

# 139th SMPTE Technical Conference and Exhibit

## Marriott Marquis Hotel • New York, N.Y.

### November 21 to 24, 1997

The Society is planning its third conference of the year, and it promises to be as successful and informative as the others. The 139th SMPTE Technical Conference and Exhibit will take place at the Marriott Marquis in New York City from November 21 to 24, 1997.

#### All-Day Seminar on DTV to Precede Conference

Paul Turner, Sony Electronics, will head up "How to Implement DTV," the full-day seminar scheduled to take place on November 21 from 8:00 a.m. to 4:00 p.m. 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 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 will examine these issues from a wide range of viewpoints — from the impact they will have on the content creator through the bottom-line concerns of the general manager of a television operation. Our seminar presenters will offer real world insights into the problems and opportunities associated with this exciting new development.

#### Technical Program

The technical program, entitled "Film and Origination in the Era of DTV Broadcasting and Distribution," is being chaired by Laurence J. Thorpe, Sony Electronics, and Robert Ross, CBS. It will span two and a half days and feature eight sessions and two panel discussions.

The presentation of papers will kick off on Saturday morning, November 22, with two concurrent sessions. "Electronic Acquisition for DTV Program Origination," chaired by 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. Peter Owen, Ouantel, and Ron Burdett, Sunset Post, will chair "The Digital Post-Production Process for DTV," which will cover new advances in digital telecine, workstation post-production, nonlinear on-line editing, and high-resolution processing and recording. Two panel discussions, "DTV as a Business" and "DTV Post-Production — New Business Opportunities," will run on Saturday afternoon.

The Sunday morning sessions are "Digital Widescreen Television" and "Criteria for DTV Picture Quality." The first session will examine the many technical implications of widescreen program origination standards and their potential for new creativity in picture-making. The second, chaired by Joe Kanè, consultant, and Jeffrey Lubin, Sarnoff Corp., will focus on the new criteria that will have a bearing on the quality of program origination for the era of DTV. The two sessions scheduled for that afternoon are "Lab Practices," a joint effort with the ACVL, and "The Hybrid DTV/NTSC Television Facility," which is chaired by Peter Smith, NBC, and Roderick Snell, Snell & Wilcox, and will look at the compressed DTV plant, standards conversion for DTV, processing the DTV compressed bit stream, and upconversion and down-conversion of HDTV/SDTV.

The program concludes Monday morning, November 24, with two sessions. "DTV Distribution and Delivery" 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. In "Motion Picture Film Cinematography for DTV Program Origination," Session Chairs Ed DiGiulio, Cinema Products Corp., and Bob Zahn, Broadcast Video Rentals, 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.

#### Call for Papers

If you are interested in presenting a paper, 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

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.

In its first year after the dissolution of the World Media Expo, the SMPTE is planning to hold a key exhibit that will feature some of the biggest name companies from the various entertainment industries. 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. For more information on the exhibit, contact SMPTE Director of Marketing John Izzo at Headquarters, e-mail: jizzo@smpte.org.

#### Social Events

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.

**Registration and Housing**

If you register for the conference by **November 7, 1997**, you will be entitled to a \$100 discount off the full registration rate. 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 reser-

vations 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 air-

fares and such other benefits as complimentary \$100,000 flight insurance and frequent flyers 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](mailto:jizzo@smpte.org).

— Aileen Moroney

**PROGRAM AT A GLANCE**

**Film and Video Origination in the Era of DTV Broadcasting and Distribution**

FRIDAY NOVEMBER 21, 1997	SATURDAY NOVEMBER 22, 1997	SUNDAY NOVEMBER 23, 1997	MONDAY NOVEMBER 24, 1997
<p><b>ALL- DAY SEMINAR</b> 8:00 am to 4:00 pm</p> <p><b>HOW TO IMPLEMENT DTV:</b> Practical Issues for Engineers, Managers, Producers, and Content Owners</p> <p><b>Welcome Reception</b> 6:00 pm to 8:00 pm</p>	<p><b>Morning Sessions</b></p> <p>Electronic Acquisition for DTV Program Origination</p> <p>The Digital Post-Production Process for DTV</p> <p><b>MIDDAY</b></p> <p><b>Industry Reception and Luncheon</b> 12:00 noon to 2:00 pm</p> <p><b>Afternoon Sessions</b></p> <p><b>PANEL DISCUSSION:</b> DTV as a Business</p> <p><b>PANEL DISCUSSION:</b> DTV Post-Production — New Business Opportunities</p> <p><b>EXHIBIT HOURS:</b> 10:00 am to 6:00 pm</p>	<p><b>Morning Sessions</b></p> <p>Digital Widescreen Television</p> <p>Criteria for DTV Picture Quality</p> <p><b>Afternoon Sessions</b></p> <p>The Hybrid DTV/NTSC Television Facility</p> <p><i>Lab Practices Digital Film Lab</i></p> <p><b>EXHIBIT HOURS:</b> 10:00 am to 6:00 pm</p> <p><b>Honors and Awards Reception</b> 7:00 pm to 10:00 pm</p>	<p><b>Morning Sessions</b></p> <p>DTV Distribution and Delivery</p> <p>Motion Picture Film Cinematography for DTV Program Origination</p> <p><i>Cal Simmons</i></p> <div style="border: 1px dashed black; padding: 5px;"> <p>Book your company's floor space now! Contact Director of Marketing John Izzo at SMPTE: (914) 761-1100, <a href="mailto:jizzo@smpte.org">jizzo@smpte.org</a></p> </div> <p><b>EXHIBIT HOURS:</b> 8:00 am to 2:00 pm</p>

# ADVANCE REGISTRATION FORM



**139th SMPTE Technical Conference and Exhibit  
Marriott Marquis Hotel • New York, N.Y.  
November 21 to 24, 1997**

**ADVANCE REGISTRATION DEADLINE: NOVEMBER 7, 1997**

CHECK DESIRED REGISTRATION	BEFORE	AFTER
	11/7/97	11/7/97
Member: <i>Conference and Exhibits*</i> .....	\$400 <input type="checkbox"/>	\$500 <input type="checkbox"/>
Nonmember: <i>Conference and Exhibits*</i> .....	600 <input type="checkbox"/>	700 <input type="checkbox"/>
Member: <i>Conference Only*</i> .....	300 <input type="checkbox"/>	400 <input type="checkbox"/>
Nonmember: <i>Conference Only*</i> .....	400 <input type="checkbox"/>	500 <input type="checkbox"/>
Member: <i>Seminar Only</i> .....	200 <input type="checkbox"/>	300 <input type="checkbox"/>
Nonmember: <i>Seminar Only</i> .....	400 <input type="checkbox"/>	500 <input type="checkbox"/>
Student Member: <i>Conference and Exhibits*</i> .....	25 <input type="checkbox"/>	25 <input type="checkbox"/>
Student Nonmember: <i>Conference and Exhibits*</i> .....	50 <input type="checkbox"/>	50 <input type="checkbox"/>
Life Member/Life Fellow: <i>Conference and Exhibits*</i> .....	50 <input type="checkbox"/>	50 <input type="checkbox"/>
Exhibits Only ( <i>Three-Day Pass</i> ) .....	25 <input type="checkbox"/>	25 <input type="checkbox"/>

**EXTRAS**

Industry Luncheon .....	50 <input type="checkbox"/>	50 <input type="checkbox"/>
Honors and Awards Reception .....	50 <input type="checkbox"/>	50 <input type="checkbox"/>
Fellows Luncheon ( <i>Fellows and Life Fellows only</i> ) .....	50 <input type="checkbox"/>	50 <input type="checkbox"/>
Partner's Program ( <i>Two-Day Itinerary</i> ) .....	150 <input type="checkbox"/>	150 <input type="checkbox"/>

**NONMEMBERS:** check here and add the \$80 membership fee to the member rate

Membership credentials will be mailed .....

80 <input type="checkbox"/>	80 <input type="checkbox"/>
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*\*Includes luncheon and reception.*

**TOTAL AMOUNT DUE**                      \$

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Country \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_

Tel \_\_\_\_\_ Fax \_\_\_\_\_

Partner's Name (if registering) \_\_\_\_\_

SMPTE Member? \_\_\_\_\_ Membership # \_\_\_\_\_

**ATTENTION NONMEMBERS!** You can avoid paying \$200 more than SMPTE members by joining SMPTE now at \$80 annually. Check the "New Member" option to the left and add \$80 to the member conference rate.

**PAYMENT METHOD:**

- Check Enclosed (payable to SMPTE)  
 MC       Visa       AmEx

Acct. # \_\_\_\_\_

Exp. Date \_\_\_\_\_

Name on Card (print) \_\_\_\_\_

Signature \_\_\_\_\_

**CHANGES AND CANCELLATIONS**

- Cancellations must be made in writing. A \$50 administrative fee will be applied to all cancellations.
- No refunds for cancellations postmarked after **November 7, 1997.**

**Send registration and payment to:**

**Fax:** (914) 761-3115

**Mail:** SMPTE Registration  
595 W. Hartsdale Ave.  
White Plains, N.Y. 10607

**For more information:**

**Phone:** 914) 761-1100

**e-mail:** mktg@smpte.org

**Internet:** http://www.smpte.org