

The First Annual Spring Film Conference and Exhibition March 20 to 22, 1997 Century Plaza Hotel • Los Angeles, Calif.

The SMPTE focuses on television in February and then turns its attention to film in March with the First Annual SMPTE Spring Film Conference and Exhibition. This new event takes place in the home of film, Los Angeles, March 20 to 22, 1997, at the Century Plaza Hotel. The entire focus of this forum will be the film industry, concentrating on such aspects as feature films and films for television.

All-Day Tutorial

"The Nature of Film," an all-day seminar chaired by John Mason, Eastman Kodak Co., will be devoted to color theory, sensitometry, tone reproduction, various film types, formats, and naming conventions. Other topics include conventional and non-conventional negative and distribution films, film cleaning and handling procedures, telecine transfer, digital sound, and Keycode numbers.

Sessions

The theme for this conference is "Film: Still the Master in a Digital World," and David Richards, Action Capture, is serving as the Program/Local Arrangements Chair. Four sessions will take place between Friday and Saturday, March 21 and 22, and they will include technical papers as well as demonstrations and panel discussions.

The inaugural session on Friday morning, a collaborative effort with the American Society of Cinematographers, is entitled "Production." Session Chair Ed DiGiulio, Cinema Products Corp., and Co-Chair John Hora, ASC, will lead this examination of technical and creative aspects of getting the story on film.

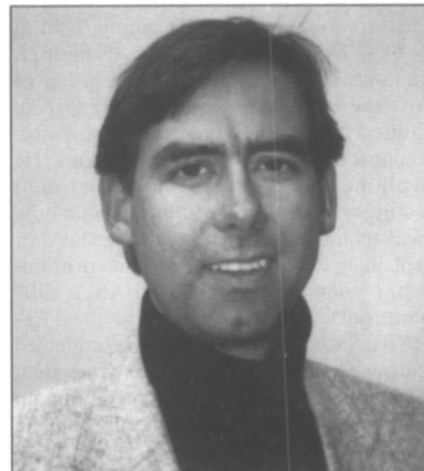
On Friday afternoon, the SMPTE and ACVL will present "Laboratory Issues." Under the leadership of Frank Ricotta, Technicolor, and Paul Law, Consolidated Film Industries, this session will emphasize improvements in film restoration practices.

The first session on Saturday is "Post-Production," chaired by Paul Carey, Component Video, and Jon Erland, Composite Components. This session will look at editing, telecine transfer, effects, etc.

The conference concludes Saturday afternoon with a joint effort between the Society and the ITEA entitled "Distribution/Exhibition," chaired by Ioan Allen, Dolby Labs. This session will examine projection systems, screens, sound, formats, and theater quality.

Exhibit Space

Booths up to 10 ft x 10 ft are available for those companies wishing to exhibit at this conference. For additional information, contact SMPTE.



David Richards

For More Information...

If you have questions about the technical program, contact Program Coordinator Marilyn Waldman at SMPTE Headquarters, 595 W. Hartsdale Ave., White Plains, NY 10607, tel: (914) 761-1100, fax: (914) 761-3115, e-mail: mwaldman@smpte.org. All other questions can be directed to the SMPTE Marketing Department at Headquarters, e-mail: mktg@smpte.org. New information will also be posted on the SMPTE home page as it becomes available. Make sure you also watch the *SMPTE Journal* and *News & Notes* for updates.

— Aileen Moroney



Aerial view of Los Angeles.