

136th SMPTE Technical Conference and World Media Expo L.A. Convention Center Los Angeles, Calif. October 13-15, 1994



The 136th SMPTE Conference and World Media Expo is fast approaching, and it promises to be the best SMPTE event yet. "The Digital Era...Ready or Not," guarantees that those who attend will be given endless opportunities to learn the latest information about this new technology taking over the industry.

All-Day Tutorial

In a joint presentation with the Technical Council of Motion Picture Technology (TCMPT), a "Film Formats Seminar" will be offered in the main theater of the Paramount movie lot. According to seminar co-chairman Rob Hummel, Walt Disney Co., footage will be shot in several different formats to give participants the opportunity to make quality comparisons. This event will be held on Wednesday, October 12 (the day before the official start of the conference), starting at 10:00 a.m. Program Vice-Chairman Frank Haney, Fox Television Stations, Inc., is the other co-chair for this tutorial.

Preconference Workshop

Industry experts using state-of-the-art equipment will present a two-hour, hands-on workshop on digital imaging and the principles of electronic editing of feature films. A total of eight sessions will be offered, with two offered simultaneously at 8:00 a.m., 10:00 a.m., 1:00 p.m., and 3:30 p.m. on Wednesday, October 12. Attendance is limited to 12 individuals per session. John Baptista, Consolidated Film Industries, is serving as the workshop chairman.

The workshops are split into two one-hour sections. Participants will be divided into two groups of six, and during the first hour one group will experience the principles of electronic editing of feature films while the other group learns about digital imaging. At the end of the hour, the two groups will switch.

Because there are only 96 places available in this workshop program, early registration is recommended, especially if a particular time slot is desired.

Paper Sessions

Almost 90 paper synopses have been submitted. The following is a list of topics and topic chairs, according to Program Chairman Howard La Zare, FilmTec International:

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 announced)

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.

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 Service

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

Consult the "Program at a Glance" in this issue for the times of the sessions.

World Media Expo

Conference registration includes free admission to the World Media Expo. Examine hundreds of new and emerging technologies at more than 200 exhibits designed to keep you abreast of industry trends.

Exhibit Hours

Thursday, October 13

9:00 a.m. to 6:00 p.m.

Friday, October 14

9:00 a.m. to 6:00 p.m.

Saturday, October 15

9:00 a.m. to 4:00 p.m.

Social Events

As always, a complete assortment of social events is planned for those attending the conference. They include:

• Opening Welcome Reception: Wednesday, October 12

All conference registrants and partners are cordially invited to attend the complimentary Opening Welcome Reception and take advantage of the opportunity to make new acquaintances.

tances and renew old friendships in a relaxed atmosphere.

• **Honors and Awards Luncheon: Thursday, October 13**

Full conference registrants can participate in the recognition of their peers for outstanding contributions to the field by attending the Honors and Awards Luncheon.

• **SMPTE Reception and Banquet: Friday, October 14**

This gala event is the social highlight of the week, offering food, cocktails, entertainment, and stimulating conversation.

• **Fellows Luncheon: Friday, October 14**

Fellows and Life Fellows (only) are invited to attend this complimentary luncheon honoring those who have attained a distinguished level of membership in the Society. Tickets for the Fellows Luncheon may be purchased on the registration form.

• **Student Education Fair: Saturday, October 15**

Registrants are encouraged to mingle with students at the Student Education Fair. This event acquaints

high school students with educational institutions offering technical training in motion pictures and television.

• **Partners Program**

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

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 with SMPTE's. SBE attendees will be able to attend one SMPTE papers session.

Fax-on-Demand

SMPTE has instituted a Fax-on-Demand service for those looking for additional information about the conference.

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

warded 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.

SMPTE Journal — Special Preview Issue

Stay tuned for next month's issue of the *Journal*, which will offer a special preview of the events scheduled to take place at the 136th SMPTE Conference and World Media Expo, October 12-15, 1994. Look to this issue to find out the following:

- The most up-to-date information concerning conference and exhibit highlights
- A glance at the people behind the scenes
- A preview of papers submitted for presentation
- A listing of scheduled speakers and award winners
- Registration and housing forms

If you are involved in the growing world of multimedia, computer graphics, broadcasting, film, video, or related professions, don't miss the 136th SMPTE Conference and World Media Expo!

— Aileen Moroney



The Los Angeles Convention Center, the site of the 136th SMPTE Technical Conference and World Media Expo.

PROGRAM AT A GLANCE

WEDNESDAY OCTOBER 12, 1994	THURSDAY OCTOBER 13, 1994	FRIDAY OCTOBER 14, 1994	SATURDAY OCTOBER 15, 1994
<p>AM</p> <p>Workshop "Video Editing/Digital Imaging for Motion Picture Feature Films" Sessions A&B: 8.00 am Sessions C&D: 10.00 am</p> <p>Tutorial TCMPT/SMPTE Joint Presentation "Film Formats Seminar"</p>	<p>AM</p> <p>World Media Expo</p> <p>Opening Ceremonies</p> <p>Paper Session "New Media Concepts"</p> <p>Paper Session "Video Compression"</p>	<p>AM</p> <p>World Media Expo</p> <p>Paper Session "General Purpose Computer Platforms"</p> <p>Paper Session "Film Technology"</p>	<p>AM</p> <p>World Media Expo</p> <p>Paper Session "Digital Terrestrial Broadcasting"</p> <p>Paper Session "Special Venues"</p>
	<p>MIDDAY</p> <p>Honors and Awards Reception and Luncheon</p>	<p>MIDDAY</p> <p>Fellows Luncheon</p>	
<p>PM</p> <p>Workshop "Video Editing/Digital Imaging for Motion Picture Feature Films" Sessions A&B: 1.00 pm Sessions C&D: 3.30 pm</p> <p>Tutorial TCMPT/SMPTE Joint Presentation "Film Formats Seminar"</p> <p>Opening Welcome Reception</p>	<p>PM</p> <p>World Media Expo</p> <p>Paper Session "Video Compression"</p> <p>Paper Session "Information Highways and Other Advanced Technologies"</p>	<p>PM</p> <p>World Media Expo</p> <p>Paper Session "Ecology and Photographic Chemistry"</p> <p>Paper Session "Dedicated Computer Platforms for Television"</p> <p>SMPTE Reception and Banquet</p>	<p>PM</p> <p>World Media Expo</p> <p>Paper Session "Conversion to a Digital Broadcast Plant"</p> <p>ACVL/SMPTE Joint Presentation "Users Perspective of Video Editing/Digital Imaging for Motion Picture Feature Films"</p>

