



The 30th SMPTE Advanced Motion Imaging Conference

February 1-3, 1996

Sheraton Seattle Hotel and Towers • Seattle, Washington

“The Convergence Continues...

Computer Technology and Television”

It's not too late to reserve your spot at the 30th SMPTE Advanced Motion Imaging Conference. This year, the Society will focus on the many changes in the motion-picture, television, and related fields, as well as the challenges they present. “The Convergence Continues...Computer Technology and Television” takes place at the Sheraton Seattle Hotel and Towers from February 1 to 3, 1996.

Day-Long Course and Workshop to Precede Conference

On Thursday, February 1, computer and engineering expert Charles Poynton will present a day-long course and workshop entitled “A Technical Introduction to Digital Video,” based on his forthcoming book by the same name. The workshop is designed to appeal to a number of television professionals, including computer system designers, engi-

neers, programmers, and technicians, all of whom will find out how to use digital video technology to bring smooth motion and accurate color to computing. Attendees will also learn digital images in computing so that they can apply their knowledge of video systems, equipment, and techniques to the emerging area of multimedia.

Poynton will begin the basic principles of digital video, and then move on to cover such topics as raster images in computing, filtering and sampling, image digitization and reconstruction, component video color, and composite NTSC and PAL.

Says Poynton, “It is easy to acquire, process, transmit, and display photographic-quality still color pictures with the use of computers and communications systems.”

Each attendee will receive a copy of Poynton's book, *A Technical*

Introduction to Digital Video, published by John Wiley & Sons.

Technical Sessions

This year's technical program, assembled by Editorial Vice-President Thomas Bentsen, NASA, and Program Chair Brian Lay, KING-TV (Seattle), is scheduled in four sessions that will take place Friday and Saturday, February 2 and 3. Conference attendees are invited to listen to presentations that will focus on emerging technologies and include practical applications on how digital technologies solve problems and exploit opportunities in engineering, science, research, education, and the arts.

To date, over 20 papers are scheduled to be presented. However, papers and sessions are subject to change. Final copies of the program will be available in the registration area of the Sheraton Seattle.