



138th SMPTE Technical Conference and World Media Expo



Los Angeles Convention Center
Los Angeles, Calif.

October 8 to 12, 1996

The Los Angeles Convention Center is the site for the 138th SMPTE Technical Conference and World Media Expo, which will be held October 8 to 12, 1996. Are you planning to attend?

For 80 years, SMPTE has been a leader in disseminating information about the latest technologies unfolding before the motion imaging community. The technical conferences, with their papers sessions, seminars, workshops, and tutorials, have never failed to provide an opportunity to learn about what's on the cutting-edge. In addition, a variety of social activities encourages participants to network with industry leaders.

The SMPTE Technical Conference is an important forum for everyone who works in any of the motion imaging fields. But you can't benefit from its advantages if you don't attend.

HDTV Workshop to Precede Conference

A two-day workshop focusing on high-definition television will be presented by the International Workshop on HDTV on Tuesday and Wednesday, October 8 and 9. HDTV '96 will place a special emphasis on signal processing, storage, transmission, and compression, providing an in-depth review of the current research and development occurring in these disciplines.

The International Workshop on HDTV, held annually since 1982, will offer such sessions as 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. Former Engineering Vice-President Kenneth P. Davies, CBC, is serving as the chair for this comprehensive workshop.

If you are interested in being a pre-

sender at this event, please contact Metkin Akgun, tel: (613) 998-2754, e-mail: metkin.akgun@crc.doc.ca.

Technical Sessions

"Film and Video Synergies: Creation to Delivery" is the theme for this year's technical program, which is being chaired by Charles Dages, Warner Bros. The Opening Session will take place on Wednesday, October 9, featuring welcoming comments from SMPTE officers. Chris Cookson, Warner Bros., will present the keynote address. A second speaker, to be announced, is also scheduled for the Wednesday morning session.

A panel discussion will take place Wednesday afternoon. The topic will be "Content and the Consumer: Future Pathways," and the session will last from 1:30 to 5:00 p.m.

The presentation of technical papers will begin Thursday morning, with a

total of ten sessions taking place between Thursday and Friday. Papers will reflect the following topics:

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 during the technical program, 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

"Creating and Delivering on Film" is the session that will be sponsored jointly by the SMPTE and the Association of Cinema and Video Laboratories (ACVL) on Friday afternoon, October 11. The session, which is the third such endeavor by these organizations, 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 will be to show how new film manufacturing technologies can provide film that not only improves the quality of theatrical presentation, but also enhances the film-to-video transfer process.

Full-Day Tutorials

The conference will conclude on Saturday, October 12, with the presentation of three full-day tutorials. "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*.

Registration and Accommodations

An Advance Registration Form has been included in this issue for your convenience. For a savings of \$100 on full-conference registration, please be sure that the form is postmarked no later than **September 13, 1996**. A special discount is offered to those who want to attend the HDTV workshop in addition to the full conference.

A block of rooms have been reserved for conference attendees at several Los Angeles hotels. The Housing Form in this issue must be completed and returned to Rogal America no later than **September 10, 1996**.

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. A guest

speaker will be announced at a later date.

The annual Fellows Luncheon, 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 address the audience.

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

SMPTE joins the National Association of Broadcasters (NAB) Radio Show, the Society of Broadcasting Engineers (SBE), and the Radio and Television News Directors Association (RTNDA) once again to present the 1996 World Media Expo. This is the third time these organizations are sponsoring this event, and it is expected that it will be the most successful exhibit yet. 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)





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

3/19/96

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 _____

CIRCLE REGISTRATION AND TICKETS DESIRED

REGISTRATION RATES	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
SOCIAL EVENTS		
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
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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

TOTAL AMOUNT DUE \$ _____

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. 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. A one-year membership is included. 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.

SMPTE HOUSING FORM

Hotel reservations can be made anytime between May 16, 1996 and September 10, 1996.

Complete this form and send to Rogal America by mail, fax, or phone. (Please have this form handy when calling.) Confirmation of your reservation will be sent within three days from the time your information is received. All rooms require a guarantee in the amount of one night's room & tax prior to September 10, 1996.

Mail: Rogal America/SMPTE Housing Bureau 313 Washington St. Newton, MA 02158	Phone: Rogal America/SMPTE Housing Bureau 1-800-722-0504 or (617) 965-8000	Fax: Rogal America/SMPTE Housing Bureau (617) 630-6900
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Name _____ Company _____

Address _____

City _____ State/Province _____ Country _____

Zip/Postal Code _____ Tel _____ Fax _____

Date of Arrival _____ Date of Departure _____

Hotel Rates (Circle Your Choice)			
		Single	Double
* Hyatt Regency	Standard	\$126	\$146
* (SMPTE Headquarters)	Club	\$146	\$175
Inter-Continental	Standard	\$144	\$144
	Club	\$175	\$175
Radisson Wilshire	Standard	\$108	\$108
	Club	\$125	\$125
Sheraton Universal	Standard	\$115	\$115
	Club	\$135	\$155

Amount Due: \$ _____

Payment Method (check one):

Check Enclosed (make payable to Rogal America)

Credit Card (please specify) _____

Acct.# _____

Name on Card (print) _____

Signature _____

Cancellation Policy: Should you need to cancel your reservation, you must contact Rogal America at least three days prior to arrival to avoid a penalty of the first night's room tax and deposit.

1997 Winter Conference Being Planned February 6 to 8, 1997

New York City has been chosen as the location for the 31st SMPTE Advanced Motion Imaging Conference. This event will take place in the Crowne Plaza Manhattan from February 6 to 8, 1997.

Darcy Antonellis, vice-president of operations, CBS, and Mark Schubin, consultant, will be serving as the program co-chairs. They have already announced the theme —

“The Age of Compression: Nonlinear Editing, Digital Broadcasting, and Other Wonders” — as well as a list of sessions.

The conference begins on



Darcy Antonellis



Mark Schubin

Thursday, February 6, with a full-day seminar. “Shooting on Film, Editing on Nonlinear, Completing on Film: What Procedures are Available for the Filmmaker” is

being chaired by Linda Young, Du Art Film & Video, and will run from 8:00 a.m. to 5:00 p.m.

On Friday and Saturday, February 7 and 8, four paper sessions will be presented. “Nonlinear Editing: Technical and Operational Issues” will be held Friday morning, with “Digital Distribution” in the afternoon. Saturday’s morning session is “Storage Technologies Using Compression,” and “ATV” is the

afternoon topic.

Further information will be published in the *SMPTE Journal and News & Notes* as it becomes available.

— Aileen Moroney