

137th SMPTE Technical Conference and World Media Expo New Orleans Convention Center • New Orleans, La. September 6 to 9, 1995

The SMPTE will be right in the thick of things as the fields of film, television, computers, and multimedia all converge upon each other and the entire motion-imaging industry makes a move towards complete digitization. The 137th Technical Conference and World Media Expo tackles "Moving Images — Meeting the Challenges" and promises to be one of the most informative SMPTE events to date. 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 technical program, organized under the leadership of Cecil Smith, consultant, 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. A total of ten sessions will be presented, ending Friday afternoon, September 8. The Program-at-a-Glance in this issue provides an easy-to-read overview of session topics and seminar categories.

A sample of papers that have been submitted to date include the following:

- *A Scalable Parallel Video Processing Architecture Applied to High-Definition Format Conversion* by Clarence J. Hau
- *The Future of Motion-Picture Film Production* by P. Siva Prasad
- *Moving Uncompressed Video Faster than Real Time* by Don Deel, Marc Friedmann, and Howard Green
- *Effects of ATM Transmission Errors on MPEG-2 Quality of Service* by Ji Zhang and Mike Perkins
- *Factors in Preserving Video Quality in Post-Production When Cascading Compressed Video Systems* by Katie Cornog

Please note that this is only a sam-

pling of some of the papers received to date. The final program has yet to be chosen by the Program Chairman and will be published in a later issue of the *Journal*.

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 run concurrently both in the morning and the afternoon.

World Media Expo

Every conference registrant receives complimentary admission to the exhibit floor at World Media Expo. Jointly sponsored by the SMPTE, the National Association of Broadcasters

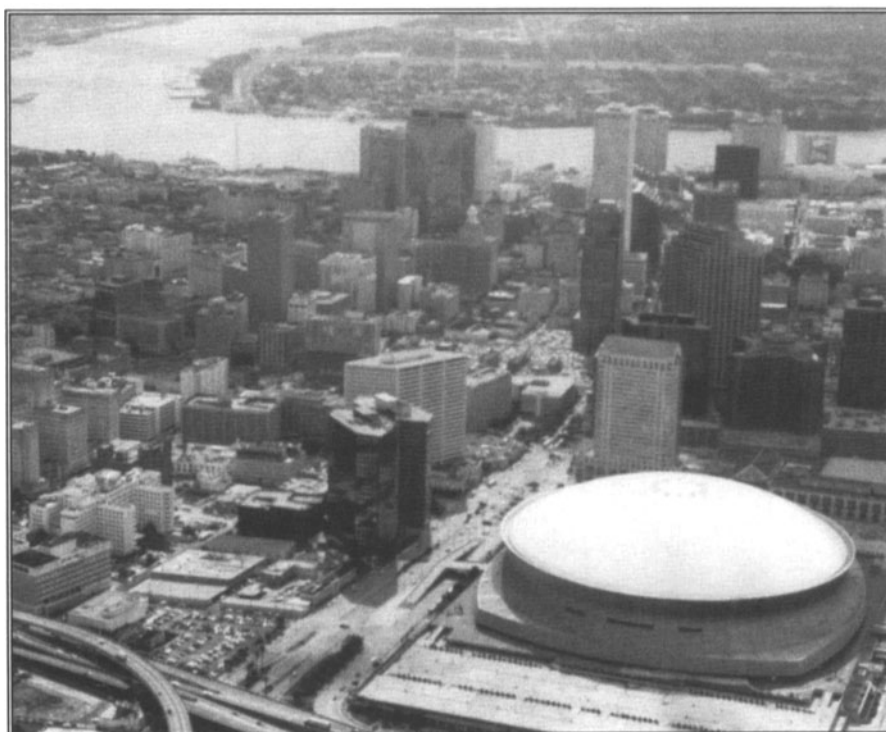
(NAB) Radio Show, the Society of Broadcast Engineers (SBE), and the Radio and Television News Directors Association (RTNDA), the first World Media Expo last year attracted more than 400 exhibitors and nearly 18,000 media executives. These four organizations are again joining forces to present another 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.



The Crescent City, New Orleans.

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 6th. John D. Abel, executive vice-president of the NAB, will be the featured speaker. 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. 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 planned include a daily breakfast and lunch, tours of his-

toric landmarks and plantations, and a riverboat jaunt on New Orleans' finest bayou. A separate registration form is required. 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, 444 St. Charles Avenue, New Orleans, LA 70130-3171.

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, rooms and rates are based upon availability and discounts may not apply.

All hotel arrangements must be made by contacting:

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

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

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* and *News & Notes*.

Make Your Plans to Attend!

Last year's SMPTE Technical Conference and World Media Expo boasted record attendance and a phenomenal technical program, and this year's event will be even better. Don't miss this opportunity to be on the cutting edge of digitization.

— 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						



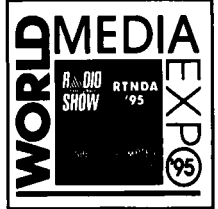
Indicates sessions of particular interest to the film community.



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



SMPTE HOUSING FORM



137TH SMPTE 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/SMPTE Housing Bureau 313 Washington St. Newton, MA 02158	PHONE: Rogal America/SMPTE Housing Bureau 1-800-722-0504 or 617-965-8000	FAX: Rogal America/SMPTE Housing Bureau 617-630-6900
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Name SMPTE 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

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

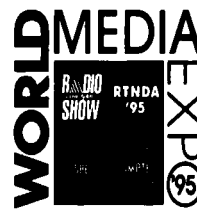
Name on Card (print)

Signature

HOTEL RATES					
Hotel	Single	Double	Hotel	Single	Double
Hotel Inter-Continental (SMPTE 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	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).		
The Monteleone	\$121	\$136			



SMPTE ADVANCE REGISTRATION FORM



137TH SMPTE 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:

SMPTE • 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) _____

SMPTE 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) Plus: H&A Luncheon SMPTE 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.	Separate admission to the World Media Expo can be purchased for \$125 from WME (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 SMPTE 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 (SMPTE).
- 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.

NO ONE UNDER 16 YEARS OF AGE ALLOWED ON THE EXHIBIT FLOOR.