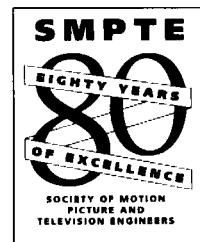


# 138th SMPTE Technical Conference and World Media Expo

Los Angeles Convention Center • Los Angeles, Calif.  
October 8-12, 1996



The SMPTE Technical Conference, held each fall, is an event that the entire motion imaging industry looks to for the latest information on such technologies as compression, nonlinear editing, HDTV, and widescreen formats, among many others. This year's conference, "Film and Video Synergies: From Creation to Delivery," is no different. The Society invites you to join other industry professionals at the 138th SMPTE Technical Conference and World Media Expo, to be held October 9-12, 1996, at the Los Angeles Convention Center.

## HDTV Workshop to Precede Conference

Prior to the start of the conference, attendees are invited to participate in HDTV '96, a comprehensive workshop that will include all aspects of HDTV with an emphasis on signal processing, storage, transmission, and compression. This two-day event will begin on Tuesday, October 8 and conclude on Wednesday, October 9, and is being chaired by Kenneth P. Davies, CBC.

## Technical Sessions

The technical program will officially begin on Wednesday, October 9, with the customary Opening Session, which begins with welcoming comments from SMPTE Officers and concludes with keynote speeches by Chris Cookson, Warner Bros., and a second speaker to be announced at a later time. Wednesday afternoon will feature a panel discussion entitled "Content and the Consumer: Future Pathways."

This year, technical papers will be presented on Thursday and Friday, October 10 and 11, in a total of ten sessions, one of which will be another joint effort between the SMPTE and the Association of Cinema and Video Laboratories (ACVL). This year's program chair is Charles L. Dages, Warner Bros. The sessions are as follows:

### Thursday Morning, October 10

- Widescreen Issues for Film and Video (Session Chair: John Galt, Sony Pictures)

- Video Servers: Nonlinear Access to Content (Session Chair: Peter Smith, NBC)

### Thursday Afternoon

- Special Venues (Session Chair: Greg Thagard, Warner Bros.)
- Winning in a Global Economy: The Power of Standards (Session Chair: John Forrest, NTL)

### Friday Morning, October 11

- The Digital Virtual Studio (Session Chair: David Elliott, ABC)
- Audio: The Widescreen Experience (Film and Video) (Session Chair: Ioan Allen, Dolby)
- DVD Authoring: A New Technology (Session Chair to be announced)

### Friday Afternoon

- Delivery Systems (Session Chair: Bob Seidel, CBS)
- Applications in Production Technology (Session Chair: Dick Stumpf, Universal City Studios)
- Joint SMPTE/ACVL Session: topic to be announced (Session Chair: Frank Ricotta, Technicolor, Inc.)

If you are interested in presenting a paper relating to any of these topics, you must submit your name, company affiliation, address, phone and fax numbers, and a 500-word synopsis to Marilyn Waldman, Editorial/Program Coordinator, at SMPTE Headquarters, 595 W. Hartsdale Ave., White Plains, NY 10607, Fax: (914) 761-3115. Your information must be submitted by **May 31, 1996**, on forms provided by the SMPTE. If you would like to send your synopsis via e-mail, access a form on the Society's Web page — located at <http://www.smpte.org/> — and follow the directions.

### Full-Day Tutorials

Three full-day tutorials will run concurrently on Saturday, October 12. "Compression" will be chaired by Ken Davies, CBC. Kim Aubry, American Zoetrope, and John Carlson, Monaco Labs, will co-chair "Nonlinear Editing Systems." The third tutorial, "Film Formats," chaired by Edmund

DiGiulio, Cinema Products Corp., will be held at an off-site location to be announced in a future issue of the SMPTE Journal.

## Social Events

The conference's opening-day ceremonies include the Industry Luncheon, which will take place on Wednesday, October 9, from 11:30 to 2:00. The SMPTE Press Conference immediately follows, from 2:00 to 3:00.

The annual Fellows Lunch, honoring those newly elected to Fellow status, will be held on Friday, October 11; all Fellows and Life Fellows are welcome to attend. Joerg D. Agin, Eastman Kodak Co., will be the luncheon speaker.

This year, the Honors and Awards recipients will be recognized at the SMPTE Friday Evening Reception, which will be held from 7:00 to 9:00 p.m. at the Hyatt.

## World Media Expo

The 1996 World Media Expo is the third industry exhibit jointly sponsored by the SMPTE, the National Association of Broadcasters (NAB) Radio Show, the Society of Broadcasting Engineers (SBE), and the Radio and Television News Directors Association (RTNDA). If you are interested in exhibiting, contact the NAB at 1771 N St. NW, Washington, D.C., 20036-2891, Attn: Exhibits. Tel: (800) NAB-EXPO or (202) 775-4988, fax: (202) 429-4180, e-mail: [exhibit@nab.org](mailto:exhibit@nab.org).

## For More Information...

Additional details about the 138th SMPTE Technical Conference and World Media Expo will appear in the *SMPTE Journal and News & Notes* as they become available. You can also contact the Marketing 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](mailto:mktg@smpte.org).

— Aileen Moroney






























# PROGRAM AT A GLANCE


138th SMPTE Technical Conference and World Media Expo  
 October 8 to 12, 1996  
 Los Angeles Convention Center • Los Angeles, Calif.



## “Film and Video Synergies: Creation to Delivery”

	WEDNESDAY OCTOBER 9	THURSDAY OCTOBER 10	FRIDAY OCTOBER 11	SATURDAY OCTOBER 12			
	<b>MORNING SESSION</b> 9:00 am to 11:30 am	<b>MORNING SESSIONS</b> 8:00 am to 12 noon	<b>MORNING SESSIONS</b> 8:00 am to 12 noon	<b>FULL-DAY SEMINARS</b>			
<b>HDTV '96 Workshop</b>  <b>Sponsor:</b> International HDTV Committee  <b>Tuesday and Wednesday, October 8 - 9</b>  Room 409 A/B  <b>MORNING SESSIONS</b> 8:00 am to 12 noon  <b>AFTERNOON SESSIONS</b> 1:00 pm to 5:00 pm  <b>Ken Davies CBC</b>  	<b>OPENING SESSION</b> <b>Introductions and Welcome</b>  <b>Keynote Address</b> Speaker: Chris Cookson Warner Bros.  (second speaker TBA)  Room 408B   	<b>Widescreen Issues for Film and Video</b>  Room 408A  John Galt Sony Pictures   	<b>Video Servers: Nonlinear Access to Content</b>  Room 408B  Peter Smith NBC   	<b>The Digital Virtual Studio</b>  Room 408A  David Elliot ABC  	<b>Audio: The Widescreen Experience (Film and Video)</b>  Room 408B  Ioan Allen Dolby   	<b>DVD Authoring: A New Technology</b>  Room 409A/B  	Three full-day seminars will be held from <b>8:00 am to 3:00 pm</b>  <b>Compression</b> Room 408A  Ken Davies CBC   
	<b>MIDDAY</b>  <b>Industry Luncheon</b> LACC — Petree Hall C			<b>MIDDAY</b>  <b>Fellows Luncheon</b> LACC — Petree Hall C  <b>Speaker:</b> Jeorg D. Agin, Eastman Kodak Co.			
		<b>AFTERNOON SESSION</b> 1:30 pm to 5:00 pm	<b>AFTERNOON SESSIONS</b> 1:00 pm to 3:00 pm	<b>AFTERNOON SESSIONS</b> 1:00 pm to 3:00 pm	<b>Nonlinear Editing Systems</b>  Room 408B  Kim Aubry American Zoetrope  John Carlson Monaco Labs   		
	<b>Panel Discussion</b>  <b>Content and the Consumer: Future Pathways</b>  Room 408B   	<b>Special Venues</b>  Room 408A  Greg Thagard Warner Bros.  	<b>Winning in a Global Economy: The Power of Standards</b>  Room 408B  John Forrest NTL   	<b>Delivery Systems</b>  Room 408A  Bob Seidel CBS  	<b>Applications in Production Technology</b>  Room 408B  Dick Stumpf Universal   	<b>Joint SMPTE/ACVL Session</b>  Room 409A/B  Frank Ricotta Technicolor  	<b>Film Formats</b> Off-Site Theater  Edmund DiGiulio Cinema Products Corp.  
			<b>Honors &amp; Awards Reception</b> 7:00 pm to 9:00 pm Los Angeles Hyatt  				

 Indicates sessions of particular interest to the film community.

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

## ADVANCE REGISTRATION FORM



**138th SMPTE Technical Conference and World Media Expo**  
**Los Angeles Convention Center • Los Angeles, Calif.**  
**October 8-12, 1996**  
**Advance Registration Deadline: September 13, 1996**



Name \_\_\_\_\_ Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Country \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_

Tel \_\_\_\_\_ Fax \_\_\_\_\_

Partner's Name (if registering) \_\_\_\_\_

SMPTE Member?  Yes  No      Membership Number \_\_\_\_\_

<b>CIRCLE REGISTRATION AND TICKETS DESIRED</b>		
<b>REGISTRATION RATES</b>	POSTMARKED BEFORE SEPTEMBER 13, 1996	POSTMARKED AFTER SEPTEMBER 13, 1996
Member: Sessions & WME/Exhibits*	\$375	\$475
Nonmember: Sessions & WME/Exhibits*	\$475	\$575
Life Member/Life Fellow: Sessions & WME/Exhibits*	\$50	\$50
Student Member: Sessions & WME/Exhibits*	\$25	\$25
Student Nonmember: Sessions & WME/Exhibits*	\$50	\$50
<b>SOCIAL EVENTS</b>		
Industry Luncheon (if purchased separately)	\$40	\$50
Honors and Awards Reception (if purchased separately)	\$50	\$75
Fellows Luncheon (Fellows and Life Fellows only)	\$40	\$50
Partner's Program	\$125	\$150
HDTV '96 Workshop (Member and Nonmember)	\$300	\$400
HDTV '96 Workshop, Member Sessions, & WME/Exhibits*	\$625	\$725
HDTV '96 Workshop, Nonmember Sessions, & WME/Exhibits*	\$725	\$825
<b>TOTAL AMOUNT DUE</b>		<b>\$</b>

Receipt of Advance Registration will be acknowledged by mail. \*Includes luncheon and reception.

**PAYMENT METHOD:**    Check Enclosed (payable to SMPTE)       MC       Visa       AmEx

Acct. # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name on Card (print) \_\_\_\_\_

Signature \_\_\_\_\_

**ATTENTION NONMEMBERS!** Yes, I would like to join SMPTE now at a cost of \$80.00 and save \$20.00 on full registration fees. As a new member, I understand I will save \$100 on all future conferences as long as I keep my membership current. **NOTE:** You must pay the nonmember registration rate now. Membership credentials will be mailed.

Mail or fax your registration form and payment to:  
**SMPTE Registration**  
**595 W. Hartsdale Ave.**  
**White Plains, N.Y. 10607**  
**Phone: (914) 761-1100 • Fax: (914) 761-3115**

- DO NOT USE THIS FORM AFTER SEPTEMBER 13, 1996.
- Cancellations must be made in writing. A \$50 administrative fee will be applied to all cancellations.
- No refunds for cancellations postmarked after September 23, 1996.
- NO ONE UNDER 16 YEARS OF AGE ALLOWED ON THE EXHIBIT FLOOR.