



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

SMPTE's First Annual Film Conference is about to take place in Los Angeles at the Century Plaza Hotel. It's not too late to register for this breakthrough event, scheduled for March 20 to 22.

All-Day Seminar

The conference will kick off with an all-day seminar entitled "The Nature of Film." Under the leadership of chair John Mason, Eastman Kodak Co., 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

The technical program will be held Friday and Saturday, March 21 and 22, in a total of four sessions operating under the theme "Film: Still the Master in a Digital World." According to Program/Local Arrangements Chair David Richards, Action Capture, these

sessions will 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 John Hora, ASC. This session will present an examination of the technical and creative aspects of getting the story on film. In addition, a panel of representatives from the ASC and Hollywood digital effects houses will meet for a panel discussion tentatively titled "Challenges of the Digital Environment."

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.

Among the titles that have been submitted for consideration are: "Vision 250 Camera Negative Film," "Archiving Magnetic Film Sound Elements," "Film Asset Management," "Modern Film Restoration Practices," "Digital Enhancement of High-Resolution Multiformat Cinema Imagery," and "Compact Distribution Print: Coexistence of Quality and Economy."

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.

Local Arrangements Committee

The following volunteers are working with Conference Vice-President Edward Hobson, Sony Electronics, Editorial Vice-President Robert Kisor, Paramount Pictures, Local Arrangements Chairman David Richards, and the Session Chairs to make this new event a resounding success: Roy Brubaker, Crest National; Rami Mina, Eastman Kodak Co.; and Gail Ringer, Ringer Video Services, Inc.

Travel Discounts to Los Angeles

Cal Simmons Travel Management Co. and American Airlines are offering an exclusive SMPTE discount for travel to the SMPTE Conference. By calling the official travel agency for SMPTE, you'll be eligible for specially discounted fares 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 checkin. To make reservations, call Cal Simmons Travel at (800) 783-5830 or (202) 775-5810, or American Airlines at (800) 433-1790. Refer to American Airlines Star File number S9224.

Registration

It's not too late to register for the First Annual SMPTE Film Conference. A registration form is available on SMPTE's home page at <http://www.smpte.org>, or you can contact the SMPTE Marketing Department for registration information.

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

Dates, Site Set for 139th SMPTE Technical Conference and Exhibit

Nov. 21 to 24, 1997
Marriott Marquis
New York City



The annual SMPTE fall conference is returning to New York, the birthplace of the motion imaging industry, for the first time in seven years. The 139th SMPTE Technical Conference and Exhibit is scheduled for November 21 to 24, 1997, at the Marriott Marquis in New York City. Larry Thorpe, Sony Electronics, Inc., and Robert Ross, CBS Westinghouse, Inc., have agreed to serve as Program Chairs. Among the plans for the fall event are two full-day seminars, eight technical sessions, and the full slate of social activities normally associated with an SMPTE conference.

Also planned is an exhibit featuring representatives from the leading companies in the motion imaging industry. This exhibit will be customized in such a way that the technologies to be demonstrated will coincide with those being discussed in the technical program.

More information will be published in the *SMPTE Journal* and *News & Notes* as soon as it becomes available. Make sure you also check out the SMPTE Web site — <http://www.smpte.org> — for the up-to-the-minute details.



Housing

Reservations at the Century Plaza must be made directly with the hotel by contacting Century Plaza Hotel and Towers, 2025 Avenue of the Stars, Los Angeles, CA 90067, tel: (310) 551-3300, fax: (310) 551-7532. All accommodations require a guarantee of one night's room and tax and are now available on a space-only basis.

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.

— Aileen Moroney