



## 137th SMPTE Technical Conference and World Media Expo

New Orleans Convention Center, New Orleans, La.  
September 6 - 9, 1995

The leaves have fallen by now, but the memory of the Society's last conference is still fresh. The 137th SMPTE Technical Conference and World Media Expo, held September 6 to 9, 1995, at the New Orleans Convention Center, was deemed a success.

The technical program, on the theme, "Moving Images — Meeting the Challenges," had been structured to appeal particularly to professionals in the film and motion imaging fields. One of the highlights of the event was a seminar on video compression and concatenation, attended by more than 250 engineers. The technical sessions, which included more than 80 papers presentations, drew a knowledgeable and attentive audience.

SMPTE President Stanley N. Baron commented, "The SMPTE continues to prove that it is on top of the motion imaging industry by demonstrating current and relevant technology and

educational conferences. Our conferences are attracting more and more industry professionals. We hope to carry this momentum into our February 1996 Advanced Motion Imaging Conference in Seattle, Washington."

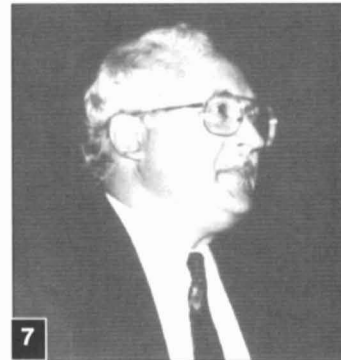
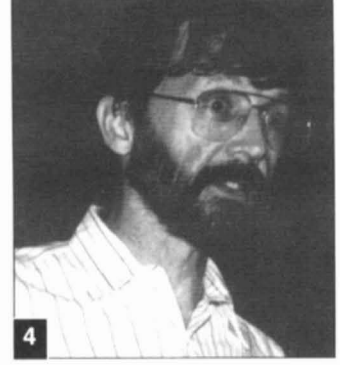
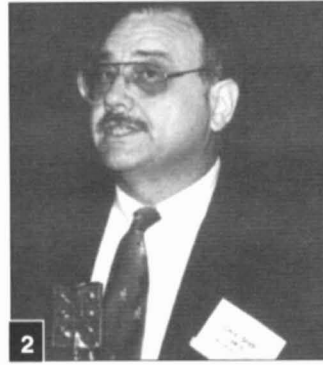
Conference Vice-President Edward P. Hobson II, Sony Business and Professional Products, was responsible for the overall supervision of the four-day event. He was ably assisted by General Arrangements Co-Chairs Blaine Baker, MPL Film & Video, and Michael Chewey, consultant. Editorial Vice-President Thomas J. Bentsen, NASA, and Program Chair Cecil Smith, consultant, were in charge of assuring the success of the papers presentations. Registration Chair Stephen Pumple, Immad Broadcast Services; Opening Films and Tapes Chair Park Seward, Video Park, Inc.; Audio/Visual Projection Chair Si Becker, consultant; Partners Program Chair Judi Fibush;

and Honorary Chair Julius Barnathan all contributed in their various areas of expertise.

### Opening Session

The conference was officially opened on Wednesday, September 6, at 9:30 a.m., with introductory remarks by General Arrangements Chair Blaine Baker and a program introduction by Program Chair Cecil Smith. A welcoming address by SMPTE President Stanley N. Baron, NBC, Inc., was next on the agenda.

After Baron's talk, James C. McKinney, chairman of the Advanced Television Systems Committee (ATSC) delivered a speech entitled "Your Passport on the Digital Express: Moving Images to the Home." After reminiscing about his childhood memories of the early days of television, he went on to talk about the future of the medium. According to McKinney,



1. General Arrangements Chair Blaine Baker was the first to speak at the Opening Session. 2. Program Chairman Cecil Smith saying a few words at the Opening Session. 3. James McKinney delivered the opening speech. 4. Edwin Catmull presenting the conference's keynote address. 5. SMPTE President Stan Baron speaking at the Awards Luncheon. 6. John D. Abel was the guest speaker at the Awards Luncheon. 7. Secretary/Treasurer Richard Thomas speaking at the Awards Luncheon. 8. SMPTE Award winners: Front row, left to right: T. Eguchi (for Akio Morita), Fred Kolb, Tomlinson Holman, Lynn A. McCroskey, David K. Fibush, Daniel Castles, S. Merrill Weiss, and James H. Wilkinson; Top row, left to right: Marcel Carriere, Arthur J. Cosgrove, Leo J. Thomas, Roland J. Zavada, Glen Pensinger, Kerns H. Powers, and Frederick M. Remley. 9. SMPTE President Stan Baron presiding at the SMPTE press event, where reporters met with SMPTE speechmakers. From left to right, John Abel (Awards Luncheon speaker); Larry Thorpe (Fellows Luncheon speaker); Edwin Catmull (keynote speaker); and James McKinney (opening speaker).

"...there is a train on that track. The engine of that locomotive is digital technology. Every television broadcaster in this country will soon have an opportunity to pick up their FCC passport and ride that train into the future... or they can stand on the tracks and shake their fists at the oncoming juggernaut. I recommend riding the rails. The option is not pleasant to contemplate." McKinney concluded by telling those assembled, "The future belongs to those with vision. Those who can

look at the difficulties of transitioning to a new form of television can see its possibilities." He encouraged everyone to become educated about the new digital era at the conference and elsewhere.

The opening session also featured a keynote address by Edwin E. Catmull, president of Pixar Animation, who discussed the recent use of 3-D animation software to produce the first full-length animated 3-D computer graphics feature. Catmull, who created one of the

first computer-generated animation effects for film, has won three Academy Awards for his work with computer graphics and motion imaging on motion pictures, including such well-known films as *Young Sherlock Holmes*, *Tin Toy*; *The Abyss*, *Terminator I*, *Beauty and the Beast*, *Batman II*, and *Star Trek II: The Wrath of Khan*.

Catmull spoke about the remarkably short time in which Hollywood studios have embraced digital technology,



Interest in the technical program was very high, as most sessions were well attended.

remarking that "it wasn't all that long ago that computers were an anathema to artists; now the studios are rushing headlong into the digital age." He concluded, "3-D animation has let us think very differently about the animation process. The issue isn't just technology, but also how the artists work with the technologists. The results are extremely exciting. This isn't just a quantitative change, but instead is a change in the very nature of the way we work."

Baron brought the session to an end with a few closing remarks.

### Technical Program

The technical program covered many aspects of the television and film community and was structured to address the theoretical and practical implementation of technology. The papers presentations were extremely well attended.

Sessions that attracted a wide audience included *Capturing the Images*, chaired by Tom Bentsen, NASA; *Authoring for Digital TV*, chaired by Craig Birkmaier, Professional Products and Promotions; *Putting the Images in Order*, chaired by Linda Young and Timothy Spitzer of Du Art Film and Video; *Transporting the Images*, chaired by Ron Uhlig, Eastman Kodak Co.; *Image Storage*, chaired by Ed Hobson, Graham-Patten Systems; *Manipulating Pixels: Film and Video Production and Post-Production*

(*Part I*), chaired by Neil Feldman, Video Post & Transfer; *Delivering the Images*, chaired by Tom Gurley, Advanced Television Test Center (ATTC); *Converting the Pixels: Film and Video Production and Post-Production (Part II)*, chaired by René Villeneuve, National Film Board of Canada; and *Displaying Pixels*, chaired by Joe Kane, Joe Kane Productions.

### Professional Seminars

On Saturday, four half-day seminars were filled to capacity. In the morning, *Using the Internet*, chaired by Charles Poynton, computer expert and engineer, explained how to gain access to the Internet and the operations of its various protocols. *Video Compression and Concatenation*, chaired by James Wilkinson, Sony Broadcast and Professional Products Europe, concentrated on the challenges of video compression. In the afternoon, *Making Information Available on the Internet*, chaired by Poynton, explained ways to get high-quality text and images onto the World Wide Web. *Principles of Digital Video*, chaired by David Jockheck, Advanced Audio Visual Systems, presented the theory and practical applications of this medium in easy-to-understand language.

According to Poynton, "Attendees at the seminars were extremely involved in the program, and that's a good indication that people were inter-

ested in the Internet technology and the many benefits of Internet usage."

### SMPTE/ACVL Session

In what has become a tradition at SMPTE conferences, the Society and the Association of Cinema and Video Laboratories (ACVL) held a joint session. *Film in the Digital Age* was held on Friday afternoon, September 8, and featured presentations on such topics as Dolby Digital Sound, New Digital Era for Film Sound, A New Sound Camera Based on Laser-Beam Exposure, Shedding New Light on Darkroom Illumination, and Environmental Process Development. In addition, *The ACVL Handbook* was available for sale at the SMPTE Membership Booth.

### Engineering Decoder Demonstration

Another innovation at the conference was a special SMPTE Engineering demonstration, sponsored by Hitachi, that showed how images that are encoded into an HDTV main profile at high level (MP@HL) bit stream can be decoded and downconverted by a modified main profile at main level (MP@ML) decoder into SDTV-quality pictures. The demonstration ran throughout the four-day conference, and showed how the methods used and its results can potentially have an impact on the introduction of HDTV advanced television (ATV) services. It



1. On the dais at the Fellows Luncheon, left to right, SMPTE President Stan Baron, Guest Speaker Larry Thorpe, and Executive Vice-President David George. 2. Larry Thorpe delivering the Fellows Luncheon address. 3. New SMPTE Fellows: Bottom row, left to right: David Wood, Lasse Svenberg, Lynette Robinson, Christopher J. Dalton, and Stephen W. Spakowsky. Top row, left to right: Mark Schubin, Dominic J. Case, Hugo Gaggioni, William C. Miller, and Frank Ricotta. 4. Michael Cox (left), who was not able to attend the conference, received his Fellows plaque from Stan Baron at IBC95 in Amsterdam.

attracted a continuous flow of interested viewers.

### World Media Expo

Visitors to New Orleans were greeted by signs in the airport and downtown areas welcoming them and announcing the World Media Expo. The event, jointly sponsored by the SMPTE, the National Association of Broadcasters (NAB) Radio Show, the Society of Broadcast Engineers (SBE), and the Radio and Television News Directors Association (RTNDA), presented an exhibit of the latest developments in both digital production and digital transmission technology, with over 400 companies participating. World Media Expo had a new and exciting look this year, with all of the signs and booths combining the symbols of all four organizations in a unified and color-coordinated display. All conference registrants received complimentary admission to the exhibit floor, which was open from Thursday through Saturday.

### SMPTE Publications

The SMPTE Store at the conference was a large, inviting space that provided an opportunity to view some of the Society's newest publications. *Pixels, Pictures, and Perception: The Differences and Similarities Between Computer Images, Film, and Video* includes a collection of presentations from a sold-out seminar presented at NAB '95. The newly revised edition of *4:2:2 Digital Video: Background and Implementation* features 16 new reprints from the *SMPTE Journal*, including papers on digital video coding standards, sampling frequency compatibility, concepts for the digital television studio, and integrating digital audio into the serial digital video signal. The newest volume, the current conference proceedings, *Moving Images — Meeting the Challenges*, proved to be very popular.

A steady stream of visitors dropped in at the SMPTE Store, where a number of articles bearing the SMPTE

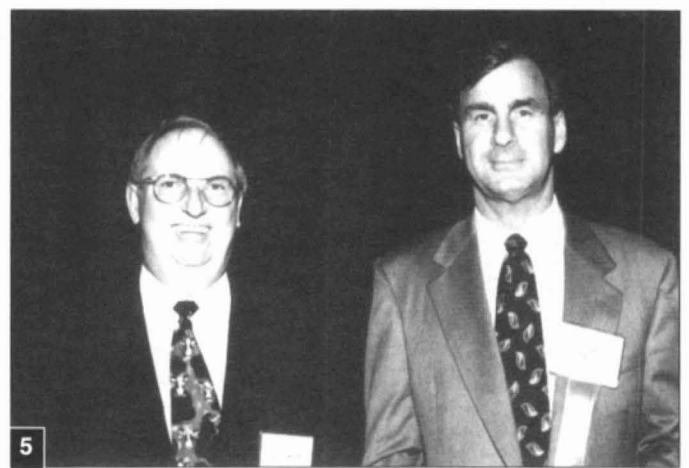
imprint were available for sale, and Headquarters staffers were on hand to answer any questions relating to the Society. The membership booth was also located here, and 20 people took the opportunity to join.

### Social Activities

In addition to attending the technical program and exhibits, registrants invariably look forward to relaxing and enjoying the social events at Society conferences. The calendar of events at this conference was an exceptionally fine one, due to the many attractions of the New Orleans area. Some of the highlights of the conference festivities are described in the next paragraphs.

### Annual Honors and Awards Luncheon

On Wednesday, September 6, all full-conference registrants were invited to attend the SMPTE Honors and Awards Reception and Luncheon, which featured guest speaker John D.



1. The SMPTE Reception featured fabulous music, New Orleans style. 2. Conference Vice-President Ed Hobson making some brief remarks at the SMPTE Reception. 3. SMPTE Conference attendees were treated to a gala reception featuring fabulous food, great music, and fun for all. 4. Editorial Vice-President Tom Bentsen at the Awards Luncheon with guest speaker John Abel. 5. Executive Vice-President David George with SMPTE's new Executive Director, Fred Motts.

Abel, president/CEO, Datacast Partners. During the luncheon, the Society presented a number of awards in recognition of outstanding achievements and conferred certain grades of achievement. A list of this year's recipients follows.

- The Citation for Outstanding Service to the Society: **Glen Pensinger**, San Jose State University
- The Journal Award: **David K. Fibush**, Tektronix, Inc.
- The Journal Certificate Award: **Tomlinson Holman**, TMH Corp. and USC School of Cinema and Television
- The Agfa-Gevaert Gold Medal Award: **Arthur J. Cosgrove**, Eastman Kodak Co.
- Eastman Kodak Gold Medal Award: **Frederick M. Remley**, retired, University of Michigan
- The Fuji Gold Medal Award: **Jonathan Erland**, Apogee Productions and Composite Components Co.
- The John Grierson International

Gold Medal Award: **Marcel Carrière**, National Film Board of Canada

- The Technicolor/Herbert T. Kalmus Gold Medal Award: **Frederick J. Kolb, Jr.**
- The Alexander M. Poniatoff Gold Medal Award for Technical Excellence: **James H. Wilkinson**, Sony Broadcast and Professional Europe
- The David Sarnoff Gold Medal Award: **S. Merrill Weiss**, consultant in electronic media technology and technology management
- The Samuel L. Warner Memorial Medal Award: **Lynn A. McCroskey**, Sonics Associates, Inc., and Oxmoor Corp.
- The Presidential Proclamation: **Daniel Castles**, Grass Valley Group; **Leo J. Thomas**, Eastman Kodak Co.; and **Akio Morita**, Sony Corp. (Takeo Eguchi, Sony, accepted the Presidential Proclamation Award on behalf of Mr. Morita.)

• The SMPTE Progress Medal Award: **David K. Fibush**, Tektronix, Inc.

• Honorary Membership: **Kerns H. Powers**, retired, RCA; and **Roland J. Zavada**, retired, Eastman Kodak Co.

#### *Fellows Luncheon*

On Thursday, September 7, a reception and luncheon was held to honor those who have attained this distinguished grade of membership and to introduce the new Fellows to their peers. Laurence J. Thorpe, vice-president of Broadcast Camera/HDVS for Sony Corp., addressed the Fellows and Life Fellows assembled on the topic "In Praise of Imagery — Amidst Pels, Bytes, 'PEGs,' and Webs." He touched on new criteria for image quality, imagery in the digital arena, the replacement of the outmoded film versus video debate by a new film and/or video choice, digital bit rate reduction,



1. Newly elected Honorary Member Roland J. Zavada with SMPTE Board of Editors Chairman LeRoy E. DeMarsh at the SMPTE reception. 2. Partners Program Chair Judi Fibush with her husband, David K. Fibush, at the reception. 3. Among the members of the SMPTE staff who were attending the conference were, from left to right, Zoila Figueroa, Andrew Zeyer, and Shellie Anderson. 4. Executive Vice-President David George with Program Chairman Cecil Smith.

the proposed new 4:2:2 studio profile, and HDTV imagery. According to Thorpe, "The future of imagery is potentially very bright."

The following were named new Fellows of the Society: **Dominic J. Case**, technical consultant (Australia); **Michael H. Cox**, Vistek Electronics, Ltd. (U.K.); **Christopher J. Dalton**, Independent Television Association (U.K.); **Hugo P. Gaggioni**, Sony Advanced Systems; **C. Peter Laidlaw**, Imagineering Ltd. (Canada); **William C. Miller**, Capital Cities/ABC, Inc.; **Frank J. Ricotta**, Technicolor, Inc.; **Lynette A. Robinson**, SMPTE; **Mark Schubin**, technological consultant; **Stephen W. Spakowsky**, Eastman Kodak Co.; **Lasse Svanberg**, MEDIA Desk Sweden, Svenska Filminstitutet (Sweden); and **David Wood**, European Broadcasting Union (Switzerland).

The Society extends its congratulations to all of the awards recipients and new Fellows.

### **International Reception**

With an eye toward the Society's

growing international presence, guests from around the globe were invited to attend a reception on Thursday, September 7, at the Atrium Restaurant in the Convention Center. It was a good opportunity for people to renew friendships and to cultivate new ones without regard for geographical limitations.

### **Friday Evening Reception**

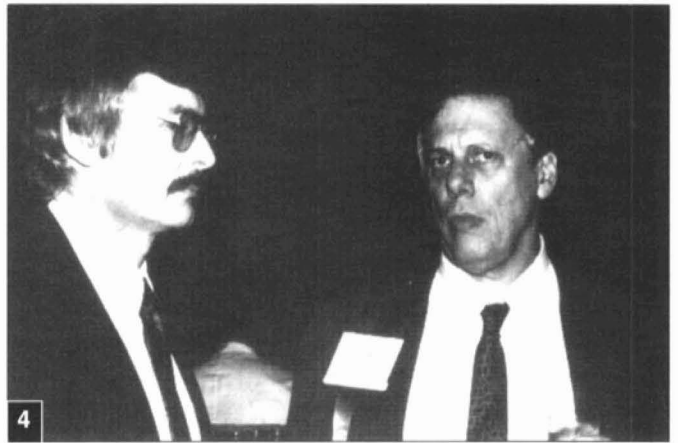
The annual SMPTE Gala Reception was held on Friday evening, September 8, in the historic LaSalle Ballroom of the Hotel Inter-Continental, overlooking the sights of downtown New Orleans. Taking its cue from its setting in the birthplace of the blues, the reception provided a memorable evening of Dixieland jazz. A New Orleans-style buffet provided guests with an opportunity to sample the world-famous Creole cuisine of the area. More than 300 attendees enjoyed the festivities.

During the reception, SMPTE President Stan Baron and Conference Vice-President Ed Hobson took

advantage of the opportunity to thank the many volunteers and sponsors who took part in the conference.

### **Partners Program**

Those accompanying conference registrants were invited to participate in a delightful Partners Program developed by Partner/Visitor Information Chair Judi Fibush. The program included a daily breakfast at the Hotel Inter-Continental. On Wednesday, participants had the choice of attending the SMPTE Honors and Awards Reception and Luncheon at the Convention Center or lunching at Emeril's Restaurant, followed by a walking tour of the French Quarter. On Thursday, participants were given a tour of a typical antebellum River Road Plantation, and on Friday, a trip through one of New Orleans' famous bayous. Saturday was a free day, where guests could pursue their own interests. All enjoyed the opportunity to sample the unique New Orleans ambience.



1. SMPTE President Stan Baron engaged in serious conversation with Awards Luncheon Guest Speaker John Abel. 2. Sections Vice-President John Carlson with Conference Vice-President Ed Hobson. 3. Keynote Speaker Edwin Catmull at the Awards Luncheon with Engineering Vice-President Ken Davies. 4. David Bancroft exchanging a few remarks with David Fibush, Engineering Director, Television.

### Committee Meetings

During the conference, the Society held meetings of the Board of Editors, Board of Governors, and various Engineering Committees. At the Board of Governors meeting on Sunday, September 10, a plaque was presented to retiring Executive Director Lynette Robinson in recognition of her years of dedicated service to the Society.

### Sponsored Activities

The Society wishes to express its appreciation to the following organizations for their generous support of the conference events: Advanced Audio Visual Systems, Sioux Falls, S. Dak.; CBS, Inc., New York, N.Y.; Chyron Corp., Melville, N.Y.; Dolby Laboratories Inc., San Francisco, Calif.; Du Art Film and Video, New York, N.Y.; Eastman Kodak Co., Rochester, N.Y.; Graham-Patten Systems, Inc., Grass Valley, Calif.; Grass Valley Group, Grass Valley, Calif.; Leitch, Inc., Chesapeake, Va.; NBC, Inc., New York, N.Y.;

Panasonic Broadcast and Television Systems Co., Secaucus, N.J.; Quantel, Darien, Conn.; RTI/Lipsner-Smith, Lincolnwood, Ill.; Sony Corp., Montvale, N.J.; Tektronix, Inc., Beaverton, Ore.; Twentieth Century-Fox, Los Angeles, Calif.; Video Post & Transfer, Inc., Dallas, Tex.; and

W. L. R. Research, Inc., Grass Valley, Calif.

Many thanks to all of those companies, organizations, and individuals who gave freely of their time and effort to make this conference a successful event. We're all looking forward to the next one.

—Joyce R. Hurwitz



Aerial view of downtown New Orleans.