



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

The Society continues with its 80-year tradition of being the industry leader in disseminating information about the latest technologies unfolding before the motion imaging community. The 138th SMPTE Technical Conference and World Media Expo, taking place at the Los Angeles Convention Center from October 8 to 12, 1996, will feature papers sessions, seminars, workshops, and tutorials, in order to provide an opportunity to learn about trends for the future. Don't miss the opportunity to attend this important forum, designed for everyone who works in any of the motion imaging fields.

International Workshop on HDTV Hosts Two-Day Event

On Tuesday and Wednesday, October 8 and 9, high-definition television will be the focus of a workshop presented by the International Workshop on HDTV. 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. Topics to be covered

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.

The International Workshop on HDTV has been held annually since 1982. This year, former Engineering Vice-President Kenneth P. Davies, CBC, will serve as the event's chair.

Technical Sessions

The conference program officially begins on Wednesday morning, October 9, with the customary opening session. Following welcoming remarks from SMPTE officers, Chris Cookson, Warner Bros., will present the keynote address. A second speaker, to be announced, will also be featured Wednesday morning.

Program Chair Charles Dages, Warner Bros., and his committee are planning a two and a half-day technical program that will follow the theme "Film and Video Synergies: Creation to Delivery." A panel discussion on

Wednesday afternoon will consider "Content and the Consumer: Future Pathways," which 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.)

Joint SMPTE/ACVL Session

The success of the last two joint sessions presented by the SMPTE and the Association of Cinema and Video Laboratories (ACVL) has led to the development of "Creating and Delivering on Film," which will be held by the two groups on Friday afternoon, October 11. This session will demonstrate how film remains an essential 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

By registering in advance, you can save \$100 off the full conference price. Use the Advance Registration Form in this issue to take advantage of this offer. Please note that a special discount is available to those who want to attend the HDTV workshop in addition to the full conference. The form must be postmarked by no later than **September 13, 1996**, in order to benefit from these lower prices.

A block of rooms has 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 presenting this event, and it is expected that it will be the most successful exhibit yet.

SMPTE to Offer Exhibit Space for Nonlinear, Video Server, Virtual Studio Technologies

SMPTE has set aside exhibit floor space especially for companies specializing in the design or manufacture of nonlinear editing systems. "Nonlinear Editing World," a special section of the exhibit floor at World Media Expo, will have a limited number of islands of interest for those firms involved in workstations, networked nonlinear editing systems, video file servers with nonlinear editing components, nonlinear graphics and F/X compositing systems, and all other products and programs primarily designed to support nonlinear editing technology. In addition, special interest areas for companies involved in video servers and virtual studios will also be arranged on the video floor. To reserve your space, contact SMPTE Director of Marketing John Izzo at Society Headquarters.

You Can't Afford Not to Participate!

The 138th SMPTE Technical Conference and World Media Expo is one of the premier industry technical events in the North American market. The seminars and papers sessions, combined with the technical demonstrations taking place in the exhibit hall, provide a total learning experience for the operations and technical staffs as well as the creative community involved in the motion picture and television industries. Make sure you don't miss out on this important opportunity.

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

