



The 139th SMPTE Technical Conference and Exhibit will take place at the Marriott Marquis in New York City from November 21 to 24, 1997. You are invited to join friends and colleagues at one of the industry's foremost events of the year. Over three days, attendees will be treated to a full-day seminar, eight informative and educational technical sessions, and two panel discussions, as well as numerous social and networking opportunities. It's not too late to sign up!

All-Day DTV Seminar

"How to Implement DTV: Practical Issues for Engineers, Managers, Producers, and Content Owners" is the name of the all-day seminar that will kick off the conference on Friday, November 21. 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 new and 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, chaired by Paul Turner, Sony Electronics, Inc., will examine a wide range of issues — from the impact they will have on the content creator through the bottom-line concerns of the general manager of a television operation. Presenters will be individuals who are involved with the DTV decision process, or are in the process of implementing a DTV strategy, and will offer real world insights into the problems and opportunities associated with this exciting new development.

Technical Program

"Film and Origination in the Era of DTV Broadcasting and Distribution" has been selected as the theme for this year's technical program, which will take place over two and a half days and feature eight sessions and two panel discussions. Program Chairs Laurence J. Thorpe, Sony Electronics, and Robert Ross, CBS, have announced the following session titles.

Saturday morning, November 22

- Electronic Acquisition for DTV Program Origination. Co-Chairs: Steve Welch, KCTS-TV, and Barry Zegal, CBS Television City. This session 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 for the entertainment industry.

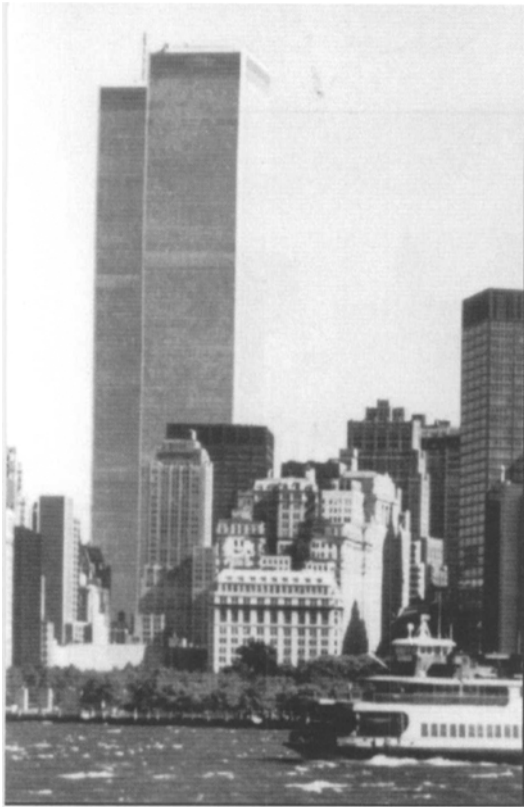
- The Digital Post-Production Process

for DTV. Co-Chairs: Peter Owen, Quantel, Inc., and Ron Burdett, Sunset Post. This session will cover new advances in digital telecine, workstation post-production, nonlinear on-line editing, and high-resolution processing and recording. Multichannel digital audio to accompany the new DTV visual experience will constitute a core part of this contemporary look at the new post operations.

Saturday afternoon

- Panel discussion: DTV as a Business.
- Panel discussion: DTV Post-Production — New Business Opportunities.





**Sunday morning,
November 23**

- Digital Widescreen Television. Co-Chairs: Hugo Gaggioni, Sony Electronics, and Thomas Gurley, MSTV, Inc. This session will examine the many technical implications of widescreen program origination standards and their potential for new creativity in picture-making.

- Criteria for DTV Picture Quality. Chair: Joe Kane, consultant; Co-Chair: Jeffrey Lubin, Sarnoff Corp. This session will examine new criteria that will bear on the quality of program origination for the era of DTV. New studies in subjective testing of pictures, in the context of DTV, will also be reported on.

Sunday afternoon

- Hybrid NTSC/DTV Television Facility. Co-Chairs: Peter Smith, NBC, and Roderick Snell, Snell & Wilcox. This session will explore the many variations on a theme of evolving broadcast plants likely to be spawned by the deregulatory approach taken by the FCC in its recent rulings on DTV; it will also review many innovative approaches to the migratory dilemmas posed.

- Digital Film Lab. Chair: Linda Young, DuArt Film and Video Laboratories; Co-Chair: Meg O'Malley, Eastman Kodak Co. This

session, held in conjunction with the ACVL, will explore all aspects of film practices in the context of the new DTV era, including the significant role of motion picture film and how the issue of image quality will grow in importance as HDTV becomes more prevalent.

**Monday morning,
November 24**

- DTV Distribution and Delivery. Co-Chairs: Robert Seidel and Alton Stalker, CBS Inc. This session 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.

- Motion Picture Film Cinematography for DTV Program Origination. Co-Chairs: Ed DiGiulio, Cinema Products Corp., and Bob Zahn, Broadcast Video Rentals, Ltd. This session 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 in this program.

If you have any questions regarding the technical program, 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 will be held in the 5th Floor Ballroom at the Marriott Marquis. Manufacturers and suppliers of television, film, production, and post-production products and services are booking floor space now for this equipment exhibit, being held in conjunction with the technical conference. Exhibit hours are as follows:

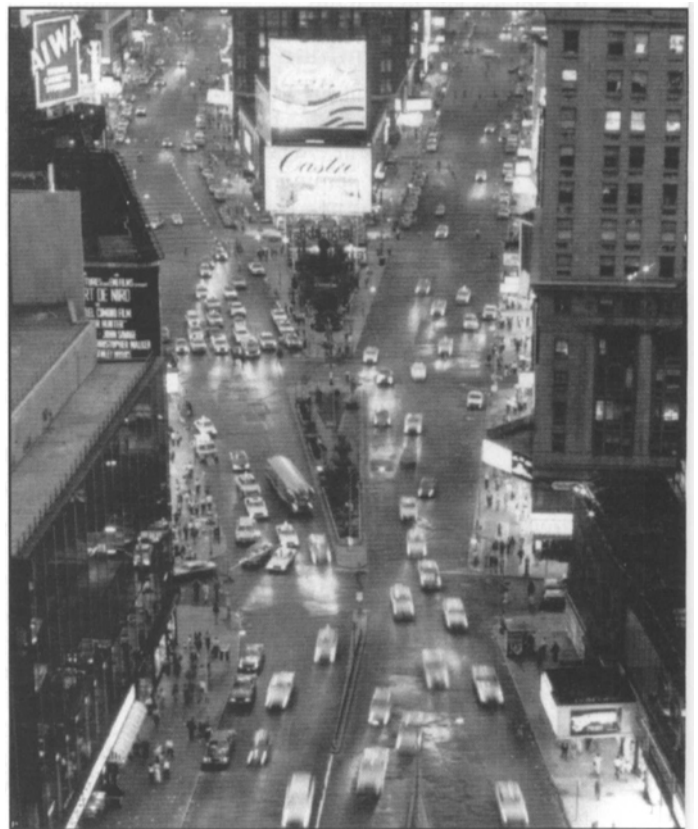
Saturday, November 22
10:00 a.m. to 6:00 p.m.

Sunday, November 23
10:00 a.m. to 6:00 p.m.

Monday, November 24
8:00 a.m. to 2:00 p.m.

Companies are invited to promote their products and services to the area's largest television, film, and multimedia communities; floor space is still available in 10 ft x 10 ft, 20 ft x 20 ft, and custom sizes. Companies that have already committed to the exhibit include AAVS, Audio Services Co., Axon Digital Design Group, Bi-Tronics, Certainteed Corp., Cinema Products Corp., Communitek Video Systems, Data Check, Delta Design, DSC Labs, Gepco International, Hart Mann Associates, IMAS Publishing, Knox Video, Leitch, Listec Video Corp., Maxell Corp., Miller Fluid Heads, Mohawk/CDT, Nema Electronics, NS Microwave, NVision, Odetics, Panasonic, Philips BTS, RE America, Rules Service Co., Sachtler Corp. of America, Sony Electronics, SyntheSys Research, Television Equipment Associates, The Broadcast Store, Video Products Group Inc., Videotek, and Wolf Coach.

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





Social Events

As always, the SMPTE Technical Conference provides many opportunities for networking and catching up with colleagues and friends. 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 fellows luncheon, for Fellows and Life Fellows only, is to be held on Sunday, November 23; Michael Sherlock retired from NBC, is the guest speaker. The Honors and Awards ceremony, recognizing those who have made great strides in the motion imaging industry, will take place Sunday evening, from 7:00 to 10:00 p.m. A one-day Partner's Program, featuring a trip to see *The King and I* on Broadway as well as lunch at Sardi's, is planned.

Registration and Housing

A \$100 discount will be given to all of those who register for the full conference before **November 7, 1997**. 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 flyer 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.

—Aileen Moroney

SMPTE's Annual Exhibit

Held in conjunction with our 139th Technical Conference

November 21-24, 1997

Marriott Marquis - New York City

Promote Your Products and Services

to the area's largest television, film, and multimedia communities...

Targeted Attendee Promotions

Over 75,000 Direct Mail Pieces

Technical Sessions and a Seminar Tied to Industry Trends

Join these great companies

- Sony Electronics
- Panasonic Broadcast and Digital Systems Co.
- Philips BTS
- Leitch
- Canon
- Miller Fluid Heads
- DSC Labs
- Cinema Products
- Gepco International

and many more...

Call 202-857-1100, ext. 3358 for an Exhibitor's Prospectus, Floor Plan, and Contract

Reserve your Exhibit Space Today!