



The sessions were attended by more than 500 people throughout the two-day meeting.

The 26th Annual SMPTE Advanced Television and Electronic Imaging Conference

Westin St. Francis Hotel, San Francisco, February 7–8, 1992

The 26th SMPTE Advanced Television and Electronic Imaging Conference, held at the Westin St. Francis Hotel in San Francisco from February 7–8, proved to be a tremendous success. The event, which had the theme “Collision or Convergence: Digital Video/Audio, Computers, and Telecommunications,” focused on the future of computer-integrated audio and video.

Over 650 registrants — from the computer industry as well as the television and motion-picture fields — attended the conference.

Former SMPTE President Charles Anderson, a pioneer in the development of video, noted that during his longtime association with the SMPTE, he witnessed the Society meeting new technical advancements as film matured and television became an integral part of the industry. “It pleases me that at this conference, the SMPTE is again adapting new technologies and meeting new challenges as computer technology becomes an apparent force in image development, transmission, and presentation.”

“This conference may prove to be a real turning point for the Society because for the first time we attracted a significant number of computer people,” said Program Chairman Peter Hammar, Hammar Communications. “The number of regis-

trants from the computer industry was doubly significant since our conference was concurrent with Infokomm, a computer conference on the East Coast.

“The quality of the speakers was very good and during each session there was ample time devoted to questions from the floor so that the audience felt very involved in the proceedings,” Hammar added.

Technical Program

During the two-day conference, a total of 22 papers were presented in 4 sessions. Speakers covered timely topics such as

digital HDTV compression techniques, challenges in full-motion video/audio for personal computers, and digital image exchange. At the close of each session, there was a lengthy question-and-answer period enabling attendees to talk with the speakers who had just presented papers and to challenge their views.

The conference concluded with a presentation that detailed the work of the SMPTE Task Force on Headers/Descriptors, given by William Stackhouse, Jet Propulsion Laboratories, who is the chairman of the task force; Gary Demos, Demografx; and Branko Gerovac, Digital Equip-



One of the conference panel discussions.



The opening session featured presentations by (left to right) Editorial Vice-President Frank J. Haney, Program Chairman Peter Hammar, John Watkinson, and G. Seth Shostak.



Engineering Vice-President Ken Davies at the SMPTE Press Briefing (left). Participants in the SMPTE Press Briefing also included Blaine Baker, Frank Haney, and Peter Hammar.



Blaine Baker at the opening luncheon.



John Carlson speaking at the luncheon.



Luncheon guest speaker Scott Ross.

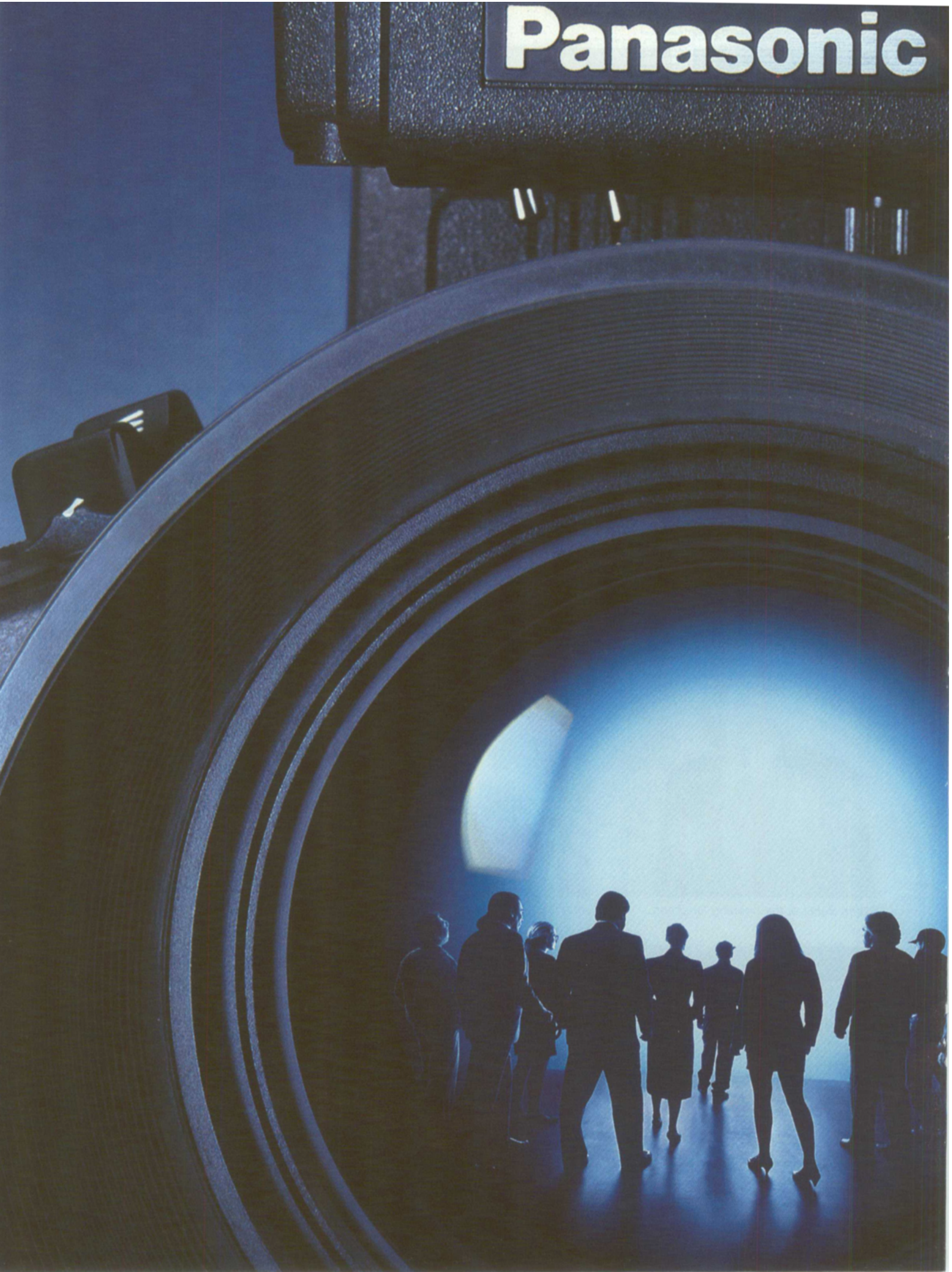


The Get-Together Luncheon.



The Wine-and-Cheese Party.

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Executive Vice-President Irwin Young (left) and President Blaine Baker.



Program Chairman Peter Hammar (left) and Editorial Vice-President Frank Haney.



The SMPTE Coffee Club.



The Manufacturers Information Center.

ment Corp. The task force was directed to consider header/descriptor architectures and implementations appropriate for the emerging digital HDTV and high-resolution system industries.

Press Briefing

The work of the Task Force on Headers/Descriptors was elaborated on by SMPTE Engineering Vice-President Ken Davies, CBC, at the SMPTE Press Briefing held on Friday, February 7. The efforts of the task force represent a major and practical step towards the goal of fully flexible, interoperable, scalable, and extensible systems that the industry is seeking. Television, HDTV, high-resolution imaging (HRI), graphics, and image communications will at last be able to overcome many of the barriers to the free flow of material.

The SMPTE is now undertaking the documentation of the standard for a header/descriptor that will apply to television, multimedia, image transfer, and a wide range of other related applications. Davies said that he anticipates a close liaison with other groups involved in, or affected by, this work, and the SMPTE is actively seeking their participation to ensure standards having the widest use and maximum economy of application.

During the Press Briefing, comments were also made by SMPTE President Blaine Baker, MPL Film & Video, Inc.; Editorial Vice-President Frank J. Haney, Fox Television Stations; Program Chairman Peter Hammar; and General Arrangements Chairman John Carlson, Monaco Labs and Video.

Conference Proceedings Available

A book of proceedings from the conference is available from SMPTE Headquarters. The 248-page book contains 17 papers that were presented at the conference, as well as 3 supplementary papers that further explore the timely topic of computer-integrated media. The soft cover 8½ × 11-in. publication is available at a cost of \$20 to SMPTE members and \$25 to nonmembers (plus \$3 for domestic postage and handling, \$10 for overseas shipping). To order, please send a check or money order to SMPTE Books, 595 W. Hartsdale Ave., White Plains, NY 10607, or call (914) 761-1100.

Special Activities

General Arrangements Chairman John Carlson organized several social events to complement the conference. Highlights included the Get-Together Luncheon on

Friday, February 7, which featured guest speaker Scott Ross, group vice-president of LucasArts Entertainment Co., parent company of Industrial Light & Magic (ILM), a motion-picture and computer graphics special-effects house. Ross gave an informative and entertaining talk about the importance and difficulty of creating standards for film/video computer interfacing. He described his experiences in computer imaging, and detailed the computer-generated special effects that ILM pioneered for the box-office hit *Terminator 2: Judgment Day*. He also spoke about ILM's involvement with the recently released feature, *Hook*.

Additional activities included a wine-and-cheese party Friday evening, which was held at San Francisco's Cable Car Barn and Power House. A motor-driven cable car transported guests from the Westin St. Francis Hotel to the party.

The Partners' Program, organized by Susan Carlson, included trips to a clothing design salon; Dunsmuir House and Gardens, which features a 37-room Victorian mansion located on 40 acres of hills and gardens; and Acres of Orchids, a business that annually ships over four million orchids, roses, and gardenias.

— Carol King