

# The 30th SMPTE Advanced Motion Imaging Conference

February 1-3, 1996

Sheraton Seattle Hotel and Towers • Seattle, Washington

## *“The Convergence Continues... Computer Technology and Television”*

As SMPTE celebrates 80 years of service to the motion imaging industry, you are invited to participate in its February conference. During what is now known as the 30th SMPTE Motion Imaging Conference, the Society will focus on the many changes in the motion-picture, television, and related fields, as well as the challenges they present. “The Convergence Continues...Computer Technology and Television” will take place at the Sheraton Seattle Hotel and Towers, Seattle, Wash., from February 1 to 3, 1996.

### **Day-Long Course and Workshop to Precede Conference**

Computer and engineering expert Charles Poynton will present a day-long course and workshop entitled “A Technical Introduction to Digital Video.” Designed for computer system designers, engineers, programmers, and technicians, this course will show how to use digital video technology to bring smooth motion and accurate color to computing.

Says Poynton, “It is easy to acquire, process, transmit, and display photographic-quality still color pictures with the use of computers and communications systems. Television professionals will learn about digital images in computing, which can be applied to video systems, equipment, and techniques used in the emerging world of multimedia.”

The course is based on Poynton’s forthcoming book, *A Technical Introduction to Digital Video*. Each attendee will receive a copy of the book.

### **Technical Sessions**

This year’s technical program, being

assembled by Program Chair Brian Lay, KING-TV, Seattle, Wash., will feature papers that focus on emerging technologies, and presentations will include practical applications on how digital technologies solve problems and exploit opportunities in engineering, science, research, education, and the arts.

A total of four sessions — “Storage,” “Generation and Authoring Tools,” “Delivery, and Distribution,” “Presentation and Display” — will be presented on Friday and Saturday, February 2 and 3. At press time, the following papers have been submitted for consideration:

*Distributed Facility Control Via Ancillary Data*, William C. Miller and Alfred Molinari, Capital Cities/ABC, Inc., New York, N.Y.

*Aspects of Testing in the Convergence of Television and Telecommunications*, David K. Fibush, Tektronix, Inc., Beaverton, Oreg.

*Picture-Quality Assessment in Video Compression*, G. M. Drury, NTL, Advanced Products Division, Hampshire, U.K.

*Delivery of Distance Learning Content Across High-Speed and Low-Speed LANs in a Campus Environment*, David H. Dirks and Doug Coffland, Lawrence Livermore National Lab (University of California), Livermore, Calif.

*Practical Implementation of Advanced Television: Update 1996*, William Y. Zou, PBS, Alexandria, Va.; James A. Kutzner, Twin Cities Public Television, St. Paul, Minn.; and A. Bruce Jacobs, Prairie Public Television, Fargo, N.D.

*New DSP-Based Studio Platform*, John Nitzsche and Larry Baxter,

Mercury Computer Systems, Chelmsford, Mass.

*Investigation of DMD-Based Display for Integrated Computer and Television Application*, Vishal Markandey, Greg Hewlett, and Greg Pettitt, Texas Instruments, Dallas, Tex.

*Motion-Picture Delivery Using the Internet*, Bob Davis, Iterated Systems, Atlanta, Ga.

*Video and Unshielded Twisted Pairs*, Stephen H. Lampen, Belden Wire & Cable, Richmond, Ind.

*Issue of Contention*, Richard J. Echeita, DirecTV, Inc., El Segundo, Calif.

*The Time Machine*, William B. Hendershot III, Prime Image, Inc., San Jose, Calif.

*Temporal Rate Issues in New Digital Television Systems*, Gary Demos, DemoGraFX, Santa Monica, Calif.

*Switching and Splicing of MPEG-2 Transport Streams*, Bill Helms and Mike Perkins, DiviCom, Boulder, Colo.

*EFP — Field Recording*, H. Kiriya and H. Takekoshi, Sony Corp., and K. Iwasaki, Sony Electronics

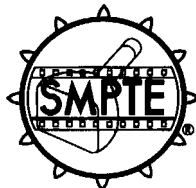
*FARAD: A Storage System for Random Real-Time Data*, Takashi Totsuka and Yasunobu Kato, Sony Corp. Research Center

*SDI: The Ubiquitous Television Pipeline*, Peter A. Dare, Sony Electronics, San Jose, Calif.

*A Serial Digital Interface for HDTV*, M. Ueda, S. Yamashita, K. Tomita, and N. Kobayashi, Sony Corp.

*PDP Display Controller*, Yukio Otake, Fujitsu Laboratories, Ltd., Kawasaki, Japan

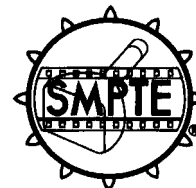
## ADVANCE REGISTRATION FORM



**30TH SMPTE ADVANCED MOTION IMAGING CONFERENCE  
SHERATON SEATTLE HOTEL & TOWERS • SEATTLE, WASH.**

**FEBRUARY 1 - 3, 1996**

**ADVANCE REGISTRATION DEADLINE: JANUARY 12, 1996**



Name _____	Company _____	
Address _____		
City _____	State/Country _____	Zip/Postal Code _____
Tel _____		Fax _____
Partner's Name (if registering) _____		
SMPTE Member? <input type="checkbox"/> Yes <input type="checkbox"/> No      Membership Number _____		

### CIRCLE REGISTRATION AND TICKETS DESIRED

REGISTRATION RATES	ADVANCED	ON-SITE
Member: Conference & Workshop (Luncheon Included)	\$385	\$435
Member: Conference Only (Luncheon Included)	\$250	\$300
Nonmember: Conference & Workshop (Luncheon Included)	\$485	\$535
Nonmember: Conference Only (Luncheon Included)	\$330	\$380
Life Member/Life Fellow: Conference Only (Luncheon Included)	\$50	\$50
Member: Workshop Only	\$135	\$155
Nonmember: Workshop Only	\$160	\$175
Student Member: Conference Only	\$15	\$25
Student Nonmember: Conference Only	\$25	\$35
Student Member: Workshop Only	\$50	\$75
Student Nonmember: Workshop Only	\$150	\$175
Get-Together Luncheon (if purchased separately)	\$40	\$50
<b>TOTAL AMOUNT DUE</b>	<b>\$</b>	

Receipt of Advance Registration will be acknowledged by mail.

**Attention nonmembers!** Yes! I would like to join the SMPTE now at a cost of \$80.00 and save \$20.00 on registration fees. I understand the member rate will save \$100 on all future conferences.

**NOTE:** You must pay the nonmember registration rate; \$80.00 will be applied to your membership. Membership credentials will be mailed.

**Payment Method (U.S. Funds Only):**

Check Enclosed     MC     Visa     AmEx

Acct. # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name on Card (print) \_\_\_\_\_

Signature \_\_\_\_\_

Please make all checks payable to SMPTE.

Mail your registration form and payment to:

**SMPTE Registration  
595 W. Hartsdale Ave.  
White Plains, N.Y. 10607  
Phone: (914) 761-1100 • Fax: (914) 761-3115**

The advance registration form and payment must be received no later than **January 12, 1996**, in order to obtain reduced rates.

Do not use this form after **January 12, 1996**. All cancellations must be made in writing.

A \$50 administrative fee will be applied to all cancellations.

No refunds for cancellations postmarked after January 15, 1996.

**Do not send this registration form to the Sheraton Seattle.**

J12/95

## HOTEL RESERVATION REQUEST

**I will be attending the 30th SMPTE Advanced Motion Imaging Conference, February 1 - 3, 1996.**

Name _____	Sharing with: _____	
Company _____	Address _____	
City _____	State/Province _____	Country _____
Postal Code _____	Tel _____	Fax _____
Date/Time of Arrival _____	Date of Departure _____	<input type="checkbox"/> Smoking <input type="checkbox"/> Non-Smoking
<input type="checkbox"/> Special Requirements _____		

Send your reservation form and payment to: **Sheraton Seattle Hotel and Towers, 1400 Sixth Avenue, Seattle, WA 98101, Phone: (206) 621-9000, Fax: (206) 621-8441.** Do not send this form to SMPTE Headquarters.

HOTEL RATES (CIRCLE YOUR CHOICE)			AMOUNT DUE: \$	
	<b>Main Hotel</b>	<b>Club Level</b>	Payment Method (check one):	
Single Occupancy	\$110	\$140	<input type="checkbox"/> Check Enclosed (make payable to Sheraton Seattle)	
Double Occupancy	\$135	\$165	<input type="checkbox"/> Credit Card (please specify)	
Mini Suite	\$250	\$275	Acct. # _____	Exp. Date _____
One Bay/One Bedroom	\$300	\$350	Name on Card (print) _____	
Two Bay/One Bedroom	\$450	\$520	Signature _____	
Two Bay/Two Bedrooms	\$550	\$625		
Rates do not include applicable city tax.				

One night's room and tax prior to **December 30, 1995**, to guarantee room; this amount is refundable only with 48 hours notice. Guarantee may be made with either check or major credit card. Reservations not guaranteed are subject to 4:00 p.m. cancellation. Reservations received after the deadline are subject to space and rate availability. Checks must be for U.S. funds drawn on a U.S. Bank.

### Proceedings

Those who have registered for the full conference will receive a complimentary copy of the *Proceedings*, featuring select papers from the technical program. Others may purchase the book at the SMPTE Store.

### Social Events

The Get-Together Luncheon and SMPTE Gala Reception are included in the price of a full conference registration and are both planned for Friday, February 2, at the Sheraton Seattle. Those who attend the luncheon will be treated to an address by an industry professional. In addition, an informal partners program will be available for those accompanying conference attendees to Seattle.

### How to Register

Complete the Advance Registration form in this issue and return it to SMPTE Headquarters before **January 12, 1996**, to save \$50 on all conference rates. Do NOT use the Advance

Registration form after the January 12 deadline.

The Sheraton Seattle, the SMPTE's headquarters hotel, has reserved a block of rooms for those who attend the conference. Return your housing form (in this issue) *directly to the hotel* by **December 30, 1995**. After that date, rooms will be subject to space and rate availability.

Those who have pre-registered for the conference and wish to pick up their badges and programs, as well as those who want to register on-site, may do so at the following times:

#### Wednesday, January 31

3:00 p.m. - 7:00 p.m.

#### Thursday, February 1

8:00 a.m. - 6:00 p.m.

#### Friday, February 2

8:00 a.m. - 6:00 p.m.

#### Saturday, February 3

8:00 a.m. - 12:00 Noon

### Travel Discounts to Seattle

Carlson Wagonlit Travel is offering

an exclusive SMPTE discount for travel to the 30th SMPTE Advanced Motion Imaging Conference in Seattle. By calling the official travel agency for SMPTE, you'll be eligible for specially discounted fares on United and Continental. For ground transportation, take advantage of SMPTE's special rates for Alamo. To make reservations, call Carlson Wagonlit Travel directly at **1-800-283-8747**.

### Want More Information?

If you would like to know more about the technical program, contact Editorial/Program Coordinator Marilyn Waldman at SMPTE Headquarters or e-mail her at 71263, 337@compuserve.com. For the most up-to-date information on the 30th SMPTE Motion Imaging Conference, contact the Marketing Department at SMPTE Headquarters, 595 W. Hartsdale Ave., White Plains, NY 10607, (914) 761-1100; fax: (914) 761-3115; e-mail: [mktg@smpte.org](mailto:mktg@smpte.org).

Hope to see you in Seattle!

— Aileen Moroney