

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.*