

The 1995 SMPTE Advanced Television and Electronic Imaging Conference

Westin St. Francis Hotel

February 9-11, 1995, San Francisco, Calif.

Conference Theme: New Foundations for Video Technology

Have you started making preparations to attend the 1995 SMPTE Advanced Television and Electronic Imaging Conference? This annual event, considered one of the world's leading forums for the distribution of the latest technical information regarding television, electronic imaging, and related fields, will take place February 9-11, 1995, at the Westin St. Francis Hotel, San Francisco, Calif.

Day-Long Seminar to Precede Conference

An all-day seminar on storage technologies, video servers, and networking technologies is planned for Thursday, February 9, 1995. The seminar, which will be presented by leaders in the fields of video and computer technologies, will take place at the Westin St. Francis Hotel.

Television and Electronic Imaging Demonstration Planned

During the conference, registrants will have the opportunity to participate in an exciting new exhibit. The planned demonstration will utilize real pictures and monitors to illustrate the possibilities and trade-offs among the various approaches to the spatial aspect ratios, resolution, and temporal frame rates, formats, conversions, and windowing aspects of television and electronic imaging systems. This event, scheduled to take place throughout the confer-

ence, will attempt to show the possible alternatives within the capabilities of available equipment and avoid advocating specific numerical positions.

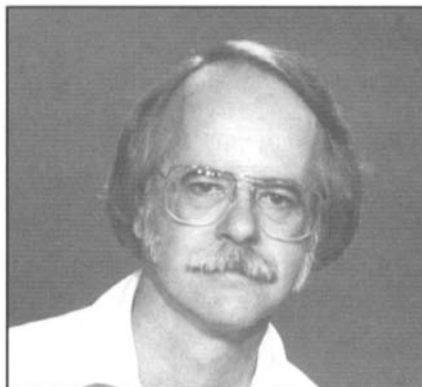
Papers Program

"New Foundations for Video Technology" will address the technologies that are changing the face of the television industry. According to Program Co-Chairs Charles A. Poynton, Sun Microsystems, and Peter D. Symes, The Grass Valley Group, the papers to be presented will cover such topics as advanced storage technology, image compression for production and distribution, networking and image file transfers, digital systems design and implementation, HDTV, advanced television, and a host of related subjects that either have or will soon be chang-

ing the way the industry works.

The technical program has not yet been finalized, but a list of those papers scheduled to be given include the following:

- *The SMPTE D-6 Digital Recording Format* by Jurgen R. Heitmann
- *Designing and Evaluating a User Interface* by Stephen Kilisky
- *Digital to Analog Conversion — Data and Filter Requirements* by Dan Baker and David Fibush
- *A Scalable Parallel Video Processing Architecture Applied to High-Definition Format Conversion* by Clarence J. Hau
- *Video: For Here or To Go?* by David J. Bancroft
- *A Proposal for Open Architecture Digital Communication Systems Based on Standard Media Publishing Apertures* by Craig J. Birkmaier
- *Are Raids Redundant?* by Paul Turner
- *Lillehammer '94 in High Definition* by Michel Oudin and Jean-Pierre Lartigue
- *Wide-Color Gamut System* by Ryoichi Yajima et al.
- *ISDB and Its Transmission System* by T. Kimura, N. Kawai, and K. Ohsaki
- *New Foundations for Video Technology: Which Ones Do We Build On and Why?* by C. Robert Paulson
- *Noncompressed NTSC Digital Video Disk Recorder* by T. Matsui et al.



General Arrangements Co-Chair Glen Pensing

ADVANCE REGISTRATION FORM

Name: _____
First M.I. Last (Surname)

Company: _____

Address: _____

City: _____ State: _____ Zip/Postal Code: _____

Telephone: _____ Fax: _____

Partner's Name (if registering): _____

Payment Method (check one):

Check Enclosed MasterCard Visa American Express

Acct. #: _____ Exp. Date: ____/____/____

Amount Enclosed: \$ _____ Membership Grade _____

Signature: _____

The Advance Registration Form and payment must be received no later than January 6, 1995, to obtain reduced rates. No refunds after February 2, 1995.

Circle Registration and Tickets Desired

REGISTRATION RATES	ADVANCED	ON-SITE
* Member — Conference & Seminar	\$350	\$400
* Member — Conference Only	\$250	\$300
* Nonmember — Conference & Seminar	\$450	\$500
* Nonmember — Conference Only	\$330	\$380
* Life Member/Life Fellow — Conference Only	Free	Free
‡ Student Member — Conference Only	Free	Free
‡ Student Nonmember — Conference Only	\$50	\$60
‡ Seminar Only	\$125	\$150
‡ Students — Seminar Only	\$75	\$90
‡ Get-Together Luncheon	\$40	\$50

* Includes Luncheon

‡ Receipt of Advance Registration will be acknowledged by mail.

Mail your registration form and payment (U.S. funds only) to:

SMPTE REGISTRATION
 595 W. HARTSDALE AVENUE
 WHITE PLAINS, N.Y. 10607
 PHONE: (914) 761-1100
 FAX: (914) 761-3115

• *The Art and Science of Video Compression* by Mauro Bonomi

• *Technical Training as a Foundation of Technology* by Dana Martin-Newman and David C. Heinz

• *Digital Acquisition Without Compromise — The Missing Link* by Peter Owen

• *Switching Facilities in MPEG-2: Necessary But Not Sufficient* by S. Merrill Weiss

• *1280 x 720 Progressive — A Reevaluation* by William C. Miller

For information regarding the papers program, contact Marilyn Waldman, SMPTE Editorial/Program Coordinator, at 595 W. Hartsdale Ave., White Plains, NY 10607, (914) 761-1100, fax: (914) 761-3115.

Local Arrangements Committee

Those who will be "at your service" before and during the conference include the following:

General Arrangements Co-Chairs: Glen Pensinger, San Jose State University; Richard Le Forge, Consultant

Papers Program Co-Chairs: Charles A. Poynton, Sun Microsystems; Peter D. Symes, The Grass Valley Group

Audio/Visual Committee: John Streets, Merlin Engineering Works; Alan Bourke, Bourke Communications Engineering; Gordon Schaeffer, Photo and Sound Co.

Registration Chair: Charles Hintz, KTVU

Opening Tapes Chair: Rick Reagan, Silicon Graphics

Membership and Publications Chair: Lincoln Endelman (retired)

Signs and Displays Chair: John Goodell, Goodell and Associates

Wine and Cheese Reception Chair: Eugene Zastrow, Sutro Tower, Inc.

Sponsorship Chair: John Carlson, Monaco Laboratories

Student Coordinator: Gary Vann, Napa Valley College

Social Events Scheduled

A Get-Together Luncheon and a Wine and Cheese Welcoming Reception are both planned for Friday, February 10, at the Westin St. Francis Hotel. The reception, to take place Friday evening, will include a demonstration on "The Cinema of the Future: Transmission of High-Definition Television Over Fiber-Optic ATM/ SONET Telephone Networks." Pacific Bell is sponsoring both the reception and the demonstration.

Partners accompanying registrants are welcome to make use of the conference's Coffee Club and attend the Friday night reception. The Coffee Club (located in the Italian Room), will have a special table set aside as a meeting place for those partners interested in arranging informal, ad-hoc shopping or sightseeing tours. Information on things to do and see in the San Francisco Bay area will be available.

Hotel Rates

Accommodations for the 1995 SMPTE Advanced Television and Electronic Imaging Conference are located at the Westin St. Francis Hotel.

Rates:	Single	Double
Main Building	\$125	\$140
Tower Building	\$145	\$160

One bedroom suites are \$300.

You can use the hotel registration form in this issue or you can contact the hotel directly to make your reservation:

Westin St. Francis Hotel
335 Powell St.
San Francisco, CA 94102
Phone: (415) 397-7000
Fax: (415) 403-6865

Overlooking historic Union Square, the St. Francis has been the center of San Francisco's business and social life since opening its doors in 1904. The hotel and business district feature sun-warmed benches, a variety of colorful flowers spreading yews, and exotic palm trees.

Travel Discounts

Carlson Travel Network/Media Travel USA is offering an exclusive SMPTE discount for travel to the conference. By calling the Society's official travel agency, you'll be eligible for a specially discounted airfare on United Airlines, plus you'll receive a free drink certificate and complimentary \$100,000 flight insurance. A special SMPTE discount is also available for Alamo car rentals in San Francisco.

For more information, contact Carlson Travel Network/Media Travel USA directly at **(800) 283-8747**.

Don't Miss This Event!

Make sure to mark your calendar for February 9-11, 1995! For additional details, watch for the February issues of the *SMPTE Journal* and *News and Notes*, or contact SMPTE Headquarters, 595 W. Hartsdale Ave., White Plains, NY 10607, (914) 761-1100, fax: (914) 761-3115.

— *Aileen Moroney*

HOTEL RESERVATION REQUEST

WESTIN ST. FRANCIS HOTEL
 335 POWELL STREET
 SAN FRANCISCO, CALIFORNIA 94102

I will be attending the 1995 SMPTE Advanced Television and Electronic Imaging Conference, February 9-11, 1995.

Arrival Date: ___/___/___ Hour: _____ Departure Date: ___/___/___

Name (please print): _____

Company: _____

Address: _____

City: _____ State: _____ Zip/Postal Code: _____

Credit Card: _____

Acct. #: _____ Exp. Date: ___/___/___

Enclosed is my check payable to the Westin St. Francis.

Reservations subject to 6:00 p.m. cancellation unless held by deposit or credit card guarantee. If the reservation is not honored on the day of arrival or is cancelled within 72 hours of arrival, the room will be billed for one night and then cancelled.

Accommodations — Please Circle One		
Main Building	\$125 Single	\$140 Double
Tower Building	\$145 Single	\$160 Double

One-Bedroom Suites — \$300

All sleeping accommodations are subject to 12% city tax. If a room at the rate requested is not available, one at the nearest available rate will be reserved. Room reservations must be made by January 6, 1995. Any reservations requested after January 6, 1995, are subject to availability.

Do you have any special needs we should be aware of?

Please use the attached reservation form and mail or fax to the Westin St. Francis Hotel.

Tel: (415) 397-7000
 Fax: (415) 403-6865