

Section Meetings

Detroit, September 13, 1994 — The September meeting was held at the executive offices of the Sandy Corp., Troy, Mich., where 18 members watched Greg Posten, KUB Systems, Inc., demonstrate his company's new product, Digital Animation and Compositing Effects (DANCE). Using a Macintosh computer to store static images and an Abekas computer for live video, Posten manipulated several of the static images through a field of live video; DANCE was then used to create a complex animated effect that could be automated in order to present the effect as often as desired. Posten and Art Shifren, KUB Systems, Inc., answered questions and gave additional demonstrations after the meeting. — Harold L. Miller (Secretary/Treasurer), Harold Miller Associates

Detroit, October 4, 1994 — The October meeting was preceded by a Dutch treat dinner at the Spago Ristorante in Windsor, Ontario. Twenty-two members and guests then went to the new Ford assembly plant to listen to Randy Conrad, Leitch Video, present a workshop on digital television systems. Conrad began with an overview of the four basic format types (analog, digital, component, and composite) and a description of their strengths and weaknesses. He briefly discussed the established DVTR systems (D-1, D-2, and D-3) as well as the new formats (DCT, digital Betacam, and D-5). The capabilities and limitations of parallel and serial digital interface were also mentioned. The hour-

long presentation was followed by a 20-minute question-and-answer period.

After Conrad's presentation, Sean Quinn, Ford Plant Training Center, treated attendees to a tour of the facility. — Harold L. Miller (Secretary/Treasurer), Harold Miller Associates

Napa Valley College, September 27, 1994 — Some 25 people were in attendance for the first meeting of the school year. Dan Large, Industrial Light & Magic, used recent films to demonstrate his company's morphing and blue-screen techniques. Large told his audience that ILM is "constantly researching technologies for high-resolution tapeless formats."

Following the presentation, Large retraced his steps in the industry since graduating from Napa Valley College's Telecommunications Technology program. — Dave Parker (Secretary/Treasurer)

Pasadena City College, September 13, 1994 — The first meeting of the 1994-1995 academic year focused solely on providing the 48 attendees with information on the Society and electing a student chairperson for the school year. A report was given on the history of the SMPTE and the current activities occurring on the local level; students were invited to attend meetings held by the Hollywood Section. Adam Farrar was then elected student chairperson by a vote of those present. — Gerald Finn (Faculty Advisor), Pasadena City College

Pasadena City College, September 27, 1994 — Nearly 40 people were on hand to hear Gilbert N. Felix, Laser Pacific, recount the details of his career since graduating from Pasadena City College. In his current position as a laser disc cutter, Felix is involved in the editing process of such television programs as "Seinfeld" and "Frasier." He told the students that the experience and knowledge he gained at Pasadena City College were the key factors in getting hired at Laser Pacific. He also stressed that the experience he gained through internships was very important in becoming more knowledgeable in the technical aspects of television.

Felix then described the advantages of using laser discs for multiple-camera editing. Editing can be done much more quickly by transferring the 1-in. film format onto laser discs and using multiple discs rather than a linear format to edit. — Adam Farrar (Chairperson)

San Francisco, September 29, 1994 — The September meeting was hosted by Abekas Video Systems, Redwood City, Calif. That company's David Workman spoke to the 54 attendees about ASIC technology, stating that although ASICs are expensive to produce in small quantities, the benefits of low power technology, high component density, and long-term reliability outweigh the costs. Whenever a manufacturer has a technologically stable product, the risks of moving into ASIC technology are reduced. — Charles Hintz (Secretary/Treasurer), KTVU

Toronto Section to Host "The TV Experience"

The Toronto Section will host "The TV Experience," to take place Friday and Saturday, March 10 and 11, 1995, in Toronto, Ont., Canada. Those who are involved in all aspects of the television industry, including commercial sales, advertising, program production, and cable television are encouraged to attend.

The tutorial will begin Friday evening with a discussion, facilities tour, and reception at a local television station. On Saturday, attendees will be treated to a studio taping experience. The format of "The TV Experience" will resemble that of a late-night talk show, with a host and guest celebrities from various areas of the television, cable, advertising, and media research industries.

Topics expected to be covered during "The TV Experience" include:

- Selling the concept
- Audience ratings
- Signal transmission
- Developing program concepts
- Commercial sales
- Cable television marketing
- Budgeting the program
- Publicity
- Cable program services
- On-air promotions
- Program and commercial traffic
- Cable: the future 500-channel universe
- Audience demographics
- Master control operations
- Direct-to-home

The registration fee is \$90 for SMPTE members and \$110 for nonmembers (Canadian dollars, please). Checks should be made payable to "The TV Experience," and mailed to: 3235 14th Ave., Markham, Ont., Canada L3R 0H3. Confirmation letters will be sent to registrants by January 15, 1995.

For further information on "The TV Experience," contact Stephen Pumple, IMMAD Broadcast Services, (905) 470-2545.