

# 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," is just around the corner.

This year, the industry's premier event promises something for everyone, including a four-day, in-depth technical program; three all-day tutorials that will focus on timely topics that are pertinent to image makers, an impressive equipment exhibit featuring the most current technological advances in the computer/broadcast/video arenas, presentations by renowned industry experts, and an assortment of social functions.

The event will take place at the Los Angeles Convention Center from October 29 to November 2, 1993.

The technical portion of the conference program will provide intensive

coverage of a wide range of topics and issues. Sessions will address the traditional areas of motion-picture, television, and computer imaging, as well as touch on specialized issues, 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.

## All-Day Tutorials to Precede Conference

As an added educational opportunity, the conference will be preceded by three concurrent all-day tutorials on October 29 focusing on digital terrestrial television broadcasting (DTTB), digital motion imaging, and 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, taking 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.

## Digital Motion Imaging Tutorial

"The SMPTE Experts Present" Digital Motion Imaging: Getting Started will place emphasis on practical applications of computer-based motion imaging. The session, which will feature perspectives from experts and working professionals on this rapidly evolving field, will be divided into four areas: Video and Computer Integration, covering such topics as working with Macs, PCs, and Amigas; Data Storage and Exchange, focusing on file formats, heterogeneous networking, and data recorders for large image files; Digital Film Effects Systems, exploring workstations for high-resolution images and hardware and software issues; and Getting the Color Right, discussing primary colors, interpreting the video signal, and the importance of gray scale.

Speakers will include Craig Birkmaier, a contributing editor to *Videography* and *Television Broadcast* magazines; Reid Baker, director of software sales for RFX, Inc.; Christopher Woods, a pioneer in the use of traditional visual effects with live action and digital imaging, who

### Don't miss

The Video Compression Panel  
Tuesday afternoon, Nov. 2

#### Moderator:

Karen Mills  
*White Light Video*

#### Panelists:

Alex Balkanski  
*C-Cubed*

Michael Barnsley  
*Iterated Systems*

Chris Eddy  
*XING*

John Huffman  
*Aware Technologies*

Pat Walker  
*Horizons Technology*

Rich Baker  
*PictureTel*

**Here are some of the people who are putting together a great SMPTE Conference**



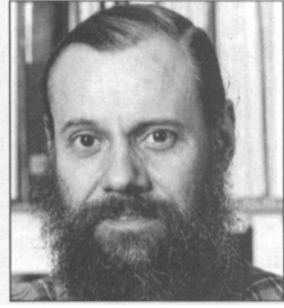
**DAVID GEORGE**  
Editorial Vice-President



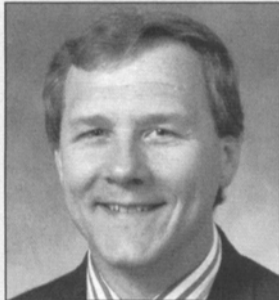
**EDWARD P. HOBSON II**  
Conference Vice-President



**JOHN BROOKS**  
Arrangements Chairman



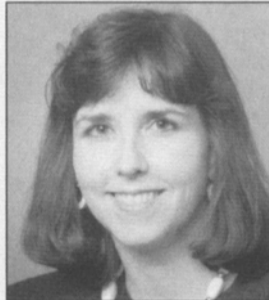
**JONATHAN ERLAND**  
Program Chairman



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Television Topic Chairman



**STEVEN SCHCLAIR**  
Multimedia Topic Chairman



**BEVERLY PASTERCZYK**  
Film Topic Chairwoman



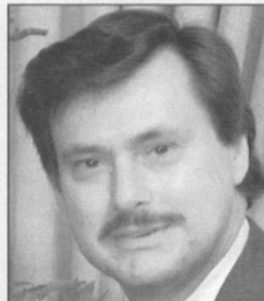
**DON IWERKS**  
Special Venues Topic Chairman



**KAREN MILLS**  
Video Compression Session  
Chairwoman



**MILTON SHEFTER**  
Arrangements  
Co-Chairman



**RUSSELL McMURRAY**  
Experts Tutorial  
Chairman



**PHYLLIS LAZARE**  
Partners Program  
Chairwoman

currently works as a consultant to feature film interests in digital visual effects; and Joseph J. Kane Jr., an independent producer and video display specialist who previously served as the chairman of the SMPTE Working Group on Professional/Studio Picture Monitors.

**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 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."

The session will provide a history of special venues, covering World's Fairs and theme parks, and will offer discussions on theater considerations, challenges for the special venue filmmaker, and the future of special venue technologies.

**Equipment Exhibit**

An impressive equipment exhibit featuring the industry's latest products and newest innovations will complement the technical program. Many of the industry's leading manufacturers are scheduled to participate in 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 product information; Creativity Clinics, free clinics where well-known industry innovators and artists will demonstrate their special creative techniques; and continuous HDTV demonstrations.

As an added service, the SMPTE has made arrangements with AutoInfoRequest to provide marketing information on exhibiting companies that subscribe to its service. To acquire details on subscribing companies and their products, simply dial 1-800-SMPTE-44 (1-800-767-8344) after September 15 and follow the voice-activated instructions. Product or company literature will immediately be faxed by way of the company's information retrieval index system (IRIS).

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

### SEEC System to be Shown/ Engineering Committees to Meet

The SMPTE Engineering Electronic Communications (SEEC) system, which recently opened as a private area on CompuServe, the international computer information network, will be available for viewing at the conference. SEEC offers users access via computers to calendars of SMPTE engineering meetings and other Society activities. In addition, a general engineering committee bulletin board and library and message sections are accessible only to the individual committees and their subcommittees.

"The SEEC system allows SMPTE Engineering Committee members an opportunity to streamline the standards-setting process," said SMPTE Engineering Vice-President Ken Davies, CBC. "Committee members are now able to electronically distribute and view engineering drafts and proposals, thus better serving the Society's worldwide constituency as well as efficiently expediting the pro-

### Hotel

Westin Bonaventure  
(Headquarters Hotel)  
Los Angeles Hilton  
Figueroa Hotel  
Holiday Inn Convention Center

### Single/Double Room Rates

\$99  
\$99  
\$68/78  
\$85/89

### Airline

American

AmericaWest

Delta

### Discount

5% off any published fare  
10% off full coach fares  
5% off any published fare  
40% off full coach fares  
5% off any published fare  
10% off full coach fares

### Full 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

### Daily Conference Admission

(Includes Technical Sessions and Exhibit Hall Admittance)

	On-Site Only
Member	\$ 90
Nonmember	\$110

### Daily Exhibit-Only Admission

	On-Site Only
Member	\$20
Nonmember	\$25

### Special Venues Tutorial

(Includes Exhibit Hall Admittance)

	Advance*	On-Site
***Member/Nonmember	\$110	\$130
***Student Member/Nonmember	\$ 50	\$ 60

Note: Lunch will be provided for advance registrants only.

### Digital Motion Imaging Tutorial

(Includes Exhibit Hall Admittance)

	Advance*	On-Site
***Member/Nonmember	\$110	\$130
***Student Member/Nonmember	\$ 50	\$ 60

Note: Lunch will be provided for advance registrants only.

### 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

Note: Lunch will be provided for advance registrants only.

### 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

duction of engineering documents.”

The SEEC system is a supplement to face-to-face engineering committee meetings. During the conference, a number of engineering committee meetings will also be held. For further details, contact the Engineering Department at SMPTE Headquarters by phone, fax, or mail, or through CompuServe mail to 71362,23.

### Social Schedule Announced

In addition to a solid educational program and an extensive equipment exhibit, the conference will offer several social events: the Exhibitors Welcoming 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, led by Chairwoman Phyllis LaZare, will also be offered.

### James Clark, Silicon Graphics, to Present Keynote Address

James 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.



## PROGRAM 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 Vice-President 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**, L. Guillou, 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. Artigas, 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: Mr. S. Baron, NBC (U.S.)*

**9. Modulation Technology/N-bits/cycle, QAM, Multiphase**, Y. Wu, 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. LeFloch, CCETT (France)

*Panel Discussion and Audience Question-and-Answer Period*

**12:00 p.m. - Lunch**

#### 2:00 p.m. - Session 4

*Chairman: Mr. 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)

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.

### **Exhibitors Welcoming Reception**

All conference registrants are invited to attend the Exhibitors Welcoming Reception, which will be held at the Gene Autrey Museum on Friday, October 29, from 6:00 to 8:30 p.m.

Shuttle buses from the hotels will be available. The event is being sponsored by SMPTE Exhibitors.

### **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.

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.



A Fellow of the Society is one 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.

### **Partners Program**

This year's Partners Program, led by Chairwoman Phyllis LaZare, will begin with a Welcoming Tea at the Westin Bonaventure, the SMPTE Headquarters hotel, on Friday afternoon, October 29.

The Partners Program will include a stroll through the Universal City Walk, one of the city's newest attractions; a visit to the Ronald Reagan Library, which includes an exact replica of the Oval Office and the Voices of Freedom Gallery; luncheons at the Wood Ranch Golf Club, *The Queen Mary*, which is docked in San Pedro, and Shuttles at the Beach Hotel; a guided tour of the Museum of Tolerance; a trip to a one-woman show, "Judith Helton, American Unlimited," which depicts life in early America; a day at Universal Studios; and a shopping spree in Ports O'Call.

In addition, astrologer Alice Q. Reichard will be featured in a Zodiac question-and-answer session.

### **Last Chance to Preregister for Conference and Exhibit**

Attendees who would like to save money and avoid filling out registration forms at the conference may register in advance. Those who preregister will have their credentials waiting for them at the pick-up desk at the

L.A. Convention Center (Use form on page 810).

To take advantage of the SMPTE advance registration rates, you must act quickly; *the deadline is October 1*. 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 at 7:30 a.m. on Friday, October 29, at the Los Angeles Convention Center.

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

### **Daily On-Site Registration**

Daily conference and exhibit-only registration can be purchased on-site only. The cost for a daily exhibit-only pass will be \$20 for SMPTE members and \$25 for nonmembers. A daily conference pass, which includes entry to technical sessions and the exhibit, will be sold for \$90 to SMPTE members and \$110 for nonmembers.

### **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, as well as details on the airlines that are offering travel discounts to SMPTE attendees appear in a box within this article.

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 (See form on page 809).

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.

Further details on the conference will be published in the October issue of the *Journal*

— Carol King