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# 137th Technical Conference and World Media Expo

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Plans for the 137th SMPTE Technical Conference and World Media Expo have taken a giant leap forward. "Moving Images -- Meeting the Challenges" will focus on the various changes surrounding the television, film, telecommunications, and multimedia industries as they move towards complete digitization. The conference will take place September 6 to 9, 1995, at the New Orleans Convention Center in New Orleans, Louisiana.

## Technical Sessions

The technical program will kick off with the customary opening session on Wednesday morning, September 6. This session will, as always, feature comments by SMPTE officers and will conclude with the keynote address.

The first technical sessions will begin Wednesday afternoon. "Capturing the Images" will study advances in image acquisition of film and tape, as well as the challenges and solutions for the user of new acquisition formats. Running concurrently will be "Multimedia Authoring Tools," which will examine software and hardware solutions for the developer of multimedia images and sound and digital interfaces for the multimedia suite.

On Thursday morning, "Putting the Bits in Order" will look at linear, non-linear, and hybrid editing systems. At the same time, "Tracking Images" covers indexing schemes for film and tape and the impact of MPEG-2 on film production and post-production. "Image

Storage" is one of the two concurrent sessions being held Thursday afternoon, dealing with disk-based storage of images and sound, video and audio servers and architecture, and interfacing disk-based systems in the production and post-production environment. Thursday afternoon also brings the first of a two-part presentation entitled "Film and Video Production and Post-Production." Part One, "Manipulating Pixels," considers film-based post-production, production for special venues, and film post-production on standard proprietary platforms.

The last day of the technical sessions is Friday, September 8. "Delivering the Images," to be presented in the morning, examines the external distribution of moving images and sound as well as takes a look at compression and the impact it has on cable, telco, DBS, and terrestrial broadcast. Part Two of "Film and Video Production and Post-Production," entitled "Converting the Pixels," takes a closer look at tape-to-film and disk-to-film transfers and film to projections. Friday afternoon's session, "Displaying Pixels," explores display issues affecting the convergence of film, video, computers, and consumer devices, along with frame rates, line rates, gamma, and aspect ratios. Also running Friday afternoon will be a session and workshop that will be conducted jointly between the SMPTE and the Association of Cinema and Video Laboratories (ACVL).

## Call for Papers

A Call for Papers for the 137th Technical Conference and World Media Expo has been issued by SMPTE Editorial Vice-President Peter A. Dare, Sony Electronics, Inc. Authors interested in presenting papers at the conference 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.

## Seminars

Following the technical sessions, on Saturday, September 9, the SMPTE will present two professional seminars. "Internet for the New User: An In-Depth, Interactive Training Program" and "Video Compression and Concatenation" will be presented concurrently in both the morning and the afternoon.

## World Media Expo

The World Media Expo will again be a featured event during the conference. 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), the first World Media Expo last year attracted more than 400 exhibitors and nearly 18,000 media executives. These four organizations are again joining forces to present another successful exhibit of the latest developments in both digital production and digital transmission technology.

## Don't Miss This Event!

The *SMPTE Journal* and *News and Notes* will provide further information regarding the 137th SMPTE Technical Conference and World Media Expo as it becomes available. Mark your calendar and make sure you don't miss this spectacular event!

-- Aileen Moroney