

## Reprogramming the Conference

### The SMPTE Annual Conference — Its Purpose

For 80 years, the SMPTE Annual Conference has been the premier industry technical event in the marketplace of the Americas. It is structured by the SMPTE staff and volunteer committee members as a total learning experience for operations and technical people and the creative community working in the motion-picture and television industries. The Society combines four days of seminars and papers sessions with a technical demonstration laboratory that keeps its members current with the changes in the technology available to them.

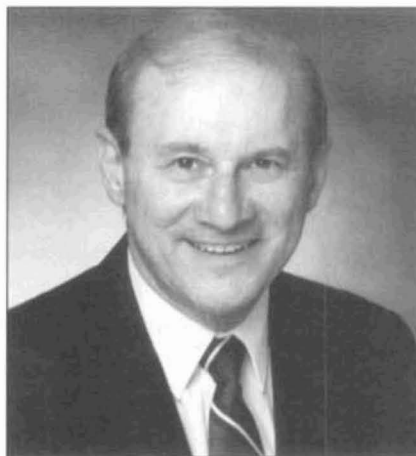
From my viewpoint, the purpose of the seminars and the papers is to provide the audience with an understanding of the technologies they are evaluating. The technical demonstrations occur on the floor of the exhibit hall of the World Media Expo, where the exhibitors have an opportunity to explain the successful implementation of those technologies. The audience is best served when they function at both levels (presentations that describe the technology and product exhibits that show the technology described).

Alex Alden, former SMPTE Engineering Director, once wrote that he saw the SMPTE program of presenting papers at the SMPTE conferences and through monthly *Journal* publications as a public forum where one may present not only new products but concrete ideas for the future. I believe the discussions in this public forum provided by SMPTE helps the providers of technology understand the needs of its users.

### Practical Considerations....

The SMPTE Technical Conference and World Media Expo is well placed in the calendar year, by design. Occurring at the beginning of the fourth quarter, it provides operations and technical staffs and the creative community with the information they need to plan the next year. We all know that successful decisions are not the result of impulsive moves, but rather of well thought out strategies. That strategic planning begins with the SMPTE Conference.

The SMPTE Conference has also served as a launching pad to bring products to the marketplace so that interested parties can be educated in the application of new technology.



Stanley N. Baron

### Improving the Conference...

The Society has been exploring ways that will make this year's conference a more meaningful experience for members and other attendees. Traditionally, SMPTE has relied on a call for papers to provide content for the technical sessions. This year, however, the members of the Executive Committee, Program Chair Chuck Dages of Warner Bros., members of the Board of Governors, and others have developed a program that focuses on the current "hot topics." The objective is to develop program content that keeps you up to date with the changes in the technology. Also, each Session Chair will identify and invite specific participants who are knowledgeable in the field to participate in the session.

A program has been constructed that will be attractive to members of the business, creative, and technical communities. The combination of invited and contributed papers, as well as the interaction between speakers, will result in a superior program, one that provides a broader educational opportunity. This means more work for the Session Chairs and others who are contributing to organizing the program — all of whom are volunteers — but it does provide them with an opportunity to contribute to the structure of the program and help communicate the message of where they believe technology is taking us. We owe each of them a vote of thanks for accepting this challenge.

If you have any suggestions as to the content of any of the sessions or wish to contribute a paper, you are invited to contact the individual Session Chairs or Program Chair Chuck Dages directly. For your information:

### *Widescreen Issues for Film & Video*

John Galt (Sony Pictures):  
310-280-4387

### *Video Servers: Nonlinear Access to Content*

Peter Smith (NBC): 212-664-4616

### *Special Venues*

Greg Thagard (Warner Bros.):  
818-977-6992

### *Winning in a Global Economy: Standards*

John Forrest (NTL): +44-1962-822455

### *The Digital Virtual Studio*

Dave Elliot (ABC): 212-456-3460

### *Audio: The Widescreen Experience (Film & Video)*

Joan Allen (Dolby): 415-558-0224

### *DVD Authoring*

Mikhail Tsinberg (Toshiba):  
609-951-8500

### *Delivery Systems*

Bob Seidel (CBS): 212-975-1785

### *Applications in Production Technology*

Dick Stumpf (Universal):  
818-777-3198

### *Creating/Delivering on Film*

Frank Ricotta (Technicolor):  
818-505-5130  
Paul Bourque (Technicolor):  
818-505-5160

### *Compression Seminar*

Ken Davies (CBC): 514-485-5474

### *Nonlinear Editing Systems*

Kim Aubry (American Zoetrope):  
415-788-7500  
John Carlson (Monaco Labs):  
415-864-5350

### *New Theatrical Experience*

Ed DiGiulio (Cinema Products):  
310-836-7991

In addition, the Society is also developing "Islands-of-Interest" for the World Media Expo exhibit floor, allowing easy access for the attendees to view technical demonstrations of products and services.

### Keep the Date Open...

Mark your calendar now for October 8 to 12 in Los Angeles...and participate in what will be one of the Society's most ambitious learning experiences.

SMPTE President Stanley N. Baron is with NBC, Inc., New York, NY 10012.