



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

The 135th SMPTE Technical Conference and Equipment Exhibit, "Integrating Technologies in the Digital Era," will offer in-depth coverage of a wide range of topics that are pertinent to image makers in all fields. The event will take place at the Los Angeles Convention Center from October 30 to November 2, 1993. Two concurrent all-day tutorials on October 29 will precede the conference.

Sessions during the technical conference will address the traditional areas of motion-picture, television, and computer imaging, as well as touch on specialized topics, such as multimedia applications, integrating technology in the digital era, digital terrestrial broadcasting in North America, film and the environment, laboratory practices, digital compression/format conversion, digital video/audio, digital sound in film, film formats, and IDTV and widescreen TV.

Jim Clark, Silicon Graphics, to Present Keynote Address

Jim Clark, chairman of the board of Silicon Graphics, Inc., will present the keynote address on Saturday, October 30, during the opening ceremonies of the conference.

Clark founded Silicon Graphics in 1981. The company — a pioneer in digital production and computer-graphics applications — designs, manufactures, markets, and services high-performance 3-D computers that are used by engineers, scientists, and creative professionals for conceptual design, analysis, and simulation of 3-D objects and phenomena. The company's systems are currently used in applications such as mechanical computer-aided engineering, animation, visual simulation, and various scientific applications including molecular modeling and computational fluid dynamics.

Clark has worked as a systems programmer, a consultant, and a professor of computer science. For three years he was an associate professor of electrical engineering at Stanford University, where he led the VLSI research team that developed the Geometry Engine. Clark holds a Ph.D. in computer science from the University of Utah and an M.S. degree in physics from the University of New Orleans.

He has lectured extensively at universities and conferences worldwide, sharing his experience and insight in technology leadership and business development.

All-Day Tutorials to Precede Conference

As an added educational opportunity, 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.

DTTB Tutorial Workshop

The DTTB Tutorial Workshop will be a joint effort by the SMPTE and the ITU-RB. The session will be a two-day event, which will take place October 29 and November 1. The tutorial workshop 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 members of staff 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 of worldwide experts on DTTB services.

Presentations during the event will be international in scope and will include a panel of authorities from Australia, Canada, Denmark, England, France, Italy, Japan, Slovenija, Sweden, and the U.S. The official language of the tutorial workshop will be English. Speakers will represent such prestigious organizations as RAI, IBC, CCETT, NTL, NHK, CBC, NBC, David Sarnoff Research Co., Eastman Kodak Co., Grass Valley Group, and Toshiba. All registrants will receive a complete set of proceedings of the tutorial workshop. A tentative program for the tutorial workshop appears within this article.

Special Venues Tutorial

The Special Venues Tutorial will concentrate on nontraditional areas of image making, according to Program Chairman Jonathan Erland, director of international affairs, 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

| Hotel | Single/Double Room Rates |
|--|--------------------------|
| Westin Bonaventure (Headquarters Hotel) | \$ 99 |
| Los Angeles Hilton | \$ 99 |
| Figueroa Hotel | \$ 68/78 |
| Holiday Inn Convention Center | \$ 85/89 |

| Airline | Discount |
|-------------|---|
| American | 5% off any published fare 10% off full coach fares |
| AmericaWest | 5% off any published fare 40% off full coach fares |
| Delta | 5% off any published fare 10% off full coach fares |

| Registration Rates | | |
|--|-----------------|----------------|
| Conference (Includes Technical Sessions and Exhibit Hall Admittance) | | |
| | Advance* | On-Site |
| **Member | \$ 250 | \$ 300 |
| **Nonmember | \$ 350 | \$ 400 |
| Student Nonmember | \$ 30 | \$ 35 |
| **Partner | \$ 110 | \$ 130 |
| **Fellow | \$ 250 | \$ 300 |
| **Life Fellow | Free | Free |
| **Life Member | Free | Free |
| Student Member | Free | Free |

| Special Venue Tutorial | | |
|------------------------------------|-----------------|----------------|
| (Includes Exhibit Hall Admittance) | | |
| | Advance* | On-Site |
| ***Member/Nonmember | \$110 | \$130 |
| ***Student Member/Nonmember | \$ 50 | \$ 60 |

| Workshop Registration | | |
|--|-----------------|----------------|
| (Includes Exhibit Hall Admittance) | | |
| | Advance* | On-Site |
| There will be a total of four workshops. | \$ 50 (each) | \$ 60 (each) |

| ITU/SMPTE Two-Day DTTB Tutorial Workshop | | |
|--|-----------------|----------------|
| (Includes Exhibit Hall Admittance) | | |
| Friday, October 29, and Monday, November 1, 1993 | | |
| | Advance* | On-Site |
| ***Member | \$200 | \$250 |
| ***Nonmember | \$265 | \$300 |

| Special Events | | |
|---------------------------------|-----------------|----------------|
| | Advance* | On-Site |
| Honors and Awards Luncheon | \$ 35 | \$ 40 |
| Fellows Luncheon (Fellows only) | \$ 40 | \$ 45 |
| Banquet | \$ 65 | \$ 75 |
| Banquet Table (seats ten): | \$650 | \$750 |

*Advance Registration ends October 1, 1993
 **Includes Honors and Awards Luncheon
 ***Lunch Included

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Please take the time to answer the following questions.
Check one item per question. Thank you.

Is this your copy of the SMPTE Journal? Yes No

Job Function .

Please check the one category that best describes what you do.

- 01 Management
- 02 Engineering/Technical
- 03 Production
- 04 Post-Production
- 05 Consultant
- 06 Sales/Marketing
- 07 Educator
- 08 Other (specify) _____

Business Category.

Please check the one category that best describes the company you work for.

- 09 TV Station/Network
- 10 Non-broadcast TV (cable, industrial, etc.)
- 11 Production Facility
- 12 Post-Production Facility
- 13 Manufacturer, Dealer, Distributer, Rental House
- 14 Educational Institution, Gov't, Research Facility
- 15 Satellites, Telecommunications
- 16 Computers, Multimedia
- 17 Other (specify) _____

Purpose of Inquiry.

- 18 Immediate Purchase
- 19 Future Purchase
- 20 For Reference

Purchasing Authority.

- 21 Buy
- 22 Specify
- 23 Recommend
- 24 None

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Purchasing Authority.

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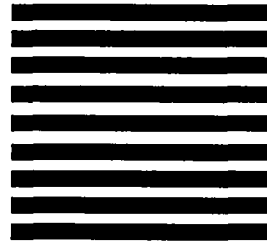
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Keynote Speaker James H. Clark

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. Special Venues Tutorial Topic Chairman Don Iwerks, himself a leading figure in this field, will be joined by other major players for the first ever, full-day tutorial on this exciting topic."

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 a Student Fair, designed to encourage young people to enter the image making field; 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; Creativity Clinics, free clinics where well-known industry innovators and artists will demonstrate their special creative techniques; continuous HDTV demonstrations; and hands-on



Honors and Awards Luncheon Speaker George Waters

workshops.

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

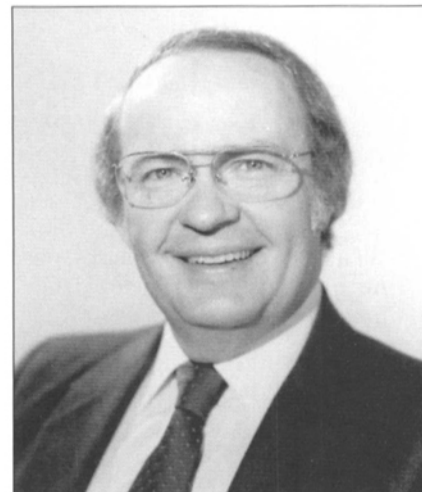
Social Schedule Announced

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.

Honors and Awards Luncheon to Feature George Waters

George Waters, director of the technical center at the European Broadcasting Union (EBU), will be the guest speaker at the Honors and Awards Luncheon.

Involved in broadcasting for over 35 years, Waters has made major contributions to the development of television in Ireland and has been actively engaged in international broadcasting activities. His credits include a seven-year term as director general of RTE, Ireland's national broadcasting organization, and a year as chief executive of Europa Pan-European Television. He has been with the EBU since 1986. He is a Fellow of the SMPTE, the Institution of Electrical Engineers, the Institution of Engineers of Ireland, and Irish Management Institute.



Fellows Luncheon Speaker Joseph Flaherty

In 1991 he was presented with the degree of Doctor of Philosophy by Trinity College in Dublin. His doctoral thesis — the first work of its kind — was on high-definition television, addressing the aspects of both production and transmission.

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. In his current position, Flaherty advises CBS management and its divisions on issues and strategies relating to broadcast technology. He also represents the company, nationally and internationally, with major manufacturers and on government and industry committees and organizations. He has been with the network since 1957, and has directed its engineering and development department since 1967, first as general manager and later as vice-president and general manager.

Flaherty has received many awards, including several Emmys for technical achievement, the SMPTE David Sarnoff Gold Medal Award and Progress Medal, the National Association of Broadcasters' Engineering Award, and the International Montreux Achievement Gold Medal. He is a recipient of France's Chevalier de l'Ordre des Arts et des Lettres, and in 1985 was presented with France's highest decoration, the Chevalier de l'Ordre National de la Legion d'Honneur.

A Fellow of the Society is one who is no less than 30 years old, and who

Tentative Program for SMPTE/ITU DTTB Tutorial Workshop

Day 1: October 29, 1993

9:00 a.m. Welcoming remarks, outline of events by Tutorial Co-Chairmen:

SMPTE Engineering VP Ken Davies, CBC

ITU/RB TG11/3 Stan Baron, NBC

9:15 a.m. Address by Richard Kirby, Director, ITU/RB

9:20 a.m. Address by SMPTE President Irwin Young, DuArt Film and Video

9:30 - Session 1

Chairman: Mr. O. Yamada, NHK (Japan)

1. **Compression Technology**, M. Barbero, RAI (Italy)

2. **MPEG-Transport**, R. Wilson, Grass Valley Group (U.S.)

3. **Service Multiplex**, G. Tonge, IBC (U.K.)

4. **Encryption and Conditional Access**, B. Gulloux, CCETT (France)

Panel Discussion and Audience Question-and-Answer Period

12:00 p.m. - Lunch

2:00 p.m. - Session 2

Chairman: Mr. S. Perpar, RTV (Slovenija), Chairman ITU/RB WPC

5. **Planning Factors**, J. Weber, Telecom, (Denmark)

6. **Implementation Concerns**, M. Windram, NTL (U.K.)

7. **Receiver Characteristics**, M. Artigalas, Thomson (France)

8. **Receiver: Programmability/Interface**, G. DePriest, Toshiba (U.S.)

Panel Discussion and Audience Question-and-Answer Period

Day 2: November 1, 1993

9:00 a.m. - Session 3

Chairman: S. Baron, NBC (U.S.)

9. **Modulation Technology/N-bits/cycle, QAM, Multiphase**, B. Caron, DOC, (Canada)

10. **Error Management**, Y. Ninomiya, NHK (Japan)

11. **Channel Coding/Approaches and Consequences - Single and Dual Carriers**, G. Reitmeier, DSRC (U.S.)

12. **Channel Coding/Approaches and Consequences - COFDM**, B. LeFlock, CCETT (France)

Panel Discussion and Audience Question-and-Answer Period

12:00 p.m. - Lunch

2:00 p.m. - Session 4

Chairman: K. Davies, CBC (Canada)

13. **Display Technology - Impact and Colorimetry**, L. DeMarsh, Consultant (U.S.)

14. **System Scalability and Interoperability**, R. Sanderson, Eastman Kodak Co. (U.S.)

Coffee Break

15. Panel Discussion on DTTB Services

Panelists:

K. Davies, CBC (Canada)

P. Appelquist, SVT (Sweden)

R. Barton, FACTS (Australia)

E. Horowitz, Viacom (U.S.)

R. Hopkins, ATSC (U.S.)

K. Kubota, NHK (Japan)

G. Waters, EBU (Switzerland)

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.

Registration Information

Attendees who would like to save money and avoid waiting in long lines at the conference may register in advance. To take advantage of the SMPTE advance registration rates, you must act quickly; the deadline is October 1. Those who preregister will receive their credentials in the mail. A box within this article details the conference's registration rates, both advance and on-site.

Daily on-site registration for the 135th SMPTE Technical Conference and Equipment Exhibit will begin Friday, October 29, at the Los Angeles Convention Center.

For more information on preregistering for the conference and exhibit, contact SMPTE Headquarters.

Hotel and Travel Discounts

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 within this article. Airlines that are offering travel discounts to SMPTE attendees are also listed.

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