

News

SMPTE on the World Wide Web

The Society has established a strong presence on the Internet with a home page on the World Wide Web (our address is <http://www.smppte.org/>). Those interested in learning about the SMPTE can use the Web page to get information about engineering committee work (including meeting schedules), SMPTE conferences, and the *SMPTE Journal*. The page, which was officially launched on July 7, 1995, includes a complete listing of ANSI-approved SMPTE standards, descriptions of all of the Society's publications, and recent issues of the *News & Notes* newsletter. In addition, each Sustaining Member has a full description of its products and services. The Web can also be used to access SMPTE membership applications.

The Society is rapidly expanding its e-mail capabilities at Headquarters. Currently, three staff members — Director of Engineering Carl Girod (eng@smppte.org), Editor/Publisher Jeff Friedman (journal@smppte.org), and Director of Marketing John Izzo (mktg@smppte.org) — have e-mail addresses in the [smppte.org](http://www.smppte.org) domain, and this number will soon be increasing.

New dates have been set for the **SMPTE European Conference '95**. The conference, which will run concurrently with IBTS '95, is now set for November 23-27, 1995, at Fiera Milano, Pavilions 30, 30, and 35, Milan, Italy. For further information, contact Marcello Dellapiane, SMPTE Italian Section, c/o World Broadcast Systems, Via Teocrito 47, 20128 Milano, Italy, tel: 39 2 27001141, fax: 39 2 2550793.

SMPTE President Stan Baron, NBC, Inc., reported on the progress made internationally in

advanced television (ATV) standards at the sixth Digital Systems Information Exchange, held August 15 in Washington, D.C. Baron, who also serves as the chair of the International Telecommunications Union (ITU) Task Group 11/3, spoke before approximately 75 industry and government leaders who had convened to discuss existing viewpoints and to guide standards development for digital systems.



Motts Named New Executive Director at Headquarters

Frederick C. Motts has been named as the Society's new Executive Director, according to an announcement made by President Stanley N. Baron, NBC. Motts, who joined the SMPTE August 1 under the title of Assistant Executive Director, will succeed Lynette Robinson in the top job on October 1. Robinson will remain on as a consultant until the end of 1995.

Motts brings to the Society a great deal of executive experience that includes several high-level positions with scientific membership associations. He served the American Institute of Mining, Metallurgical and Petroleum Engineers (AIME) at both its New York and Pittsburgh locations for 14 years in a number of capacities. Starting there as the assistant director, member services and conference director in 1971, Motts went on to become the assistant for public affairs and then the manager for public affairs/corporate assistant secretary. In 1979, he was appointed general manager, the number two staff position of the Iron and Steel Society of the AIME, reporting directly to the CEO. From that time until he left in 1985, Motts directed the day-to-day operations of the AIME, overseeing a staff of 18. Among his accomplishments were the publishing and marketing of engineering texts, with a significant increase in



titles and revenues; the installation of a PC/LAN system; and the formation of a tax-free foundation initiating scholarship support for students in metallurgical engineering. Under Motts' leadership, the association saw an 80% increase in revenues and a 30% increase in membership.

As the executive director/chief operating officer of the American Industrial Hygiene Association, Akron, Ohio, he was responsible for the identification, direction, and marketing of all association activities. During his tenure there (1985-1988), Motts rebuilt the publications program, restructured staff organization and all human resource functions, and accomplished installation of and staff training for a PC/LAN system. His reconfiguring of the education and training program resulted in a 150% increase in seminar participation, a 100% increase in revenues, and a 25% increase in membership.

When he takes over the SMPTE, Motts will be responsible for directing a staff of 22, with overall responsibility for the day-to-day administration of the Society's operations, including membership, marketing, engineering, editorial, budgeting, and human resources.

The Society would like to welcome Fred Motts to the SMPTE family.

— Aileen Moroney

Baron highlighted the structure of digital information systems — modules that provide audio and image source coding, a service multiplex and transport, and the channel coding and modulation schemes related to the transport medium — and provided a list of ITU recommendations and proposed standards which define each of the modules. He also covered steps taken by his ITU Task Group on digital terrestrial television broadcasting (DTTB) to provide harmonization and interoperability among DTTB wireless services. In addition, he described how the proposed ATV standards for the U.S. comply with the ITU requirements.

Baron detailed how systems based on MPEG-2 are designed to interface cleanly with ATM-switched network environment

and contain sufficient tools to provide a clean interface with computer imaging applications.

The meeting, also known as DIGI VI, was sponsored by the SMPTE and the U.S. Activities Division of the Institute of Electrical and Electronics Engineers (IEEE-USA).

Sherwin (Si) Becker, consultant, is the recipient of this year's Meritorious Service Award, given by the American National Standards Institute (ANSI). According to ANSI Awards Committee Chairman Anthony R. O'Neill, the award comes in recognition of Becker's outstanding support of the ANSI Federation and the voluntary standards system. Becker, who stepped down as SMPTE's Director of

Engineering last July, will be honored at ANSI's Annual Awards Reception and Dinner, October 9, 1995, at the Crystal City Marriott, Crystal City, Va.



Scene to Screen: Creative Imaging in the Digital Age is designed to bring its attendees up to speed on the various production and post-production disciplines as they move into the digital age. Among the issues and technologies to be discussed include high-definition, nonlinear editing,

digital effects, investment decision making, and media management. The event, which is scheduled to take place October 17 to 19, 1995, at the Apex Suite, Olympia, U.K., is presented by the BKSTS and will run alongside Vision 95, the U.K. Video, Film Sound, and Broadcast Technology Show. For more information, contact Julie Renwick, BKSTS, M6-Victoria House, Vernon Place, London WC1B 4DJ, U.K., tel: 0171-242 8400, fax: 0171-405 3560.

DRTV, the Direct Response Television Expo and Conference, is set for December 5 to 7, 1995, at the Chicago Hilton and Towers. The program will feature products, services, and conference

sessions for direct response agencies and the short-form, long-form, home shopping, infomercial, and interactive industry. A partial list of session titles includes "Direct Response as a Lead Generation Vehicle," "DRTV and our Northern Neighbor — Canada," "Producing Short-Form Commercials that Sizzle," "Telemarketing," and "Database Marketing." The Expo will also feature over 70 exhibitors showcasing products and services for the direct response television industry. For more information on DRTV, contact Leanne Lambert, Advanstar Expositions, 201 E. Sandpointe, Ste. 600, Santa Ana, CA 92707, (800) 854-3112, (714) 513-8400, fax: (714) 513-8481.

Books, Booklets, Brochures

The International Dictionary of Broadcasting and Film by Desi K. Bognár has been published by Focal Press, 313 Washington St., Newton, MA 02158-1626. This reference tool is a guidebook to the professional jargon and terminology that is used worldwide in the radio, television, video, and film industries. In addition to defining terms and explaining acronyms and abbreviations, the entries include information on professional organizations, guilds, festivals, and awards. Appendices contain tables of international television and film standards, frequencies, and channels, and a list of national and international news agencies and their standard abbreviations. This 288-page paperback is available for \$24.95.

Basic TV Technology, Second Edition by Robert Hartwig explains the principles and processes underlying all television and video systems. Concise, practical discussions on the basics of electrical theory and application, processing and recording

video images, film-to-video transfer, video post-production, and new TV technologies are included. This new second edition has added such topics as the PAL system, nonlinear editing, and open architecture versus dedicated equipment, as well as an update on HDTV and the FCC's plans for its future. The 176-page, illustrated paperback is available for \$19.95 from Focal Press, 313 Washington St., Newton, MA 02158-1626.

The Internet for Scientists and Engineers was written to direct the novice Internet user, as well as the experienced user, to net resources in science and technology, including aeronautics and aerospace, computer science, electrical engineering, electronics, and virtual reality. Readers will learn how to get on-line and about the software and hardware requirements and essential tools that will be needed; the book also teaches the basics of e-mail, telnet, ftp, and the World Wide

Web. The 407-page paperback, written by Brian J. Thomas, is a publication of the SPIE — The International Society for Optical Engineering. The book is available to SPIE members and SPIE Working Group Members for \$25 and to nonmembers for \$30 from SPIE Press, P.O. Box 10, Bellingham, WA 98227-0010.

43 Ways to Finance Your Feature Film: A Comprehensive Analysis of Film Finance covers in detail four major areas of film financing: industry, lender, investor, and foreign. A chapter is devoted to each of the 43 methods, analyzing its advantages and disadvantages. Although the focus is on feature films, the book is also relevant to the financing of such projects as short films, documentaries, videos, multimedia presentations, and theatrical endeavors. The 207-page book, written by John W. Cones, is available from Southern Illinois University Press, P.O. Box 3697, Carbondale, IL 62901.

Calendar

SMPTE Activities

MILAN, ITALY — 1995 SMPTE European Conference, Milano Fair. *November 23-27, 1995.*

SEATTLE, WASH. — 1996 Advanced Television and Electronic Imaging Conference, Sheraton Seattle Hotel and Towers. *February 1-3, 1996.*

LOS ANGELES, CALIF. — 138th SMPTE Technical Conference and World Media Expo, Los Angeles Convention Center, *October 9-12, 1996.*

For more information on these activities contact SMPTE Headquarters:
(914) 761-1100 Fax: (914) 761-3115

October

Scene to Screen: Creative Imaging in the Digital Age, Apex Suite, Olympia, U.K. Info: Julie Renwick, BKSTS, M6-Victoria House, Vernon Place, London WC1B 4DJ, U.K. *October 17-19, 1995.*

November

The Third Color Imaging Conference, The Radisson Resort, Scottsdale, Ariz. Info: Pam Forness, Society for Image Science & Technology, 7003 Kilworth Ln., Springfield, VA 22151. *November 7-10, 1995.*

1995 SMPTE European Conference, Milano Fair/Padiglione Sud, Lacchiarella, Milan, Italy. Info: SMPTE Italian Section,

c/o World Broadcast Systems, Via Teocrito 47, 20128 Milano, Italy. *November 23-27, 1995.*

Annual International Workshop of HDTV and the Evolution of Television, Grand Hotel, Taipei, Taiwan. Info: Frances Su, Chiao Tung University, Center for Professional Advancements, 1001 Ta Hsueh Rd, Hsinchu, Taiwan. *November 15-17, 1995.*

December

Direct Response Television Expo and Conference, Chicago Hilton and Towers, Chicago, Ill. Info: Leanne Lambert, Advanstar Expositions, 201 E. Sandpointe, Ste. 600, Santa Ana, CA 92707. *December 5-7, 1995.*