



**138th SMPTE
Technical Conference and World Media Expo
Los Angeles Convention Center • Los Angeles
October 8-12, 1996**

Have you started making arrangements to travel to Los Angeles this October for the 138th SMPTE Technical Conference and World Media Expo? This annual event is one of the leading forums for members from all walks of the motion imaging industry, promising the latest information on compression technologies, standardization, nonlinear editing, and widescreen presentation. This year's conference has so much to offer that an extra day has been added. Taking place at the Los Angeles Convention Center, the conference will begin on Tuesday, October 8, and run through Saturday, October 12, 1996.

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 high-definition television. Participants will be given the insider's view of the possibilities of future generations of television and of the technologies that will enable their development. Chaired by former Engineering Vice-President Kenneth P. Davies, CBC, this two-day event begins on Tuesday, October 8, and concludes on Wednesday, October 9.

The International Workshop on HDTV, held annually since 1982, will provide an in-depth review of current

research and development of the technologies that will take digital television (both SDTV and HDTV) into the future. Sessions to be offered throughout the two-day workshop will include advanced coding and compression (e.g., MPEG-4) modulation techniques for transmission, 3-D and stereoscopic television, advances in display technologies, storage technologies, image capture technologies, the psychophysics of 3-D television, and more.

Technical Sessions

The Opening Session will take place on Wednesday, October 9, officially kicking off the technical program. Following welcoming comments from SMPTE officers, Chris Cookson, Warner Bros., will present the keynote address. A second speaker, to be announced, will also be featured during the Opening Session.

The Wednesday afternoon session will be in the form of a panel discussion. "Content and the Consumer: Future Pathways" will be held from 1:30 to 5:00 p.m.

The presentation of technical papers will be divided into ten sessions, beginning on Thursday morning, October 10, and running through Friday afternoon, October 11. Program Chair Charles L. Dages, Warner Bros., has announced the following session topics and chairs:

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: Mikhail Tsinberg, Toshiba America)

Friday Afternoon

- Delivery Systems (Session Chair: Bob Seidel, CBS)
- Applications in Production Technology (Session Chair: Dick Stumpf, Universal City Studios)
- Creating and Delivering on Film: Joint SMPTE/ACVL Session (Session Chairs: Frank Ricotta and Paul Bourque, 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.

Joint SMPTE/ACVL Session

For the third year in a row, SMPTE will be working with the Association of Cinema and Video Laboratories (ACVL) in a joint session to be given on Friday afternoon, October 11. "Creating and Delivering on Film" is intended to demonstrate how film remains a vital part of creating and delivering vital entertainment, on both a technical and creative level. One of the objectives of the session will be to demonstrate how new film manufacturing technologies can provide film that not only improves the

quality of theatrical presentation, but also enhance the film-to-video transfer process.

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 New Theatrical Experience: An Update," 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.

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.

— Aileen Moroney



Griffith Observatory in Griffith Park.