computers," "Full-Motion Video for Personal Computers," "Design Challenges of Implementing Full-Motion Video on IBM-PC Boards," and "The Futility of Creating Video Systems from Separate Boxes."

Saturday's presentations will include "Properties of Digital Video Compression Algorithms for Production and Post-Production Applications," "What is MPEG and What Does It Mean for Television?" "HDTV and High-Resolution Imaging: Avoiding the Collision," "Analysis of Computer Graphics Video Signals," "Lessons My Mother (Ma Bell) Taught Me About Compatible Variable Bit Rate Video," "Digital Image Exchange," "Networked Media-Mixed Computing," and "Weighing the Advantages of Scalable Digital Video."

A book of conference proceedings will be included with the full conference registration and will be available on-site. The

book will sell for \$28 to those who do not attend the conference. Companies represented by conference speakers include Aware, Data Translation, Digital Equipment (DEC), Digital F/X, Eastman Kodak Co., Grass Valley Group, Lucasfilm, Media Vision, Silicon Graphics, Sony Advanced Systems, Sun Microsystems, and Tektronix, Inc.

Two conference sessions will be held each day. The morning sessions will be from 8:30 a.m. to 12 p.m. on Friday and Saturday. The afternoon sessions will be from 2 to 5 p.m. on Friday, and from 1:30 to 5 p.m. on Saturday. A panel discussion will be held at the end of *each* session. There will be ample time allotted to question-and-answer periods.

To help attendees become better acquainted with this new technology, manufacturers' representatives will be on hand to explain the features and applications of their equipment and how the equipment is

## Registration Rates

	Before January 10	On-Site
Member*	\$250	\$300
Nonmember*	300	350
Life Member*	No Charge	No Charge
Life Fellow*	No Charge	No Charge
Student Member*	No Charge	No Charge
Student Nonmember	25	35
Partners Program	50	60
Get-Together Luncheon (if purchased separately)	30	35
Thursday All-Day Tutorial (Box lunch included)	95	120
Member, Complete Conference (Program & Tutorial)	325	350
Nonmember, Complete Conference (Program & Tutorial)	375	400

\* Includes Get-Together Luncheon and conference proceedings  
Registration badgeholders will be admitted to all sessions

## Hotel Rates

### Westin St. Frances Hotel

	Single	Double/Twin
Main Building	\$125	\$140
Tower	145	160
Suites from \$475		

related to the conference theme.

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.

### Thursday All-Day Tutorial

An all-day tutorial, entitled "Computers for Video, Video for Computers," on Thursday, February 6, will supplement the conference program. The tutorial, which is under the direction of Fred J. Meyers, Industrial Light and Magic, will explore the practical side of computer video and multimedia and educate attendees about the merging fields of video and computers.

"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.

The event will feature keynote presentations by John Watkinson, a noted technical expert and author of *The Art of Digital Audio* and *The Art of Digital Video*; and Craig Birkmaier of *Videography* magazine.

There will be hands-on demonstrations of both computer and video equipment. Attendees will be able to see and use current models of computer video production equipment in operation, demonstrated by Apple Computer, Digital F/X, Sun Microsystems, DEC, Abekas, Tektronix, and others.

Topics covered during the tutorial will include video-computer crossover points; related technologies, such as interactive, CAD, and film; storage and retrieval methods; resolution and image-quality analysis; data interchange and distribution; digital formats; machine control in linear and nonlinear editing; and equipment performance and expectations.

The program will feature a Manufacturers' Panel, which will include discussions by Stan Mo, Tektronix; Greg Estes, Silicon Graphics; Karen Mills, Nu-Video; and Steven Kilisky, Abekas Video Systems. During the tutorial program, Estes will also describe broadcast video issues that are prevalent in the computer industry.

The registration fee for the tutorial, which includes a box lunch, is \$95 for those who register in advance, before January 10, and \$120 for those who register on-site.

### Social Events

A Get-Together Luncheon will be held

on Friday at 12 p.m. at the St. Francis Hotel. During the event, attendees will have the opportunity to talk with conference speakers regarding the morning's presentations. A guest speaker will further discuss the conference theme of video and computer integration.

On Friday evening, a Wine and Cheese Party will be held at San Francisco's Cable Car Barn and Power House, located atop Nob Hill. A cable car ride from the St. Francis Hotel, which offers a picturesque view of the city, will transport guests to the party. The festivities will begin at 6 p.m. and will conclude at 8:30 p.m.

The Cable Car Barn is a working facility, providing mechanical power to the entire cable car system, so guests are encouraged to wear casual, comfortable shoes and clothing.

### Partners Program

An interesting schedule of events has been organized by Partners Program Chairwoman Susan Carlson. On Friday morning, participants will be served breakfast at the salon of the clothing design team of Jeanne Allen and Marc Grant, winners of the 1990 Golden Shears Award for outstanding women's fashion.

After breakfast there will be a visit to Dunsuir House and Gardens in Oakland, located in the foothills across San Francisco Bay. Forty acres of hills and gardens surround a 37-room Victorian Colonial revival mansion built in 1899. Lunch will be served in the carriage house following a tour of the grounds. After lunch, the group will visit Acres of Orchids, a business that annually ships over four million orchids, roses, and gardenias. By early February, many flowers will be in bloom.

On Saturday, a continental breakfast will kick off a day of shopping and sight-seeing. "Insider" tips from San Franciscans on what to see and how to get there will be provided. Free maps and information packets will be available.

### Travel Information

Media Travel U.S.A. has been designated as the official transportation coordinator for all SMPTE members and guests. American and Delta Airlines have been named as the official co-carriers of this event. Exclusive discounts of 40% off full coach fare, 5% off first-class fare, and 5% off the lowest applicable excursion are available. For more information, call Media Travel U.S.A. at 1-800-283-8747.

A complimentary in-flight cocktail and \$100,000 travel accident insurance comes with every SMPTE air travel ticket issued.

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.

— Carol King