

## Society Enjoys Great Success at NAB '95 *Preconvention seminar also a big hit*

The National Association of Broadcasters hosted its 73rd annual convention April 10 to 13, 1995, in Las Vegas, Nev. Attendance for this event was at an all-time high, with a reported 84,600 visitors to the almost 1,000 exhibits that filled the Las Vegas Convention Center.

On April 8, prior to the start of the conference, nearly 250 people turned out for "Pixels, Pictures, and Perception: The Differences and Similarities Between Computer Imagery, Film, and Video," a seminar presented jointly by the SMPTE and NAB. This event, first presented by the Society's New York Section and brought back by popular demand, was organized by New York Region Governor Linda Young, Du Art Film and Video. The seminar addressed such questions as whether or not resolution and sharpness are the same thing and what precautions need to be taken when moving images between computers, film, and video.

This tutorial was designed for the video/film production professional and covered some of the fundamental principles of digital imagery and how to manage different types of images in a multimedia environment. Among the topics presented were the basic issues such as color, detail, and motion; the physiological process of vision; the electronic effects of monitor controls; digital filtering in data-rate compression; and spot-size in the recording of electronic images on film.

The informative and well-received presentation featured an international team of award-winning instructors, whose credits range from blockbuster movies and long-running television series to participation in the NASA space program. These speakers included Thor Olson, Management Graphics; Charles Poynton, Sun Microsystems; Mark Schubin, engineering consultant and writer; and John Watkinson, author of *The Art of Digital Video*.

SMPTE's success continued throughout the convention, with an exhibit booth that remained busy throughout the entire event; close to 70 new members were signed up during a four-day period. On hand from the Headquarters staff to accommodate requests and answer questions were Executive Director Lynette Robinson; outgoing Director of Engineering Sherwin "Si" Becker, as well as his successor Carl Girod; Editor/Publisher Jeffrey Friedman; Director of

Marketing John Izzo; and Staff Engineer Mark Hyman. SMPTE President Stanley

N. Baron, NBC, was also available to provide more information on the Society.



SMPTE Staff Engineer Mark Hyman (second from left), an unidentified person, and Clyde Smith talk things over at the SMPTE booth.

## "Future Horizons" to be Explored by SMPTE Australian Sections

Future horizons for the film and television engineering industries will be the focus of the SMPTE '95 Exhibition and Conference to be held in Darling Harbour, Sydney, Australia, from July 3 to 6, 1995. This event, sponsored by the SMPTE Australian Sections, promises to provide attendees with access to leading innovators in the sound and picture industries from around the world who will be showcasing the latest in new equipment in film and television engineering. The exhibition program will feature new product and equipment launches; expected exhibitors include Sony Australia, GEC Video Systems Division, Amtech, Techtel, Amber, and Hagemeyer.

The revamped conference program will consist of six half-day seminars. "Subscription Television" will examine the implications for Australia regarding access to advanced systems designs and equipment and where the nation stands in the technology and services race. "The New Experience" covers a number of significant technologies available today that can vastly improve the quality and enjoyment of current television systems, including widescreen, surround sound,

and ghost canceling. Those who attend "Nonlinear Editing" will hear from such industry practitioners as cinematographers, production managers, assistant editors, and post-production supervisors, who will discuss their concerns about advancements and changes in the industry as well as solutions they have adopted or would like to see adopted.

"Compression, Multimedia, and Desktops" will look at the what, how, and where of technologies; the state of MPEG-2 in the marketplace; and the question of quality, cost, and expectations. In a forum entitled, "Video Disk File Servers," a panel consisting of representatives from various suppliers will discuss this new technology, major and minor issues that need to be resolved, and the philosophies held by their respective companies. Finally, "Featuring Digital Effects on Film" will examine the future of digital manipulation in the film industry.

For further information regarding SMPTE '95, contact Expertise Events Pty. Ltd., Level 2, 39 E. Esplanade, Manly, N.S.W. 2095, +61 2 977 0888, fax: +61 2 977 0336.

## 1995 SMPTE European Conference to be Held in Milan, Italy

The 1995 SMPTE European Conference will take place in Milan, Italy, October 19 to 21, 1995. The conference has been separated into five half-day sessions, beginning with an opening session and followed by discussions of these aspects of the communications industry: video compression technologies and applications; satellite broadcasting, cable TV, video on demand, and the move to personal TV; digital recording media and tape versus disk; and innovative technologies for the new motion-picture industry. Anyone wishing to submit a paper for approval is invited to do so by sending it to: SMPTE European Conference, Scientific Secretariat, Marcello Dellepiane, c/o World Broadcast

Systems, Via Teocrito 47, 20128 Milano, Italy, +39 2 27001141, fax: +39 2 2550793.

The conference is arranged in cooperation with the support of Mediatech '95, the Forum of International Broadcasting and Television Show, and will be located at the Milano Fair, Padiglione Sud, Lacchiarella. The dates of the exhibition are October 19 to 23, 1995.

For further information regarding hotel reservations, the final program, and conference registration, contact: SMPTE 1995 EEC Conference, Organizing Secretariat, Laura Pinna Berchet/Eliana Torretta, IBTS '95, Via Domenichino 11, 20149 Milano, Italy, +39 2 4815541, fax: +39 2 4980330.

**"The Compression Experience"** is an all-day tutorial being planned by the Rochester Section. The seminar, scheduled for Saturday, October 28, 1995, at PBS station WXXI, will review fundamentals of image and audio compression relevant to motion-picture and television technology as well as take a look into the future and the expected developments in compression technology.

Discussion of the theory of compression has been divided into three parts. "Image Compression and Fundamentals" will examine the need for compression, the difference between lossy and lossless compression, and will give an overview of the JPEG standard. "Moving Image Compression" will discuss the utilization of motion in compression, provide an overview of the MPEG-1 and MPEG-2 standards, and explore future compression techniques. Finally, "Audio Compression" will look at speech and music, vector and code-excited linear predictions, and compression standards.

A section on compression applications will also be offered. Issues to be studied include "DBS, Cable SDTV, and HDTV"; "Compression and Image Quality: Are There Comparisons?" "SX-Total Digital Studio Compression Picture"; "Storage and Access of Compressed Digital Images"; "DCT in Digital Betacam"; and "Decoding in the Digital Television Receiver."

If you are interested in receiving more information on "The Compression Experience," contact Thomas W. Hope, Hope Reports, Inc., 58 Carverdale Dr., Rochester, NY 14618-4004, fax: (716) 442-1725.

**UCLA Extension** will be offering "CD-ROM Development Workshop: From Multimedia Publishing to Data Archival" from July 11 to 14. Designed for engineers, scientists, and others interested in gaining advanced insights into CD-ROM technology, the workshop addresses the development of a CD-ROM application, provides CD-ROM technology aspects, and emphasizes the steps required to create a useful application. The coordinator and lecturer is Ash Pahwa, CD-ROM Strategies, Inc. For more information, contact Department of Engineering, Information Systems and Technical Management, UCLA Extension, 10995 Le Conte Ave., Ste. 542, Los Angeles, CA 90024, (310) 825-1047, fax: (310) 206-2815.

**Robert A. Strutzel** has joined Mediatech, Inc., as senior vice-president and chief technology officer. In this new position, he will be responsible for leading Mediatech's development program of a system for digital delivery of radio and television commercials and programs to radio and TV stations in the U.S. and

Canada. Strutzel's prior experience includes director of technical operations at CBS-TV, New York City; as director of engineering at WGN-TV, Chicago; and at AT&T Network Systems, Lisle, Ill.

**Bob Slutske** has been named as vice-president at National TeleConsultants, where he will be responsible for marketing and strategic planning. Coming to the company with more than 25 years of experience in the broadcast, video, audio, and entertainment technologies,



Slutske most recently served as marketing product manager for the BTS Corp. Prior to that, he worked in a variety of roles with such companies as Ampex, Lucas Arts, Montage Computer, Compact Video, Skirpan Lighting Control, and Cetec Audio.

Promoted to vice-president from within NTC are **John Aalto** and **Richard L. Hess**, who have worked at the company for 8 and 11 years, respectively. Both assume their positions after serving as senior project directors, and they will be responsible for providing overall direction and management for NTC's project operations.

**Don Phillips** has been promoted to director of NTC's Implementation Division. This expanded division provides installation project management and turnkey services for NTC's clients.

**Jim Kelly**, Allied Film & Video, has been promoted to group vice-president responsible for the Orlando, Washington, and New York/New Jersey facilities. Kelly joined Allied in 1984 as laboratory manager of the Orlando division. He was promoted to division manager in 1986 and during the last several years has led the relocation of new facilities and the development of Allied's video capabilities in the expanded southeast market.

