

136th SMPTE Technical Conference and World Media Expo

Those who don't want to be overwhelmed by digitization technology when it takes over the industry should plan to attend the 136th SMPTE Technical Conference and World Media Expo, aptly titled "The Digital Era...Ready or Not." This year's conference will take place at the Los Angeles Convention Center, Los Angeles, Calif., October 13-15, 1994. Arrangements are coming together at a near-blinding pace, and many new and exciting events are planned.

All-Day Tutorial

Two sessions will be available on Wednesday, October 12, 1994, for anyone who wishes to get a headstart on learning more about digital technology; those who need to catch up are also welcome to attend.

Topic Chairman and Program Vice-Chairman John Baptista, Consolidated Film Industries, presents "Video Editing/Digital Imaging for Motion-Picture Feature Films." This two-hour, hands-on workshop will be held eight times throughout the day, with two sessions given simultaneously at 8:00 a.m., 10:00 a.m., 1:00 p.m., and 3:00 p.m.. State-of-the-art equipment will be available for demonstrations and use by the participants. Since only 96 places are available for this workshop, early registration is recommended.

At the same time, a "Film Formats Seminar" will be co-chaired by Rob Hummel, Walt Disney Co., and Program Vice-Chairman Frank Haney, Fox Television Stations, Inc. The seminar is a joint presentation with the Technical Council of Motion Picture Technology (TCMPT), and will feature quality comparisons of footage shot in several different formats. This all-day seminar will begin at 10:00 a.m. and is scheduled to be held in the main theater of the Paramount movie lot.

Technical Program Schedule

Numerous paper sessions have been designed to provide as much information as possible in the various areas of digital technology; each of these sessions is chaired by an expert in the field. According to Program Chairman Howard La Zare, FilmTec International,

papers to be presented will revolve around the following subjects:

Thursday, October 13, 1994 —

New Media Concepts — Paul Carey, Component Video, Inc.

Video Compression — Karen Mills, White Light Video

Information Highways and Other Advanced Technologies — topic chair to be selected

Friday, October 14, 1994 —

General Purpose Computer Platforms — Michael Inchalik, Eastman Kodak Co., and Leon Silverman, Laser Pacific

Film Technology — Gregory M. Arnold, Eastman Kodak Co.

Ecology and Photographic Chemistry — Paul Borque, Agfa/Div. of Miles

Dedicated Computer Platforms for Television — David Scammell, Quantel Ltd.

Saturday, October 15, 1994 —

Digital Terrestrial Broadcasting — Richard Wolfe, Hi-Vision America

Special Venues — David B. Keighley, David Keighley Productions

Conversion to a Digital Broadcast Plant — Howard N. Miller, Public Broadcasting System

User's Perspective of Video Editing/Digital Imaging for Motion-Picture Feature Films — John Baptista, Consolidated Film Industries

This last session is a joint presentation with the Association of Cinema and Video Laboratories (ACVL).

Exchange of Sessions

Through an arrangement with the Society of Broadcast Engineers (SBE), everyone fully registered at the SMPTE conference will receive a ticket to attend one papers session at the SBE conference, which will be running concurrently. SBE attendees will be able to attend one SMPTE papers session.

"The purpose of the exchange of sessions is to foster relationships with other organizations," says Conference Vice-President Ed Hobson. "Our members are offered the opportunity to find out what other events are like, while we can provide others with the chance to discover what happens at SMPTE events."

Fax-on-Demand

For the first time, SMPTE will be using fax-on-demand for those looking for additional information about the conference. The service, provided courtesy of the National Association of Broadcasters (NAB), has been on-line since June 1, 1994.

Fax-on-demand will provide such documents as final registration and housing forms as well as information concerning hotels, airlines, car rentals, programs, and SMPTE membership. Sign-up for prospective exhibitors will also be available. As information is updated and finalized, it will be forwarded to the service.

The number for the SMPTE fax-on-demand service is (301) 216-1850. You must call from a touch-tone handset on your fax machine; a voice on the other end will tell you how to access one or more documents.

Social Events

A complete range of social events is 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

• **SMPTE 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 has been mailed to members and should arrive at your door at any time. Additional details will continue to be published in the *Journal* as they develop.

— Aileen Moroney