

THE FIRST ANNUAL SPRING FILM CONFERENCE AND EXHIBITION
MARCH 20 TO 22, 1997
CENTURY PLAZA HOTEL • LOS ANGELES, CALIF.

The Century Plaza Hotel, Los Angeles, will be the site for an historic event from March 20 to 22: the First Annual SMPTE Spring Film Conference and Exhibition. This new conference focuses entirely on the film industry, from creation to delivery.

All-Day Seminar

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

Sessions

David Richards, Action Capture, is serving as the Program/Local Arrangements Chair for this inaugural event. The theme is "Film: Still the Master in a Digital World," under which four sessions will take place between Friday and Saturday, March 21 and 22. These sessions, in a departure from other SMPTE conferences, are scheduled to include demonstrations and panel discussions as well as technical papers.

"Production," presented in association with the American Society of Cinematographers, will be held Friday morning, March 21, and is chaired by Ed DiGiulio, Cinema Products Corp., and Co-Chair John Hora, ASC. This session will present an examination of the technical and creative aspects of getting the story on film.

The SMPTE and ACVL, with Session Chairs Frank Ricotta, Technicolor, and Paul Law, Consolidated Film Industries, will present "Laboratory Issues." This session will emphasize improvements in film restoration practices.

Paul Carey, Component Video, and Jon Erland, Composite Components are the Session Chairs for "Post-Production" on Saturday morning. This session will look at editing, telecine transfer, effects, etc.

Finally, a collaborative effort between the SMPTE and the ITEA has resulted in "Distribution/Exhibition," to be presented Saturday afternoon. Under the leadership of Session Chair 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. The price for exhibit space is \$750 for SMPTE Sustaining Members, \$1,000 for others. For additional information, contact SMPTE.

Travel Discounts to Los Angeles

Cal Simmons Travel Management Co. and American Airlines are offering an exclusive SMPTE discount for travel to the conference. By calling the official travel agency for SMPTE, you'll be eligible for specially discounted airfares and other benefits such as complimentary \$100,000 flight insurance, frequent flyer numbers recorded for mileage credit, and advance seat selection and boarding passes for expedited airline check-in. To make reservations, call Cal Simmons Travel at 1-800-783-5830 or (202) 775-5810, or American Airlines at (800) 433-1790. Refer to American Airlines Star File number S9224.

Registration

By registering before **February 20, 1997**, you can save \$100 on full conference rates. Use the registration form in the special insert in this issue to take advantage of these special rates. Or you can use the registration form available

on-line at SMPTE's home page: <http://www.smpte.org>.

NOTE: SMPTE member rates are extended to members of the ACVL, ASC, and ITEA.

Conference credentials for both registrants and exhibitors will be available for pick up on-site starting Wednesday, March 19. The hours for pickup are:

- * **Wednesday, March 19**
1:00 p.m. to 5:00 p.m.
- * **Thursday, March 20**
7:30 a.m. to 5:00 p.m.
- * **Friday, March 21**
7:30 a.m. to 5:00 p.m.
- * **Saturday, March 22**
8:00 a.m. to 12:00 noon

Housing

Reservations at the Century Plaza must be made directly with the hotel by **February 20, 1997**, and require a guarantee of one night's room and tax. Use the housing form in the insert in this issue, and send it to the Century Plaza Hotel and Towers, 2025 Avenue of the Stars, Los Angeles, CA 90067, tel: (310) 551-3300, fax: (310) 551-7532.

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 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