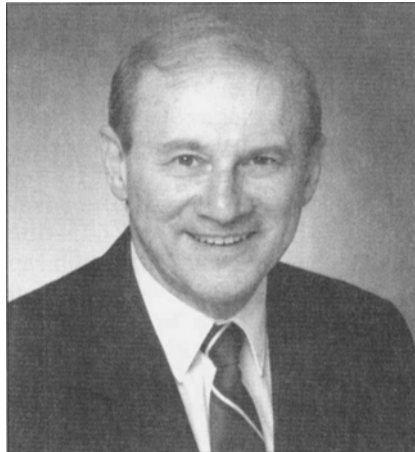


By Stanley N. Baron

A big "thank you" is in order to all the members of the SMPTE family who continue to put in numerous hours of service and dedication to the Society's technical programs and educational offerings. The positive response to both the 136th Technical Conference last October in Los Angeles and the 29th Advanced Television and Electronic Imaging Conference this past February in San Francisco shows that the Society is moving in the right direction.

We are moving forward with plans for the 137th SMPTE Technical Conference and World Media Expo. "Moving Images — Meeting the Challenges" is the theme for the conference, which will run from Wednesday through Saturday, September 6 to 9, 1995, in New Orleans.

Our technical program will address both the theoretical aspects and the practical implementation of technology and is structured to appeal to engineers and technologists from the film and electronic imaging communities. SMPTE's engineering minds have put together a four-day technical program that begins on Wednesday afternoon with "Capturing the Images." The session is designed to explore the advances in image acquisition of film and tape and study the challenges of new acquisition formats. A concurrent session will feature "Multimedia Authoring



Tools" and will examine software and hardware solutions for the developer of images, sound, and digital interfaces for the multimedia suite.

The Thursday morning program features "Putting the Bits in Order" and will address linear, nonlinear, and hybrid editing systems. The second morning session, "Tracking Images," includes papers on indexing for film and tape, as well as MPEG and its impact on film production and post-production. The afternoon program will be divided into two sessions, "Image Storage" and "Manipulating Pixels: Film and Video Post-Production (Part 1)." Our Friday morning session covers topics on "Delivering the Images" and "Converting the Pixels: Film and Video Production and Post-Production (Part 2)." Friday afternoon's program will be divided into two sessions: "Displaying Pixels"

and a joint SMPTE/ACVL session and workshop.

I am very excited about the program on tap for Saturday. The day has been reserved for two professional seminars. One, "Internet for the New User," is an in-depth, interactive training program for computer users with an interest in the information superhighway. The second seminar, "Video Compression and Concatenation," is currently being developed. Both sessions will run concurrently in the morning and again in the afternoon. The Internet seminar alone promises to be well worth the admission price of the conference.

As part of the Society's ongoing strategic plan to enhance our technical mission, we have conducted membership surveys at our two most recent conferences in Los Angeles and San Francisco. The good news is that the data shows an overwhelming number of members agreed that the Society has produced more technologically current sessions and has addressed more timely industry issues than ever before, a goal of the strategic plan. This has resulted in an increase in attendance at our annual conferences. Last year's Technical Conference (October 1994) showed a 51% increase in attendance. Our Advanced Television and Electronic Imaging Conference (held in February 1995) hosted almost 200 more participants than last year. We're moving in the right direction. Let's keep the momentum going.

---

SMPTE President Stanley N. Baron is with NBC, Inc., New York, NY 10012.