

# 136th SMPTE Technical Conference and World Media Expo



With the 21st century practically knocking at our door, motion-picture and television technology has become almost synonymous with digitization. SMPTE is jumping head-first into the new age of production when it tackles "The Digital Era...Ready or Not" at its 136th SMPTE Conference and World Media Expo. This three-day event, designed to focus on the tremendous impact digitization has already made and will continue to make in the future, will take place at the Los Angeles Convention Center, Los Angeles, Calif., October 13-15, 1994.

## All-Day Tutorial

Those wanting a head start on learning more about this brand-new technology are welcome to attend an all-day tutorial to be held Wednesday, October 12. Plans have not yet been finalized, but Program Vice-Chairmen John L. Baptista, Consolidated Film Industries, and Frank J. Haney, Fox Television Stations, Inc., are scheduled to make presentations.

## Topic Chairmen

Sessions planned during the event promise to be enlightening and educational, with information to help ease the transition to digital technology. According to Program Chairman Howard La Zare, FilmTec, the topics and Topic Chairmen are:

- **Conversion to a Digital Broadcast Plant** — Howard N. Miller, PBS
- **Dedicated Computer Platforms for Television** — David Scammell, Quantel
- **Digital Terrestrial Broadcasting** — Richard Wolfe, Hi-Vision America
- **Ecology and Photographic Chemistry** — Paul Borque, Agfa/Div. of Miles
- **Film Technology** — Greg Arnold, Eastman Kodak
- **General Purpose Computer Platforms for Television** — Michael Inchalik, Eastman Kodak
- **New Media Concepts** — Paul Carey, Component Video
- **Special Venues** — David B. Keighley, David Keighley Productions
- **Uses of General Purpose Computers in Post-Production Applications** — Leon Silverman, Laser Pacific

If you are interested in presenting a paper on any of these topics, you are invited to submit your name, company affiliation, address, phone number, and a 500-word synopsis to Marilyn Waldman, Program Coordinator, at SMPTE Headquarters, 595 W. Hartsdale Ave., White Plains, NY 10607, (914) 761-1100; Fax: (914) 761-3115. The information must be submitted by **May 27, 1994**, on forms provided by SMPTE Headquarters.

## Equipment Exhibition

An exciting new addition this year is the World Media Expo, an equipment exhibition to run concurrently with the conference. Entrance is included with all registrations.

## Social Events

A complete range of social events are planned throughout the conference. Here are some of the highlights:

- **Opening Reception** — Wednesday, October 12
- **Honors and Awards Luncheon** — Thursday, October 13
- **Fellows Luncheon** — Friday, October 14
- **Annual SMPTE Banquet** — Friday, October 14
- **Student Fair** — Saturday, October 15

A full Partners Program is also scheduled, beginning with an Opening Tea on Wednesday, October 12.

## Additional Information

If you are interested in attending the 136th SMPTE Technical Conference and World Media Expo, watch your mailbox. Information regarding registration (including advance registration), conference prices, and hotel accommodations will be mailed to members in June. Additional details will continue to be published in the *Journal* as they develop.

—Aileen Moroney