

138th SMPTE Technical Conference and World Media Expo

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

Over the course of five days, the 138th SMPTE Technical Conference and World Media Expo will be presenting 11 technical sessions, a two-day workshop on HDTV, and 3 seminars focusing on the latest in motion imaging technologies. The site for the conference is the Los Angeles Convention Center, and the dates are October 8 to 12, 1996.

International Workshop on HDTV Hosts Two-Day Event

Prior to the official start of the conference, the International Workshop on HDTV will present HDTV '96, which places 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. Beginning Tuesday, October 8, and concluding the following day, HDTV '96 will cover such topics 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 Ken Davies, CBC, is the chairman for the event. The International Workshop on HDTV has been held annually since 1982.

Technical Sessions

Chris Cookson, Warner Bros., will be the keynote speaker during the Opening Session, which takes place on Wednesday morning, October 9. He will follow introductions and opening remarks from SMPTE officers.

"Film and Video Synergies: Creation to Delivery," the theme for this year's conference, is being planned by Program Chair Charles Dages, Warner Bros. A panel discussion will be held Wednesday afternoon and will consider "Content and the Consumer: Future Pathways."

The presentation of technical papers will begin Thursday morning, with a total of 11 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)
- Compressed HDTV for Production: The Challenges (co-sponsored by NIST-ATP HDTV Broadcast Technology Research Collaboration) (Session Chair: Glenn Reitmeier, David Sarnoff Research Center)

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

For the third straight year, the Society will be joining the Association of Cinema and Video Laboratories (ACVL) in presenting a papers session. This year's endeavor is entitled "Creating and Delivering on Film," and will be held 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.

Past efforts by these two groups have been highly successful, and it is expected that this session will be as well.

Tutorials

The final day of the conference is Saturday, October 12, and this day will feature three separate tutorials. "Compression" will be chaired by Ken Davies, CBC. Kim Aubry, American Zoetrope, and John Carlson, Monaco Labs, will co-chair "Nonlinear Editing Systems." Both of these will last from 8:00 a.m. to 3:00 p.m. A third tutorial, "The New Theatrical Experience: An Update," will be chaired by Edmund DiGiulio, Cinema Products Corp., and held at the AMC Theater in Burbank. This session is scheduled for 9 a.m. to 12:00 noon.

Registration and Accommodations

As always, registering in advance will result in a savings for conference participants. To save \$100 off the full conference price, use the Advance Registration Form in this issue and return it to SMPTE Headquarters. The form must be postmarked no later than **September 13, 1996**. Please note that a special discount is available to those

who want to attend the HDTV workshop in addition to the full conference.

A Housing Form has also been provided in this issue for your convenience. A block of rooms has been reserved for conference attendees at several Los Angeles hotels. Return the form to Rogal America no later than **September 10, 1996**, in order to ensure that you have a room for the conference. After the September 10 deadline, all reservations are subject to availability.

Social Events

Included among the opening day events is the Industry Luncheon. It will take place at the Convention Center's Petree Hall C, from 11:30 a.m. to 2:00 p.m. on Wednesday, October 9, and will feature a guest speaker.

Those who will be elevated to Fellow status will be honored at the annual Fellows Luncheon 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

The third World Media Expo is expected to be the most successful one to date. Some 400 exhibitors are expected to participate in this trade show, presented jointly by SMPTE, the National Association of Broadcasters (NAB) Radio Show, the Society of Broadcasting Engineers (SBE), and the Radio and Television News Directors Association (RTNDA).

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

31st SMPTE Advanced Motion Imaging Conference

Crowne Plaza Manhattan • New York, N.Y.
February 6 to 8, 1997

New York City will be the site for the 31st Advanced Motion Imaging Conference in The Crowne Plaza Manhattan in NYC. This three-day conference will take place from February 6 to 8, 1997.

Darcy Antonellis, CBS, and Mark Schubert, consultant, are the program chairs, and they will be assembling a technical program that will follow the theme "The Age of Compression: Nonlinear Editing, Digital Broadcasting, and Other Wonders."

The conference begins on 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 papers sessions will be presented. The morning session on Friday is entitled "Nonlinear Editing: Technical and Operational Issues" and will be chaired by Bob Turner, Turner Post-Production. Friday afternoon, "Digital Distribution" will be chaired by Brent Stranathan. A chairman for Saturday morning's session, "Storage Technologies Using Compression," has yet to be determined, and Charles Pantuso, HD Vision Inc., will head up "Advanced Television" on Saturday afternoon.

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



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.

Sign Up Now!

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