



31st SMPTE Advanced Motion Imaging Conference



Crowne Plaza Manhattan • New York, N.Y.
February 6 to 8, 1997

The SMPTE Winter Conference always comes through as a leading source of technical information in the television arts and sciences, and this year's event promises to do the same. The 31st SMPTE Advanced Motion Imaging Conference, taking place in at the Crowne Plaza Manhattan in New York City, February 6 to 8, 1997, will feature four technical sessions, two full-day seminars, and a number of networking social events, all guaranteed to bring you up to speed on the latest trends in the motion imaging fields.

Technical Sessions

Darcy Antonellis, CBS, and Mark Schubert, consultant, are the Program Chairs for this year's conference. They are in the process of assembling a technical program that falls under the theme "The Age of Compression: Nonlinear Editing, Digital Broadcasting, and Other Wonders," which will place an emphasis on the transition to digital technology and nonlinear systems, including video servers, graphics devices, and storage systems associated with the latest broadcast technology. Also featured will be discussions on various compression techniques and their potential uses, as well as the latest in nonlinear editing techniques and systems. Conversions from analog to digital distribution and its effect on the marketability of advanced television will be analyzed.

A total of four sessions will be presented between Thursday, February 6, and Friday, February 7. On Thursday morning, "Nonlinear Editing: Technical and Operational Issues," chaired by Bob Turner, Turner Post-Production, will address the ways in which compression has driven nonlinear editing into a rapid growth phase.

Recent history has seen the introduction of journalist workstations running off a single server, script-notation-based bins, edit decision notes, and picons created in cameras in the field. The latest developments in nonlinear technology, with an emphasis on compression-related topics, will also be covered.

Bob Kisor, Paramount Pictures, is the Session Chair for Thursday afternoon's session, "Digital Distribution," which will deal with various aspects of current and future planned digital distribution systems. Compression schemes and codec-processing options and their implementation will be discussed. Important factors to consider when converting to a digital transmission infrastructure (whether via satellite or by terrestrial means) will be addressed. Comparisons to presently used analog technologies, budgeting considerations, and the effect on system implementation parameters will be included as well.

During "Storage Technologies Using Compression," taking place Friday morning and chaired by Robert Seidel, CBS, several aspects of digital storage systems utilizing compression will be examined. MPEG-2 and JPEG compression standards will be discussed as they relate to distribution and post-production devices. Papers will explore multiple input/output systems supporting distribution and program integration facilities, as well as review production and post-production storage technologies. The session will also feature a discussion on database management of these digital storage systems, with emphasis placed on available options and differences in management philosophies. The costs associated with conversions from videotape environments to digital stor-

age, whether disk-based or HDD, will be reviewed. Comparisons will be made between networking requirements for distribution versus production environments. Also, networking capability of such storage devices will be included.

Finally, "Advanced Television," with Charles Pantuso, HDVision, Inc., serving as Session Chair, will take place Friday afternoon. Compression within the various segments of the advanced television transmission chain and existing and proposed solutions to the problem of finding enough system bandwidth will be covered. Other possible topics include a historical perspective on compression, network-quality compression, consumer media, and transmission schemes.

Full-Day Seminar Planned

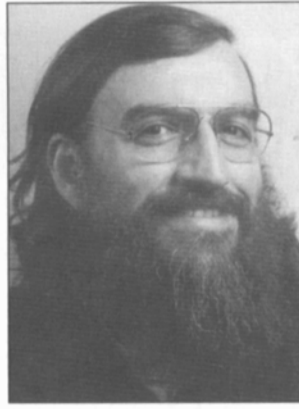
"Shooting on Film, Editing Nonlinear, Completing on Film and Video: What Procedures are Available for the Filmmaker" is a full-day seminar that will take place on Saturday, February 8, from 9:30 to 5:30. Linda Young, Du Art Film & Video, will chair this event.

This comprehensive seminar will cover the important procedures the filmmaker has to follow when shooting on film, making video dailies only, performing nonlinear editing, and completing on film or video. Considering the filmmaker's budget, the value of making limited film dailies when completing on film will also be covered. Don Donigi, Domenic Rom, and Tim Spitzer, Du Art Film & Video, will join Young in walking attendees through the video dailies and film and video post-production process.

Steve Hamilton, Spin Cycle Post, will look at the planning, preparation,



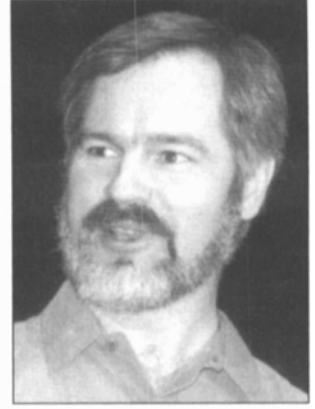
Darcy Antonellis



Mark Schubin



Linda Young



Charles Poynton

syncing, and editing of audio in a non-linear digital environment. To help the cinematographer understand how to evaluate video dailies, a film and video projection demonstration will compare film and video dailies made from different Eastman color negative camera films in both 35mm and 16mm, shot at different exposures.

The seminar will conclude with a panel discussion.

Digital Video Workshop to Take Place

"A Technical Introduction to Digital Video," presented by Charles Poynton, Poynton Vector Corp., generated such an overwhelmingly positive response at last year's Advanced Motion Imaging Conference in Seattle that it is scheduled to be repeated this year at the Marriott Marquis Hotel, 1535 Broadway, New York City. This seminar, which will take place on Saturday, February 8, 1997, from 9:30 to 5:30, is based on Poynton's book, also entitled *A Technical Introduction to Digital Video*, published by John Wiley & Sons. Each attendee will receive a copy of the book.

Using computers and communication systems, it is easy to acquire, process, transmit, and display photographic-quality still color pictures. But the goals of smooth motion and accurate color reproduction are elusive, and the technologies of digital video that are necessary to achieve these important goals have remained inaccessible to computer professionals.

Topics to be covered include basic principles, raster images in computing, filtering and sampling, image digitization and reconstruction, luminance and lightness, gamma, color science for video, broadcast standards, component

video color coding, composite NTSC and PAL, and electrical and mechanical interfaces

If you are a computer system designer, engineer, programmer, or technician, this course will help you learn how to use digital video technology to bring smooth motion and accurate color to computing. If you are a television professional, this course will help you to learn about digital images in computing, so as to apply your knowledge of video systems, equipment and techniques to the emerging area of multimedia.

Please note that registration for this seminar will be at the Crowne Plaza Hotel. No registration facilities will be available at the Marriott Marquis.

Advance Registration Discounts

Those who register for the 31st SMPTE Advanced Motion Imaging Conference before **January 10, 1997**, qualify for a \$100 discount off the full conference price. Your advanced registration form must be postmarked before January 10; after the deadline date, you must register on-site at the Crowne Plaza. All registration credentials will be available on-site at the hotel.

Housing Registration

The Crowne Plaza Manhattan is serving as the official SMPTE Headquarters during the conference, and all reservations must be made directly with the hotel. After January 13, 1997, room assignments will be based upon availability. All reservations require a guarantee in the amount of one night's room and tax.

The Crowne Plaza is located at 1605 Broadway, New York, NY

10019, tel: (212) 977-4000, fax: (212) 333-7393.

Travel Discounts to New York

Cal Simmons Travel and American Airlines are offering an exclusive discount for travel to the 31st SMPTE Advanced Motion Imaging Conference. Using SMPTE's official travel agency entitles you to specially discounted airfares and other benefits such as complimentary \$100,000 flight insurance, frequent flyer miles, and advance seat selection and boarding passes. Call Cal Simmons Travel at (800) 783-5830 or (202) 775-5810, or call American Airlines (800) 433-1790 and refer to star file number S9224.

Social Events

As always, attendees will be treated to a number of social events during the course of the conference. The annual Get-Together Luncheon will take place at the Crowne Plaza Manhattan on Thursday, February 6. Later that evening the SMPTE Evening Reception, sponsored by Sony Electronics, will be held at the Sony Theater in Lincoln Center and will include *L5*, a film shown in IMAX 3-D. A Partners Program is planned for those who accompany conference registrants.

For More Information...

Further information will be published in the *SMPTE Journal* and *News & Notes* as it becomes available. You may also check the SMPTE Web site at <http://www.smpete.org/> for the most up-to-date facts, or contact the SMPTE Marketing Department at Headquarters, e-mail: mktg@smpete.org.

— Aileen Moroney