

The First Annual Spring Film Conference and Exhibition

March 20 to 22, 1997

Century Plaza Hotel • Los Angeles, Calif.

SMPTE has announced that it will be holding its First Annual Spring Film Conference and Exhibition in Los Angeles, March 20 to 22, 1997. This new event will be devoted entirely to the film industry, concentrating on such aspects as feature films and films for television.

All-Day Seminar

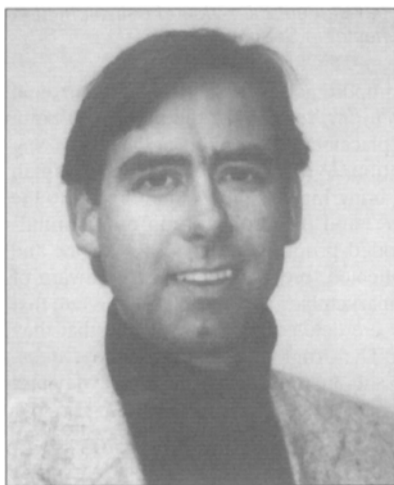
The conference will kick off with an all-day seminar on Thursday, March 20. The subject of the seminar will be announced at a later date.

Call for Papers

Program/Local Arrangements Chair David Richards, Action Capture, has announced that the conference theme will be "Film: Still the Master in a Digital World." Four sessions will take place on Friday and Saturday, March 21 and 22, and will include technical papers as well as demonstrations and panel discussions.

The first session, on Friday morning, is "Production," and it will examine the technical and creative aspects of getting the story on film. Ed DiGiulio, Cinema Products Corp., is the Session Chair. "Lab" will be presented in association with the ACVL on Friday afternoon. This session, headed by Frank Ricotta, Technicolor, and Paul Law, Consolidated Film Industries, will be oriented toward processing, printing, and other laboratory issues.

The first Saturday session is "Post-Production," chaired by Paul Carey, Component Video, and Jon Erland, Composite Components. This session will look at editing, telecine transfer, effects, etc. The conference will conclude Saturday afternoon with "Distribution/Exhibition." Presented in association with ITEA and led by Ioan



David Richards

Allen, Dolby Labs, this session will examine projection systems, screens, sound, formats, and theater quality.

If you are interested in presenting a paper, contact Editorial Coordinator Marilyn Waldman at SMPTE Headquarters, 595 West Hartsdale Avenue, White Plains, NY 10607, tel: (914) 761-1100, fax: (914) 761-3115, e-mail: mwaldman@smpte.org. You can also submit a paper on-line by accessing the SMPTE home page at <http://www.smpte.org/> and following the directions.

For More Information...

To find out more about this exciting new conference being put together by the SMPTE, you can contact the Marketing Department at Headquarters, e-mail: mktg@smpte.org. Make sure you also watch the *SMPTE Journal and News & Notes* for updates. New information will also be posted on the SMPTE home page as it becomes available.

— Aileen Moroney

Two New Books from SMPTE

The Society has announced two new books now available for sale. *Film and Video Synergies: Creation to Delivery: Proceedings from the 138th SMPTE Technical Conference and World Media Expo* contains original papers presented at the fall meeting held in Los Angeles, October 8 to 12. This year, for the first time, the *Proceedings* will come accompanied with a CD-ROM so that the papers can be read electronically. The cost of the book is \$35 for members and \$45 for nonmembers.

Implementing HDTV: Television and Film Applications features selected papers published in the *SMPTE Journal* that serve as a tutorial for those who wish to fully understand high-definition television. The book opens with an introduction from SMPTE President Stanley N. Baron, NBC, Inc., and then examines the history of HDTV. System issues, live capture, HDTV and film, storage, and production are the other facets that are discussed. This book is \$30 for members and \$40 for nonmembers.

For more information about these books, as well as other SMPTE publications, contact the Sales Department at SMPTE Headquarters, 595 W. Hartsdale Ave., White Plains, NY 10607, tel: (914) 761-1100; fax: (914) 761-3115, e-mail: mktg@smpte.org. You can also find descriptions of SMPTE publications, as well as an on-line order form, at SMPTE's World Wide Web page: <http://www.smpte.org>.

SMPTE at ShowBiz Expo Canada

The Society was among exhibitors at ShowBiz Expo West, held at the Toronto Convention Center, Sept. 7 to 8, 1996. SMPTE Director of Marketing John Izzo was on hand for those who had questions regarding membership, conferences, publications, and test films.

Dominic Case has been appointed group technology and services manager at Atlab Australia. He will be responsible for developing the lab's technical operations and the group's role within the broader film post-production industry. Prior to this appointment, Case worked for six years as a freelance motion picture technical consultant, working on projects ranging from equipment design to post-production supervision. Case is an SMPTE Fellow and a very





Visitors to the SMPTE booth at ShowBiz Canada: from left to right, David Plantt, commissioner, Toronto Film Festival; Barbara Hall, mayor of Toronto; and Toronto Section Chair Ed Holmes, Global Communications

active participant in the Australia North Section.

Michael P. Scott, Bates Technical College, Tacoma, Wash., has been named Educator of the Year by SBE. Scott, who is lead instructor at the college's Communications Technologies Dept., has been teaching the technical and broadcast engineering segments of the program for seven years, and validated the course for degree status within the Washington State Technical & Community College System. He also works with local area high school technical programs, speaking to students regarding career paths in broadcasting. Scott recently served as the General Arrangements Chair for the 30th SMPTE Motion Imaging Conference, held in Seattle last February.

Eastman Kodak Co. has announced several promotions. **D. Brian Spruill**, Eastman Kodak Co., has been named worldwide features segment manager. His responsibilities will include finding product solutions and customer services in the feature film arena. A Kodak employee for 24 years, Spruill was named district sales manager for the Western Region in 1985. He later served as chief operations officer of FPC, Inc., a wholly-owned subsidiary of Kodak, as well as director of strategic planning for the motion picture business unit. Prior to his promotion, he served as manager of business planning for professional motion imaging.

Phil Vogel has been named global laboratory accounts manager, and his new responsibilities are in addition to his work as sales and marketing manager for distribution products. Vogel, who has been with Kodak for 28 years, previously served as feature film segment manager, and prior to that held a variety of technology and marketing positions around the world, including work in Asia, Latin America, and Europe. He will also be charged with integrating the Los Angeles-based sales and marketing force with the global Kodak organization.

Greg Lowitz has joined Louth Automation as sales manager for the Western region of

the U.S., and will be based in the company's Palo Alto office. He has previously been with Hewlett-Packard, where he was the Western region's broadcast sales manager. Lowitz earned both a bachelor's and a master's degree in engineering from Stanford University.

The Fourth Color Imaging Conference will be held November 19 to 22 at The Radisson Resort, Scottsdale, Ariz. The conference is jointly sponsored by the Society for Information Display (SID) and the Society for Imaging Science & Technology (IS&T). Included in the preliminary program are ten two-hour tutorials, such as "Fundamentals of Colorimetry," "Fundamentals of Digital Color Imaging Systems," "Color Appearance Models," "Color Management Systems," "Digital Halftoning for Color," and "Photographic Scanning, Digital Cameras, and Reproduction Goals."

The technical program will begin with a keynote address, "A Unified Color Management Paradigm," by Edward Giorgianni, Eastman Kodak Co. The technical sessions themselves, held from Wednesday morning to Friday afternoon, are "Color Management," "Scanning Devices," "Applications," "Gamut Mapping and Color Appearance," "Printing Devices," "Image Processing," "Display Devices," and "Standards." The Thursday afternoon poster session will include 25 papers and incorporate a product display.

To obtain a copy of the preliminary program for the conference, and for registration, hotel, and travel information, contact Kim Granziano, Society for Imaging Science & Technology, 7003 Kilworth Lane, Springfield, VA 22151, tel: (703) 642-9090, fax: (703) 642-9094, e-mail: info@imaging.org.

Digital Video Compression and DVDs is a short course being offered by the UCLA extension from January 22 to 24, 1997. In this course, the technical details of various data types are explained, as are compression techniques such as MPEG, JPEG, and ADPCM. MPEG encoding and decoding

processes are demonstrated, and CD-ROM technologies are discussed. The course coordinator and lecturer is Ash Pahwa, CD-ROM Strategies, Inc. For further information, contact the Dept. of Engineering, Information Systems and Technical Management, UCLA Extension, 10995 LeConte Ave., Los Angeles, CA 90024-2883, tel: (310) 825-3344; fax: (310) 206-2815.

The first **Converging Technologies Expo & Conference** will be held December 2 to 4, 1997, at the Los Angeles Convention Center, Los Angeles, Calif. This is the first dedicated forum that focuses on the needs of the burgeoning market created by the convergence of telecommunications, broadcast, cable, computing, and content (comprised of all facets of information, news and entertainment media). For further information, contact John Golicz, Expocon Management Associates, Inc., 363 Reef Rd., P.O. Box 915, Fairfield, CT 06430-0915, tel: (203) 256-4700, fax: (203) 256-4730, e-mail: info@expocon.com, WWW: <http://www.expocon.com>.

Calendar

SMPTE Activities

Montreux, Switzerland — "Made to Measure 96: Digital Television," Petit Palais, *November 6-8, 1996*.

NEW YORK, N.Y. — 31st SMPTE Advanced Motion Imaging Conference, Crowne Plaza Manhattan, *February 6-8, 1997*.

NEW YORK, N.Y. — SMPTE Technical Conference and Equipment Exhibit, Marriott Marquis Hotel, *November 21-24, 1997*.

For more information on these and other SMPTE activities contact SMPTE Headquarters:

Tel: (914) 761-1100 Fax: (914) 761-3115

November

Made to Measure 96: Digital Television, Petit Palais, Montreux, Switzerland. Info: J. J. Peters or P. MacAvock, European Broadcasting Union, Ancienne Route 17A, 1218-Grand Saconnex, Geneva, Switzerland; or Aleksander Todorovic or Heather Fraser, International Academy of Broadcasting, 11 avenue Florimont, CH-1820 Montreux, Switzerland. *November 6-8, 1996*.

The 4th IS&T Color Imaging Conference, The Radisson Resort, Scottsdale, Ariz. Info: IS&T, 7003 Kilworth Ln., Springfield, VA 22151. *November 19-22, 1996*.