

137th SMPTE Technical Conference and World Media Expo New Orleans, Louisiana • September 6 to 9, 1995 Call for Papers

A Call for Papers for the 137th SMPTE Technical Conference and World Media Expo has been issued by SMPTE Editorial Vice-President Peter A. Dare, Sony Electronics, Inc. The conference will take place in New Orleans, La., September 6 to 9, 1995. C.

Cecil Smith, consultant, has been appointed Program Chairman.

Authors interested in presenting papers at the conference (theme to be determined) must submit their names, company affiliations, addresses, phone numbers, and a 500-word synopsis to Marilyn

Waldman, Editorial/Program Coordinator, at SMPTE Headquarters, 595 W. Hartsdale Ave., White Plains, NY 10607, (914) 761-1100; Fax: (914) 761-3115. The information must be submitted by April 17, 1995, on forms provided by SMPTE Headquarters.

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

• *1280 x 720 Progressive — A Reevaluation*, William C. Miller, Capital Cities/ABC, Inc.

• *A Digital Editing Suite in an Analog Environment*, Reinhard E. Wagner, M.A.P. GmbH TV & Video Post-Production

• *Report on the Technical Tests of the Cinema of the Future*, Richard A. Mizer, Pacific Bell

• *Productizing Compression — How to Make MPEG-2 Work in the Real World*, Robin Wilson, DIVICOM

Proceedings

Paid attendees who register for the conference will receive a complimentary copy of the *Technical Proceedings*, courtesy of the SMPTE.

Demonstration Planned Throughout Conference

A demonstration planned to run throughout the technical program 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. The demonstration will attempt to show the possible alternatives within the capabilities of available equipment and avoid advocating specific numerical positions.

Social Events

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 luncheon will feature Philip Dodds, executive director of the Interactive Multimedia Association, as the guest speaker. 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.

Registration

Those who registered in advance (prior to January 6, 1995) can pick up name badges and tickets at the SMPTE Registration Desk in the mezzanine area.

On-Site Registration Hours

- Wednesday, February 8
3:00 p.m. to 7:00 p.m.
- Thursday, February 9
8:00 p.m. to 6:00 p.m.
- Friday, February 10
8:00 p.m. to 6:00 p.m.
- Saturday, February 11
8:00 p.m. to 1:00 p.m.

Partners

Partners accompanying registrants to San Francisco are invited to make use of the conference's Coffee Club and attend the Wine and Cheese Reception Friday night. 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.

Travel Discounts Available

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 regarding travel discounts, contact Carlson Travel Network/Media Travel USA directly at (800) 283-8747.

Additional Information

For more information prior to the Conference, call SMPTE Headquarters in New York at (914) 761-1100. For on-site information, visit the SMPTE information table located in the Office B section at the Westin St. Francis Hotel, or call the hotel at (415) 397-7000, and ask for the SMPTE On-Site Office.

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

— Aileen Moroney