

# 139th SMPTE Technical Conference and Exhibit

Marriott Marquis Hotel • New York, N.Y.

November 21 to 24, 1997

It's almost time for the 139th SMPTE Conference and Exhibit, being held this year in New York City at the Marriott Marquis Hotel from November 21 to 24. You are invited to take a close look at the effect digital television will have on the industry, as professionals from all walks of the motion imaging community examine this new technology in an all-day seminar, eight technical sessions, and two panel discussions.

## All-Day DTV Seminar

"How to Implement DTV: Practical Issues for Engineers, Managers, Producers, and Content Owners," is the name of the all-day seminar that kicks off the conference, on Friday, November 21. The recent announcement regarding the implementation of DTV in the U.S. marketplace will impact all aspects of the production and delivery process. Studios and post-production facilities must be re-equipped to accommodate digital television, or built from scratch with widescreen digital television in mind. Audio rooms must be expanded to allow for multichannel and surround sound. Even telecine transfers are affected, not to mention the extra demands that will be placed on existing television plants to originate or process new and additional services and deliver them to a new and growing audience. In short, this fundamental change in television delivery will have a profound effect on how the television business is run.

This seminar, chaired by Paul Turner, formerly of Sony Electronics, Inc., will examine a wide range of issues, from the impact they will have on the content creator through the bottom-line concerns of the general manager of a television operation. Presenters will be individuals who are involved with the DTV decision process, or are in the process of implementing a DTV strategy, and will offer real world insights into the problems and opportunities associated with this exciting new development.

## Technical Program

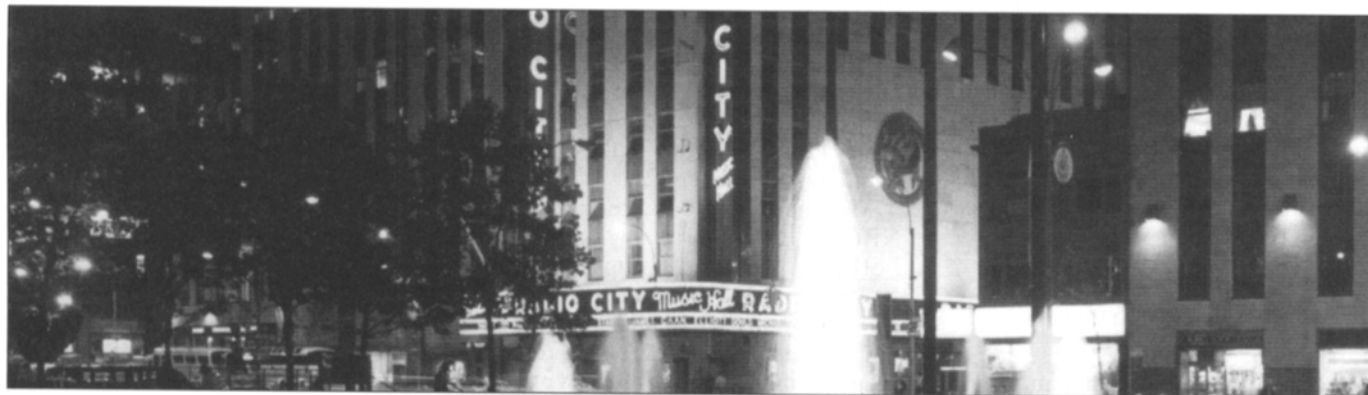
The technical program, which will run under the theme "Film and Origination in the Era of DTV Broadcasting and Distribution," will span a two and a half day period, with eight technical sessions and two panel discussions. Laurence J. Thorpe, Sony Electronics, and Robert Ross, CBS, Inc., are the Program Co-Chairmen.

The program opens Saturday morning, November 22, with two concurrent sessions. "Electronic Acquisition for DTV Program Origination," with co-chairs Steve Welch, KCTS-TV, and Barry Zegal, CBS Television City, will explore some of the possibilities associated with electronic acquisition systems presently available for originating digital high-definition and digital standard-definition images and sound for the entertainment industry. Presenters in "The Digital Post-Production Process for DTV," chaired by Peter Owen, Quantel, Inc., and Ron

Burdett, Sunset Post, will cover new advances in digital telecine, workstation post-production, nonlinear online editing, and high-resolution processing and recording. Multichannel digital audio to accompany the new DTV visual experience will constitute a core part of this contemporary look at the new post operations.

On Saturday, two panel discussions will be offered: "DTV as a Business," chaired by Ed Grebow, and "DTV Post-Production—New Business Opportunities."

The second day of the program, Sunday, November 23, will have a total of four sessions. In the morning, Hugo Gaggioni, Sony Electronics, and Thomas Gurley, MSTV, Inc., will head up "Digital Widescreen Television," which will examine the many technical implications of widescreen program origination standards and their potential for new creativity in picture-making. At the same time, "Criteria for DTV Picture Quality," with co-chairs Joe Kane, consultant, and Jeffrey Lubin, Sarnoff Corp., will look at new criteria that will bear on the quality of program origination for the era of DTV; new studies in subjective testing of pictures, in the context of DTV, will also be reported on. In the afternoon, Peter Smith, NBC, and Roderick Snell, Snell & Wilcox, will take charge of "Hybrid NTSC/DTV Television Facility." This session will explore the many variations on a theme of evolving broadcast plants likely to be



spawned by the deregulatory approach taken by the FCC in its recent rulings on DTV; it will also review many innovative approaches to the migratory dilemmas posed. In the other afternoon session, "Digital Film Lab," Chair Linda Young, DuArt Film and Video Laboratories, and Co-Chair Meg O'Malley, Eastman Kodak Co., will explore all aspects of film practices in the context of the new DTV era, including the significant role of motion picture film and how the issue of image quality will grow in importance as HDTV becomes more prevalent. This session will be held in conjunction with the ACVL.

The technical program concludes on Monday morning with two final sessions. "DTV Distribution and Delivery" is chaired by Robert Seidel and Alton Stalker, CBS Inc., and will explore the many digital "pipelines" to the home from the standards that support them, including their relationship to the contemporary SMPTE digital program origination standards, and the nature of the possible services that might evolve from this technology. Ed DiGiulio, Cinema Products Corp., and Bob Zahn, Broadcast Video Rentals, Ltd., will lead "Motion Picture Film Cinematography for DTV Program Origination," during which presenters will discuss new developments in film cameras and film stocks that anticipate the higher picture performance demands of the DTV era. Criteria for DTV telecines will also be covered in this session.

If you have any questions regarding the technical program, contact Marilyn Waldman, Editorial/Program Coordinator, at SMPTE Headquarters, 595 W. Hartsdale Ave., White Plains, NY 10607, Fax: (914) 761-3115, e-mail: mwaldman@smpte.org.

### Exhibits

Space is selling out quickly for the equipment exhibit being held in conjunction with the conference. Companies are invited to promote their products and services to the area's television, film, and multimedia communities in the 5th Floor Ballroom at the Marriott Marquis. Exhibit hours are as follows:

#### Saturday, November 22

10:00 a.m. to 6:00 p.m.

#### Sunday, November 23

10:00 a.m. to 6:00 p.m.

### Monday, November 24

8:00 a.m. to 2:00 p.m.

### Exhibitors

Companies that have already committed to the exhibit include: ADC, Anton Bauer, Artel Video Systems, Audio Services Co., Axon Digital Design Group, Bi-Tronics, Bittree, The Broadcast Store, Certaineed Corp., Cinema Products Corp., Comark Communications, CommScope, Communications Specialties, Commutek Video Systems, CoolLux, Data Check, Digital Video Systems, Dolby Laboratories, DSC Labs, Gepeco International, Haplotec Inc., Hart Mann Associates, Hewlett Packard, Hotronic Inc., IMAS Publishing, Kings Electronics, Knox Video, Leader Instruments, Leitch, Listec Video Corp., Lowel-Light Mfg., Maxell Corp., Miller Fluid Heads, Mohawk/CDT, MRT Micro, NDS America, Nema Electronics, NS Microwave, NVision, Odetics, Panasonic, PESA Switching Systems, Philips BTS, Quantel, RE America, Rules Services Co., Sachtler Corp. of America, Sencore/AAVS, Silicon Graphics, Snell & Wilcox, Sony Electronics, SyntheSys Research, Tektronix, Television Equipment Associates, Trompeter Electronics, Uni-Set, Video Products Group Inc., Videotek, and Wolf Coach.

For more information on the exhibit, contact SMPTE Director of Marketing John Izzo at Headquarters, e-mail: jizzo@smpte.org.

### Social Events

Make sure you don't miss out on the networking and social events taking place during the conference. The fun starts right away, with the Welcome Reception scheduled for the first evening of the conference, on Friday, November 21, from 6:00 to 8:00 p.m.

Saul Shapiro, vice-president of broadcast technology at ABC, Inc., is the guest speaker for the Industry Reception and Luncheon, to be held from 12:00 noon to 2:00 p.m. on Saturday, November 22.

Michael Sherlock, retired from NBC, is the featured speaker at the Fellows Luncheon on Sunday, November 23. Open to Fellows and Life Fellows only, this luncheon introduces those newly elevated to this membership status. That evening,

those who have made great strides in the motion imaging industry will be recognized at the Honors and Awards Reception.

Those who plan to accompany conference registrants are invited to participate in a one-day Partners Program. A trip to see *The King and I* on Broadway and lunch at Sardi's is planned.

### Registration and Housing

If you register before **November 7, 1997**, you are entitled to a \$100 discount on the full conference package. A registration form is available in this issue, or you can retrieve a form from the SMPTE Web site at <http://www.smpte.org>.

The Marriott Marquis is the official SMPTE Headquarters hotel. All reservations must be made with the hotel directly and be received no later than **October 24, 1997**; reservations received after this date will be assigned on an as-available basis. A guarantee of two nights' room and tax is required. You can reach the Marriott Marquis at their Reservations Dept., 1535 Broadway, 8th Fl., New York, NY 10036, tel: (800) 228-9290 or (800) 843-4898, fax: (212) 704-8926.

### Travel Discounts to New York

Cal Simmons Travel Management Co. and United Airlines are offering an exclusive discount for travel to the 139th SMPTE Conference and Exhibit. By calling the official travel agency for the SMPTE, you will be eligible for specially discounted airfares and such other benefits as complimentary \$100,000 flight insurance and frequent flyer numbers recorded for mileage credit. To make reservations, call Cal Simmons Travel at 1-(800) 875-9820. Refer to United Airlines Star File number 517HZ.

### For More Information...

Keep watching the *SMPTE Journal and News & Notes*, which will publish more information as it becomes available. For the most up-to-the-minute details, look to the SMPTE Web site at <http://www.smpte.org>; a registration form is already available on-line. You can also contact the SMPTE Marketing Department at Headquarters, e-mail: jizzo@smpte.org.