

137th SMPTE Technical Conference and World Media Expo

New Orleans Convention Center • New Orleans, La.
September 6 to 9, 1995

The 137th Technical Conference and World Media Expo is promising to be one of the most informative SMPTE events to date. The Program and Local Arrangements Committees want to ensure that you will be ready when the industry makes a complete conversion to digitization, and as a result, "Moving Images — Meeting the Challenges" will focus on the various changes surrounding the television, film, telecommunications, and multimedia industries. The conference will take place September 6 to 9, 1995, at the New Orleans Convention Center in New Orleans, La.

Technical Sessions and Seminars

The conference will kick off with the customary opening session on Wednesday morning, September 6, featuring comments by SMPTE officers and concluding with the keynote address.

Under the leadership of Program Chair Cecil Smith, consultant, an information-packed technical program has been developed to appeal to anyone in the fields of film, video, and multimedia. The ten sessions to take place between Wednesday afternoon, September 6, and Friday, September 8, will cover such topics as linear and nonlinear editing systems, MPEG-2 compression and its impact on production and post-production, and digital interfaces for the multimedia suite. Also planned is a joint session and special workshop conducted by the SMPTE and the Association of Cinema and Video Laboratories (ACVL), to be held Friday afternoon, September 8.

Two half-day seminars are expected to attract large audiences on Saturday, September 9. "Internet for the New User," an in-depth, interactive training program for computer users with an interest in the information superhighway, and "Video Compression and Concatenation" will both run concurrently in the morning and the afternoon.

The Program-at-a-Glance in this

issue provides an easy-to-read overview of session topics and seminar categories.

Topic Chairs Named

According to Program Chair Cecil Smith, the following industry professionals have agreed to lend their knowledge and experience:

Capturing the Images: Paul Berger, CBS

Multimedia Authoring Tools: Paul Hansil, Crawford Communications

Putting the Bits in Order: Linda Young, Du Art Film Labs

Tracking Images: Ron Uhlig, Eastman Kodak Co.

Image Storage: John Streets, Merlin Engineering Works

Manipulating Pixels: Neil Feldman, Video Post and Transfer

Delivering the Images: Tom Bentsen, NASA

Converting the Pixels: Rene Villeneuve, National Film Board of Canada

Displaying the Pixels: Joe Kane, Joe Kane Productions

John Baptista, Consolidated Film Industries, will serve as the topic chair for the joint SMPTE/ACVL session and workshop.

World Media Expo

Every full-conference registrant receives complimentary admission to the exhibit floor at World Media Expo. 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.

EXHIBIT HOURS

Thursday, September 7

9:00 a.m. - 6:00 p.m.

Friday, September 8

9:00 a.m. - 6:00 p.m.

Saturday, September 9

9:00 a.m. - 2:00 p.m.

Social Activities

As always, the SMPTE Technical Conference will feature a variety of networking and social events outside of the technical sessions. Plans are not finalized as yet, but several speakers have already been lined up.

All full-conference registrants are invited to participate in the recognition of their peers for outstanding contributions to the industry by attending the SMPTE Honors and Awards Reception and Luncheon on Wednesday, September 6. John D. Abel, executive vice-president of the NAB, will be the featured speaker. Abel, who has authored more than 50 journal papers, books, and research reports, is responsible for seven different NAB departments: radio, television, public affairs, advertising, science and technology, research and information, and conventions and exhibitions. Prior to joining the NAB, he served as chairman and professor of the department of telecommunications at Michigan State University.

On Thursday, September 7, Fellows and Life Fellows (only) will be able to join in honoring those who have attained this distinguished level of membership in the Society at the annual Fellows Luncheon. Laurence J. Thorpe, vice-president of Broadcast Camera/HDVS for Sony Corp., is the guest speaker. A frequent presenter at SMPTE conferences and author of numerous papers in the *SMPTE Journal*, Thorpe is hardly a stranger to Society members. At Sony, he is responsible for overall product planning and marketing of Sony's studio and portable camera products, as well

as the continuing market development of the Sony HDVS system. A member of the Society since 1967 and elevated to Fellow status in 1986, Thorpe is the recipient of several Journal Awards.

Tickets for both luncheons can be purchased using the Advance Registration form in this issue.

Partners Program

Those accompanying conference attendees are invited to participate in the Partners Program currently under development by Partner/Visitor Information Chair Judi Fibush. Activities already under development include a daily breakfast and lunch and tours of historic landmarks and plantations, as well as a riverboat tour of New Orleans' finest bayou. A separate registration form is required to participate. For more information, contact the SMPTE Marketing Department at (914) 761-1100.

Event Locations

All technical sessions, workshops, and seminars are being held at:

The New Orleans Convention Center
900 Convention Center Blvd.
New Orleans, LA 70130
Phone: (504) 582-3027
Fax: (504) 582-3088

The location of the SMPTE conference headquarters is **The Hotel Inter-Continental New Orleans**. For more housing information, contact:

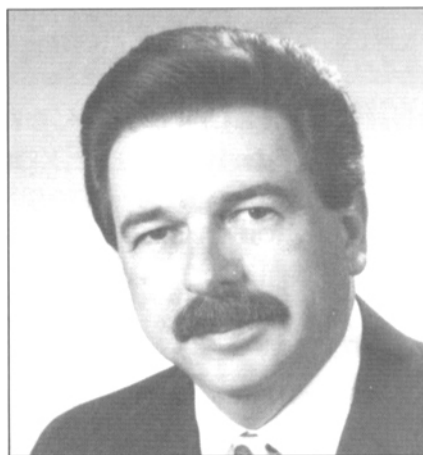
Rogal America
SMPTE Housing Bureau
313 Washington St.
Newton, MA 02158
Phone: (1-800) 722-0504
Fax: (617) 630-6900

Advance Registration and Hotel Accommodations Deadline

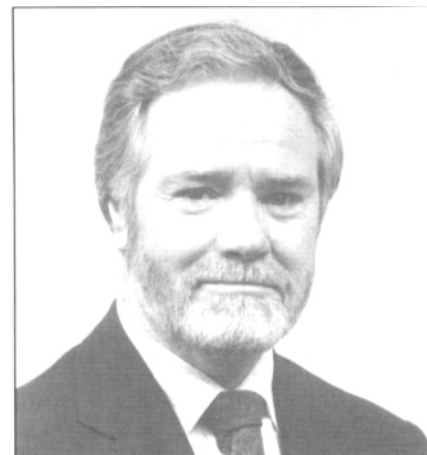
You can save \$50.00 if you register for the 137th SMPTE Technical Conference and World Media Expo prior to August 7, 1995.

Blocks of rooms at select New Orleans hotels have been reserved for SMPTE Registration. To obtain the special room rates, you must make and receive confirmation of your hotel reservation by August 4, 1995. After this date, room and rates are based upon availability and discounts may not apply.

The Advance Registration and Housing Forms are in this issue for your use.



John D. Abel



Laurence J. Thorpe

Shuttle Service

Round trip shuttle service will be provided to and from the downtown hotels and New Orleans Convention Center. Some of the hotels will provide limited shuttle service, including the Inter-Continental, Windsor Court Hotel, Embassy Suites, Le Meridien, Chateau Sonesta, The Monteleone, Omni Royal Orleans, Doubletree New Orleans, Royal Sonesta New Orleans, and the Holiday Inn Crowne Plaza.

Want to Know More?

If you are interested in learning more about the 137th SMPTE Technical Conference and World Media Expo, you can do so in any of these three ways:

1. Call the SMPTE Fax-on-Demand Service at (301) 216-1850. Fax-on-demand provides such documents as

final registration and housing forms and details on hotels, airlines, car rentals, educational sessions, and SMPTE membership. Calls must be made from the touch-tone handset of a fax machine and a voice on the other end will tell you how to access one or more documents.

2. Contact SMPTE Headquarters at 595 W. Hartsdale Ave., White Plains, NY 10607, phone: (914) 761-1100, fax: (914) 761-3115.

3. Watch your mail for additional details published in the *SMPTE Journal*.

Make your Plans to Attend!

SMPTE's conferences just keep getting better and better. Don't miss this opportunity to join your colleagues for one of the most informative and educational forums of the year.

— Aileen Moroney

 **UNITED AIRLINES**

 **DELTA**

SMPTE TRAVEL DISCOUNTS TO NEW ORLEANS

Carlson Travel Network/Media Travel USA is offering an exclusive SMPTE discount rate for travel to the 137th SMPTE Technical Conference & World Media Expo in New Orleans. You must call SMPTE's official travel agency to receive specially discounted airfare on United and Delta. You'll also receive a free beverage coupon with your United ticket purchase, plus complimentary \$100,000 flight insurance. A special SMPTE discount is also available for Alamo car rentals in New Orleans.

Carlson Travel Network*

Media Travel USA





































For Reservations Call
800-283-8747

PROGRAM AT A GLANCE



**137th SMPTE Technical Conference
and World Media Expo**
September 6 to 9, 1995
New Orleans Convention Center • New Orleans, La.
“Moving Images — Meeting the Challenges”



WEDNESDAY September 6, 1995		THURSDAY September 7, 1995		FRIDAY September 8, 1995		SATURDAY September 9, 1995				
MORNING SESSIONS		MORNING SESSIONS		MORNING SESSIONS		MORNING SESSIONS				
Opening Session and Keynote Address  		Putting the Bits in Order Transfer of acquired images for editing Linear, nonlinear, and hybrid editing systems  	Tracking Images Indexing schemes for film and tape MPEG II and its impact on film production and post-production  	Delivering the Images External distribution of moving images and sound Compression and its impact on cable, telco, DBS, and terrestrial broadcast 	Converting the Pixels: Film and Video Production and Post-Production (Part II) Tape and disc-to-film transfers Film projection  	SMPTE Professional Seminars Two concurrent seminars, each offered in the morning and afternoon: <table border="1"> <tr> <td> Internet for the New User: An In-depth, Interactive Training Program   </td> <td> Video Compression and Concatenation  </td> </tr> </table>		Internet for the New User: An In-depth, Interactive Training Program  	Video Compression and Concatenation 	
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MIDDAY Honors and Awards Reception Honors and Awards Luncheon and Speakers		MIDDAY Fellows Luncheon (Fellows Only)								
AFTERNOON SESSIONS		AFTERNOON SESSIONS		AFTERNOON SESSIONS		AFTERNOON SESSIONS				
Capturing the Images Advances in image acquisition for film and tape Disc and tape-based acquisition formats and advances in the technology Challenges and solutions for the user of new acquisition formats  	Multimedia Authoring Tools Software and hardware solutions for the developer of multimedia images and sound Digital interfaces for the multimedia suite 	Image Storage Disc-based storage of images and sound Video and audio servers and architecture Interfacing disc-based systems in the production and post-production environment 	Manipulating Pixels: Film and Video Production and Post-Production (Part I) Film-based post-production Production for special venues Film post-production on standard and proprietary platforms  	Displaying Pixels Display issues affecting the convergence of film, video, computers, and consumer devices Frame rates, line rates, gamma, and aspect ratios  	Joint SMPTE & ACVL Session and Workshop 		SMPTE Professional Seminars Two concurrent seminars, each offered in the morning and afternoon: <table border="1"> <tr> <td> Internet for the New User: An In-depth, Interactive Training Program   </td> <td> Video Compression and Concatenation  </td> </tr> </table>		Internet for the New User: An In-depth, Interactive Training Program  	Video Compression and Concatenation 
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				FRIDAY EVENING SMPTE RECEPTION						



Indicates sessions of particular interest to the film community.



Indicates sessions of particular interest to the television/video community.



SMPTTE ADVANCE REGISTRATION FORM



137TH SMPTTE TECHNICAL CONFERENCE & WORLD MEDIA EXPO
 NEW ORLEANS CONVENTION CENTER • NEW ORLEANS, LA.
 CONFERENCE: SEPT. 6-9, 1995 EXHIBIT: SEPT. 7-9, 1995
 ADVANCE REGISTRATION DEADLINE: AUGUST 7, 1995

Save time and money when you register before August 7, 1995. Use one form per registrant. Please print clearly. Photocopy as necessary. Fax or mail registrations to:

SMPTTE • 595 W. Hartsdale Ave. • White Plains, NY 10607
 Phone: (914) 761-1100 • Fax: (914) 761-3115

First Name _____ Last Name _____
 Company _____
 Address _____
 City _____ State/Province _____ Country _____
 Zip/Postal Code _____ Tel _____ Fax _____
 Partner's Name (if registering) _____
 SMPTTE Member? Yes No Membership Number _____

CONFERENCE PACKAGES (CIRCLE YOUR SELECTION)

DESCRIPTION	MEMBER	NONMEMBER	ON SITE ONLY	
			Member	Nonmember
Technical Papers, Seminars, Exhibits (Wednesday, Sept. 6 to Saturday, Sept. 9) Includes: H&A Luncheon SMPTTE Reception Conference Proceedings	\$350	\$450	\$400	\$500
Students (same as above)	\$ 50	\$150	\$ 50	\$150
Life Fellows/Members (same as above)	\$ 50	---	\$ 50	---
World Media Expo (Exhibits) Only <input type="checkbox"/> Check here if you would like additional information about the World Media Expo.	Included with full conference registration. Separate admission to the World Media Expo can be purchased for \$125 on a separate order form provided by the NAB.			
Honors & Awards Luncheon (Wednesday, Sept. 6)	\$ 40	\$ 40	\$ 50	\$ 50
Fellows Luncheon — Fellows Only (Thursday, Sept. 7)	\$ 40	---	\$ 50	---
<input type="checkbox"/> Check here if you plan to attend the SMPTTE Reception (Friday Evening, Sept. 8).	Included with full conference registration.			
Check the seminar(s) you plan to attend: <input type="checkbox"/> Internet: morning session <input type="checkbox"/> Compression: morning session <input type="checkbox"/> Internet: afternoon session <input type="checkbox"/> Compression: afternoon session	Included with full conference registration. Separate admission to seminars can be purchased on-site only for \$150.			
TOTAL AMOUNT DUE	\$	\$		

PAYMENT MUST ACCOMPANY REGISTRATION FORM

Check here if you would like additional information about the Partners Program.
 I would like to receive membership information on the Society of Motion Picture and Television Engineers (SMPTTE).
 Please check here if you require special assistance to fully participate. Attach a written description of your needs.

Payment Method (check one): Check Enclosed Master Card Visa American Express
 Acct. # _____ Exp. Date _____
 Name on Card (print) _____
 Signature _____

Cancellations must be made in writing. A \$50 administrative fee will be applied to all cancellations. No refunds for cancellations postmarked after August 23, 1995.
DO NOT USE THIS FORM AFTER AUGUST 7, 1995.



SMPTTE HOUSING FORM

137TH SMPTTE TECHNICAL CONFERENCE & WORLD MEDIA EXPO
 NEW ORLEANS CONVENTION CENTER • NEW ORLEANS, LA.
 CONFERENCE: SEPT. 6-9, 1995 EXHIBIT: SEPT. 7-9, 1995

DEADLINE: AUGUST 4, 1995



Complete this form and send to Rogal America by mail, fax, or phone. (Please have this form handy when calling.)
 Confirmation of your reservation will be sent within three days from the time your information is received.

MAIL: Rogal America/SMPTTE Housing Bureau 313 Washington St. Newton, MA 02158	PHONE: Rogal America/SMPTTE Housing Bureau 1-800-722-0504 or 617-965-8000	FAX: Rogal America/SMPTTE Housing Bureau 617-630-6900
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Name _____ SMPTTE Member? Yes No

Company _____

Address _____

City _____ State/Province _____ Country _____

Zip/Postal Code _____ Tel _____ Fax _____

Please list three hotel choices, in order of preference, to avoid delay in processing your reservation(s). See listing.

1. _____

2. _____

3. _____

If your preferred choice hotel is unavailable, Rogal America will assign accommodations and place you on a waiting list for the preferred hotel.

Date of Arrival: _____

Date of Departure: _____

Accommodation requested:

Single (1 p/1 bed) Double (2 ppl/1 bed)

Twin (2 ppl/2 single beds) Double/Double (2 ppl/2 beds)

Smoking Non-Smoking

Sharing with: _____

Disabilities/Special Services Required (explain): _____

All rooms require a guarantee in the amount of one night's room & tax prior to **August 4, 1995**. You may guarantee your room with a check payable to Rogal America, Inc., or with a major credit card. Checks must be for U.S. funds drawn on a U.S. Bank.

AMOUNT DUE: \$ _____

Payment Method (check one): Check Enclosed (make checks payable to Rogal America, Inc.)
 MC Visa AmEx Diner's Club Discover

Acct. # _____ Exp. Date _____

Name on Card (print) _____

Signature _____

HOTEL RATES

Hotel	Single	Double	Hotel	Single	Double
Hotel Inter-Continental (SMPTTE Headquarters)	\$127	\$145	Omni Royal Orleans	\$105/\$125	\$125/\$150
Windsor Court Hotel	\$195/\$250	\$195/\$250	Doubletree New Orleans	\$119	\$134
Embassy Suites	\$153	\$173	Royal Sonesta New Orleans	\$117	\$132
Le Meridien	\$135	\$155	Holiday Inn Crowne Plaza	\$115	\$130
Chateau Sonesta	\$130	\$130			
The Monteleone	\$121	\$136			

Rates do not include 11% room tax (6% city tax plus 5% state tax) or \$2.00 occupancy (hospitality) tax. Tax rate is subject to change.
 Round-trip shuttle bus transportation is included in room rates (\$3.00 per room per night).