



*Los Angeles Music Center.*

## 135th SMPTE Technical Conference and Equipment Exhibit October 29 to November 2, 1993 Los Angeles Convention Center

The 135th SMPTE Technical Conference and Equipment Exhibit, "Integrating Technologies in the Digital Era," is fast approaching. The event will take place at the Los Angeles Convention Center from October 30 to November 2, 1993.

Sessions during the technical conference will address the traditional areas of motion-picture, television, and computer imaging, as well as multimedia technology, digital video compression, advanced television, and film and the environment.

### **All-Day Tutorials to Precede Conference**

The conference will be preceded by two concurrent all-day tutorials on October 29. One session will focus on digital terrestrial television broadcasting (DTTB) and the other will concentrate on Special Venues.

The DTTB Tutorial will be a joint effort by the SMPTE and the ITU-

RCB. The session will present the technologies and strategies fundamental to the development and implementation of DTTB. Emphasis will be placed on the underlying technologies of DTTB, their practical application in broadcasting systems, and their planning and design. Presentations will be at a level appropriate for senior staff members of those administrations considering the impact of DTTB on current or future broadcasting services, or considering its implementation.

Subjects to be covered will include compression technology, MPEG-transport and tool boxes, service multiplex, encryption and conditional access, modulation technology, error management, channel coding, system scalability, and receiver programmability. The session will conclude with a panel discussion on DTTB services.

The Special Venues Tutorial will concentrate on nontraditional areas of

image making, according to Program Chairman Jonathan Erland, Technology Council of the Motion Picture/Television Industry. "Special venues, with their phenomenal growth over the past dozen years, is probably the most rapidly developing segment of our industry," he said. "In this new domain, the motion-picture experience advances from a representation of reality to a simulated reality, adding motion and other sensory clues to large-format cinematography. The Special Venues Tutorial Topic Chairman Don Iwerks, himself a leading figure in this field, will be joined by other major players for a first ever, full-day tutorial on this exciting topic."

### **Program Committees Appointed**

Erland and his Program Committees are currently reviewing manuscripts for possible presentation at the conference. Topic Chairmen for the Program Committees are as follows:

<b>Airline</b>	<b>Discount</b>
<b>American</b>	<b>5% off any published fare</b> <b>10% off full coach fares</b>
<b>AmericaWest</b>	<b>5% off any published fare</b> <b>40% off full coach fares</b>
<b>Delta</b>	<b>5% off any published fare</b> <b>10% off full coach fares</b>
<b>Hotel</b>	<b>Single/Double Room Rates</b>
<b>Westin Bonaventure (Headquarters Hotel)</b>	<b>\$99</b>
<b>Los Angeles Hilton</b>	<b>\$99</b>
<b>Figueroa Hotel</b>	<b>\$68/\$78</b>
<b>Holiday Inn Convention Center</b>	<b>\$85/\$89</b>

Beverly M. Pasterczyk, Eastman Kodak Co., is Topic Chairman for Film; Gavin Schutz, Image Transform, Inc., is Topic Chairman for Video; Steve Schklair, Jericho Interactive Media, is Topic Chairman for Multimedia; and Don Iwerks, Iwerks Entertainment, is Topic Chairman for Special Venues.

### **General Arrangements Committees Named**

Milt Shefter, Miljoy Enterprises, and John Brooks, Brooks Flemming Associates, have been appointed General Arrangements Co-Chairmen; Ron Little, Consolidated Film Industries, will act as Open Topics Chairman; Jerry Isenhower, Toyota Motor Sales, and Bob Kisor, Paramount Pictures Corp., will be Facility and A/V Co-Chairmen; and Russ McMurtry, Consultant, was named Honors and Awards Luncheon and Fellows Luncheon Chairman.

In addition Paul Van Camp, Forward Momentum Inc., will serve as Message Center Chairman; Don McCroskey, Consultant, will be Transportation Chairman; Lou Wolf, Universal City Studios, was named Banquet Chairman; Jerry Finn, Pasadena City College, was named Hospitality Chairman; Tom Kuhn, Eastman Kodak Co., will act as PA and Recording Chairman; and Bob Ringer, Ringer Video Services, will be Student Fair Chairman.

### **Equipment Exhibit**

An impressive equipment exhibit featuring the industry's latest products and newest innovations will complement the technical program. To date, many of the industry's leading manufacturers have reserved space for this year's exhibit.

In addition, the Society plans to repeat many of the successful highlights from previous conferences, including the distribution of Bonus Certificate Booklets, which offer various incentives, bonuses, discounts, and giveaways; the New Technology Room, where exhibitors will make late-breaking announcements and unveil their most recent products; a delegates seminar, which will be free of charge to all registrants; Demo Rooms, where exhibitors will privately demonstrate highly specialized equipment; a literature display, featuring exhibitor production information; HDTV demonstrations; and hands-on workshops.

For more information on the SMPTE equipment exhibit, call Alan Ehrlich at Society Headquarters, (914) 761-1100, or fax (914) 761-3115.

### **Tentative Social Schedule Announced**

In addition to a solid educational program and an extensive equipment exhibit, the conference will offer several social events: the Exhibitors

Opening Reception will be held Friday evening, October 29; the Honors and Awards Luncheon will take place on Saturday, October 30; the Fellows Reception and Luncheon will be on Sunday, October 31; and the Annual Banquet will be held on Monday, November 1. A Partners Program will also be offered.

### **Joe Flaherty to Speak at Fellows Luncheon**

Joe Flaherty, senior vice-president, technology, at CBS, will be the guest speaker at the SMPTE Fellows Luncheon, which will take place at the Los Angeles Convention Center.

A Fellow of the Society is one who is no less than 30 years old, and who has, by proficiency and contributions, attained an outstanding rank among engineers or executives in the motion-picture, television, or related industries. Only SMPTE Fellows will be admitted to the luncheon.

### **Hotel and Travel Discounts Available**

The Westin Bonaventure has been named the SMPTE Headquarters Hotel during the 135th SMPTE Technical Conference and Equipment Exhibit. A complete listing of selected hotels and daily rates appears in a box on this page.

A separate box lists the airlines that are offering travel discounts to SMPTE conference and exhibit attendees.

Special rates on rental cars for SMPTE conference attendees are available from Budget Rent-A-Car, starting at \$26 per day and \$110 per week.

To make your travel arrangements to the SMPTE conference and exhibit, contact Travel Planners at 1-800-221-3531 (in 212, 516, 718, and 914 area codes, please call 212-473-4688), or fax (212) 995-5644. Make sure you mention you are attending the SMPTE conference to obtain the best discounts.

If you are booking through your corporate travel account, please use the following SMPTE file numbers to ensure the largest savings available: American, 1003BU; Delta, J0849; and American West, Cams Code 15624CD.

Additional information will continue to be published in the *Journal*.

— Carol King