

1994 SMPTE Advanced Television and Electronic Imaging Conference

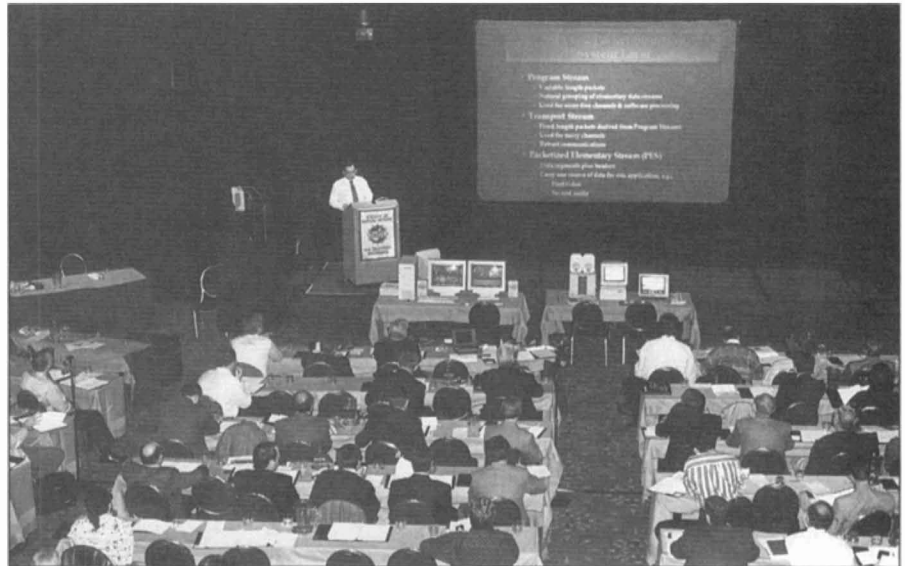
Chicago Downtown Marriott Hotel, Chicago, Ill.
February 3 - 5, 1994

Almost 270 people attended the 1994 SMPTE Advanced Television and Electronic Imaging Conference, held February 4 and 5 at Chicago's Downtown Marriott Hotel. The conference, entitled "Unveiling New Technologies and Applications," was designed to appeal to engineering, operations, and technical management personnel.

"The evidence of an industry in transition is everywhere," said SMPTE President Irwin Young, Du Art Film and Video. "New digital systems continue to enter the market, further blurring the already fuzzy lines between film, video, and computers.

"This conference was an indication of greater interdependence between motion pictures, television, computers, and telecommunications. The continual merging of new technologies used in motion imaging presents the ultimate challenge to the members of this Society: it can only succeed in meeting its objectives through integration and liaison with other technologies of the moving image."

"We're on another wave of technological change in different areas of the industry," agreed SMPTE Editorial Vice-President David George, Imagineering Ltd. "The high level of



Merrill Weiss addresses a standing-room-only audience at the Thursday tutorial on video compression.

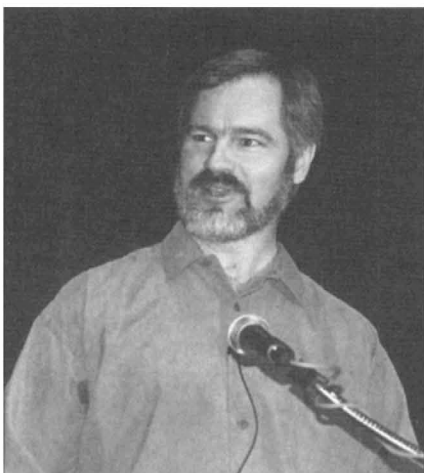
excitement and interest in the conference has shown how these changes might work together, as well as a resurgence in what the Society is doing.

"The conference also confirmed that the Chicago section and the people in it are capable of hosting a superb SMPTE event," he added.

Papers given during the two-day conference came under five general

headings: "Manipulation of High-Resolution Data," "Testing in the Digital Environment," "High-Density Storage," "Advanced Transmission Techniques," and "Acquisition and Conversion for Resolution Independence."

A total of 32 papers were presented, including such titles as "Computer-Controlled Digital HDTV Chroma-key," "Development of



Charles Poynton speaking at the Compression tutorial.



Conference Vice-President Ed Hobson II at the Get-Together Luncheon.



General Chairman Don Adydan speaking at the Get-Together Luncheon.

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Studio Apparatus Supporting System," "Video On Demand: Architecture, Systems, and Applications," "Interfacing Digital and Analog TV Systems: The Facts on Format Conversion," and "Why a Dedicated System Will Always Outperform a Standard Platform."

Among the esteemed organizations represented were Imagineering Ltd.; Hewlett-Packard Co., Capital Cities/ABC, NHK (the Japanese Broadcasting Co.), Quantel, Pacific Bell, Ameritech, PBS, Sony, Toshiba Corp., and Matsushita.

All-Day Tutorial

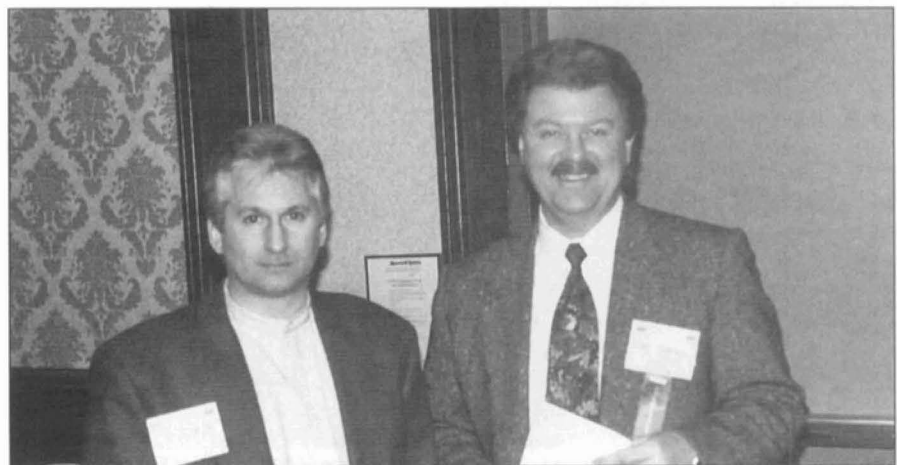
Almost 150 people attended "Compression: Expectations and Realities," an all-day tutorial that took place on Thursday, February 3.

"The one-day tutorial session was able to provide background information on the development of various compression schemes and the terminology used to describe them," said General Arrangements Chairman Don Adydan, Post Effects. "It was our desire to present advancements in technologies traditionally addressed by SMPTE as well as some of those in related communication industries."

The tutorial was chaired by Charles A. Poynton, a staff engineer at Sun Microsystems, who began the session by covering the basic techniques of video compression. The other contributors were Katie Cornog, Avid



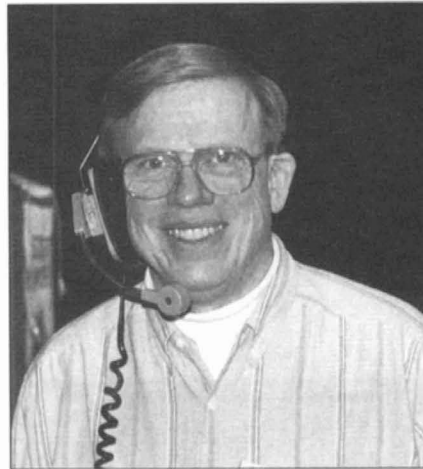
SMPTE Executive Vice-President Stan Baron, center behind couch, makes a point at the Press Seminar held on Thursday afternoon. Charles Poynton, left, was the seminar moderator. Glenn Pensinger, seated center, is a member of the press as well as chairman of the Public Relations Advisory Committee.



Program Co-Chairmen Steve Robinson (left) and James L. Pianowski.



Toni Roth, Welcoming Reception Chairwoman, did a great job in organizing a memorable Friday evening event.



Russell C. Grosch, Chairman of the Technical Facilities Committee, was responsible for making sure all the audio-visual equipment was up and running properly.



Guest speaker John Culp (left) at the Get-Together Luncheon with SMPTE President Irwin Young.

Technology, Inc.; Richard A. Jackson, ImMIX Corp.; and S. Merrill Weiss, Consultant.

Some of the subjects highlighted during the session included the uses of fax coding and compression, the difference between data compression and image compression, digitization and the selection of sampling and quantization parameters, compression in editing, compression in studio and broadcast, and the state of standardization of video compression systems.

Press Seminar

SMPTE conducted a press seminar on Thursday, February 3. The seminar took place in the Presidential Suite of the Chicago Downtown Marriott

Hotel immediately following the all-day tutorial.

In a departure from previous SMPTE press conferences, attendees received an in-depth lecture on the subject of compression from Tutorial Chair Charles A. Poynton, Sun Microsystems.

Satellite Transmission

A national satellite transmission of the final day of the conference was provided by Cycle Sat, Inc. Ameritech and Vyvx fiber facilities were used for local transmission from the production site at the Downtown Marriott Hotel to Cycle Sat's service center and uplink located two blocks from the hotel at the Time-Life Building.

Several times during the week prior

to the conference, Cycle Sat transmitted the conference itinerary and transmission times to its network of over 500 television stations. While Cycle Sat has provided live feeds for two previous Chicago Section all-day meetings, this was its first live satellite broadcast of a national SMPTE conference.

Social Events

Get-Together Luncheon

The SMPTE Annual Get-Together Luncheon was held on Friday, February 4, at the Grand Ballroom II at the Chicago Downtown Marriott Hotel. John J. Culp, project manager and vice president of Taft Broadcasting Co., was the featured speaker.

Culp manages the Television Systems Division of Taft Broadcasting, which is responsible for the design, installation, and operation of television recording, post-production, broadcasting, and teleconference systems. Taft Broadcasting is the sole prime contractor for the television systems of NASA's Johnson Space Center. The company is also involved with conversion processes of photographic images to digital video for distribution on laser videodisc and over electronic networks.

Welcome Reception

The Chicago Section hosted a welcoming reception Friday evening, February 4, at the Museum of Broadcast Communications, Chicago Cultural Center, Michigan Ave. at Washington St. from 6:00 to 8:00 p.m.

Coffee Club

The Coffee Club was held in the 7th Floor Foyer of the hotel from 7:45 a.m. to 10:00 a.m. on Friday and Saturday, February 4 and 5.

Sponsors

The SMPTE would like to thank the following sponsors for their generous support of conference activities: Allstate, Ameritech, Barco, Corplex, Cycle Sat, Glenwood Systems, Grass Valley Group, Post Effects, Rent-Com, Roscor Equipment, Serial Scene, Sony Electronics, Inc., and TCG Chicago.

— Aileen Moroney