

# 139th SMPTE Technical Conference and Exhibit

Marriott Marquis Hotel • New York, N.Y.

November 21 to 24, 1997



The 139th SMPTE Technical Conference and Exhibit will be in New York this year, taking place at the Marriott Marquis Hotel, right in the heart of New York City's theater district. Make sure you mark your calendar for November 21 to 24, 1997.

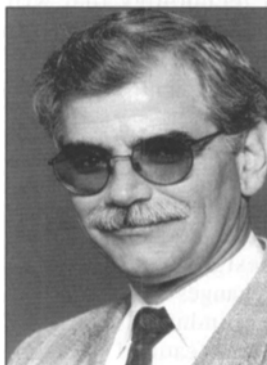
## Session Chairs Named; Call for Papers

According to Editorial Vice-President Robert B. Kisor, Paramount Pictures, the Program Chairs for this year's event are Laurence J. Thorpe, Sony Electronics, and Robert Ross, CBS Westinghouse, and they have announced "Film and Origination in the Era of DTV Broadcasting and Distribution" as the theme. The Program Chairs, along with their committee, have already announced a tentative schedule of sessions, and the following Session Chairs have already been confirmed.

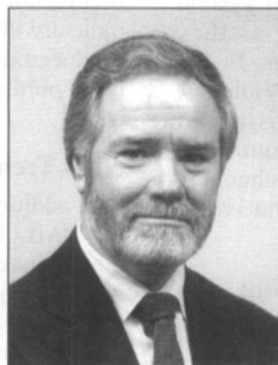
### **Saturday morning, November 22**

• "Electronic Acquisition for DTV Program Origination." Session Chairs: Steve Welch, KCTS-TV, and Barry Engel, CBS. This session will define NTSC, SDTV, HDTV, and ADTV and discuss their differences and similarities, as well as focus on technologies and experiences associated with digital ENG and EFP, digital cinematography, and computer-originated material.

• "The Digital Post-Production Process for DTV." Session Chairs: Peter Owen,



Robert B. Kisor



Laurence J. Thorpe



Robert Ross

Quantel, and Ron Burdett, Sunset Post. This session, being held jointly with ITS, will look at digital telecine, nonlinear on-line and off-line, topologies for the modern post-production plant, and digital audio for motion imaging.

### **Saturday afternoon**

• Two concurrent panel discussions will be featured: "DTV as a Business" and "DTV Post-Production: New Business Opportunities."

### **Sunday morning, November 23**

• "Digital Widescreen Television." This session will examine the ATSC DTV standard, digital production standards and digital techniques for DTV, and the aspect ratio issue.

• "Criteria for DTV Picture Quality." Session Chair: Jeffrey Lubin, Sarnoff Corp. The focus of this session will be

video and film, the role of the colorist, and film transfers.

### **Sunday afternoon**

• "The Hybrid DTV/NTSC Television Facility." Session Chairs: Peter Smith, NBC, and Roderick Snell, Snell & Wilcox. This session will involve discussions on the compressed DTV plant, standards conversion for DTV, processing the DTV compressed bit stream, and upconversion and downconversion of HDTV/SDTV.

• "Lab Practices." This session is a joint effort with the ACVL.

### **Monday morning, November 24**

• "DTV Distribution and Delivery." Among the topics to be covered are DTV play to air from master control to the transmitter and the DTV transmission plan.

• "Motion Picture Film Cinematography for DTV Program Origination." Session Chairs: Ed DiGiulio Cinema Products Corp., and Bob Zahn, Broadcast Video Rentals. Papers to be presented here will examine Super 16mm, Super 35mm, 35mm/16mm, telecine, and aspect ratios.

If you are interested in presenting a paper relating to any of these topics, you must send your name, company affiliation, address, phone and fax numbers, and a 500-word synopsis to 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. Your information must be submitted by **June 30, 1997**, on forms provided by the SMPTE. Author forms are also available on-line at SMPTE's Web site, located at <http://www.smpte.org>.

#### Seminars

The conference will be preceded by an all-day seminar entitled "How to Implement DTV."

#### Exhibits

The SMPTE Equipment Exhibit is planned to run Saturday, November 22, and Sunday, November 23, from 10:00 a.m. to 6:00 p.m., and on Monday, November 24, from 8:00 a.m. to 2:00 p.m. Manufacturers and suppliers of television, film, production, and post-production products and services are booking their floor space now for this equipment exhibit, being held in conjunction with the technical conference.

Floor space is available in 10 ft. x 10 ft., 20 ft. x 20 ft., and custom sizes. Companies are invited to promote their products and services to the area's largest television, film, and multimedia communities. Some of the companies that have already committed to the exhibit include Sony Electronics, Philips BTS, Panasonic Broadcast and Professional Group, Cinema Products Corp., Miller Fluid Heads, Certainteed Corp., and DSC Labs.

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

#### Social Events

The Society conferences always

promise plenty of opportunities to network, catch up with old friends, and make new ones — and this event is no different.

The Welcome Reception is scheduled for the first evening of the conference, on Friday, November 21, from 6:00 to 8:00 p.m. The following day, the Industry Reception and Luncheon will be held from 12:00 noon to 2:00 p.m. The Honors and Awards ceremony, recognizing those who have made great strides in the motion imaging industry, will take

place Sunday evening, November 23, from 7:00 to 10:00 p.m.

#### 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; a registration form is already available on-line. You can also contact the SMPTE Marketing Department at Headquarters, e-mail: [jizzo@smpte.org](mailto:jizzo@smpte.org).

—Aileen Moroney

## SMPTE's Annual Exhibit

Held in conjunction with our 139th Technical Conference

November 21-24, 1997  
Marriott Marquis - New York City

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Call 202-857-1100, ext. 3358 for an Exhibitor's Prospectus,  
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