

SMPTE at NAB

The National Association of Broadcasters held its annual convention at the Las Vegas Convention Center, Las Vegas, Nev., from April 5 to 10, 1997, with a record attendance of 100,245. The participation of 1,244 exhibitors was also a new high for the event.

SMPTE Seminar

The Society provided a strong presence at this year's NAB; nearly 100 new members were signed up, and SMPTE book sales were extremely high.

SMPTE also sponsored a two-part seminar on the first day of the conference. "Computer Based Video Servers for On-Air Broadcasting," was held Saturday morning, April 5. Presented by Allen Hansel, Hewlett-Packard Video Communications Division, this session was intended to provide broadcasters with an overview of current computer-based video server system architectures, specifically as they apply to on-air application. In the afternoon session, "MPEG Video: A Source for the Re-Purposing of Media," Dennis LaFever, FutureTel, Inc., explained how MPEG technology can produce the best alternative to videotape distribution.

SMPTE/EBU Press Briefing

In addition, a press conference held jointly by the SMPTE and the EBU on Tuesday, April 8, to announce the findings of the Task Force for Harmonized Standards for the Exchange of Television Program Material as Bit Streams boasted an attendance of nearly 50 members of the print and electronic press. The two organizations formed the task force in



SMPTE President David L. George, left, and SMPTE Task Force Co-Chairman S. Merrill Weiss spoke at the Tuesday press conference.



September 1996, and over 80 technical experts worldwide met on five separate occasions in Europe and the U.S. to produce a report designed to guide the television industry in its decisions regarding specific implementations of technology that will radically change the way television is produced in the future. That report has been published in its entirety in this issue.

NAB Technical Conference

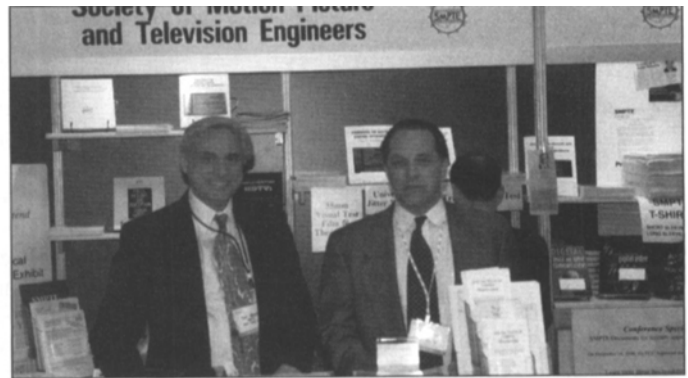
In addition to the mammoth exhibit, the NAB offered a variety of technical conferences designed to keep pace with the rapid changes taking place in the broadcasting industry. The 1997 Multimedia World featured two conferences, the "Media Professionals Conference" for those interested in new media marketing and business trends, technologies, and applications, and the "Internet Business Conference," which focused on business applications and opportunities for the Internet and Intranet.

The 51st NAB Broadcast Engineering Conference was for practicing broadcast engineers and technicians, as well as anyone else interested in the latest broadcast technologies. New to the convention this year was NAB Communications and Connectivity '97, which featured two conferences, "The Electronic Distribution Conference: Business at the speed of Light" and "Uplink '97: International Satellite Conference."

The all-new NAB/BDA Broadcast Designer's Conference, co-sponsored by the NAB and the Broadcast Designers Association (BDA), included sessions covering desktop design techniques, animation, and interactive design, plus a special international design session.

NAB '98 will take place April 4 to 9, 1998, once again at the Convention Center in Las Vegas. For more information about NAB '97 and other NAB events, access the NAB WEB site at <http://www.nab.org/conventions/>.

— Aileen Moroney



(Left) The SMPTE booth attracted many people at NAB; (Right) SMPTE Director of Engineering Carl Girod and Staff Engineer Mark Hyman at the SMPTE booth.