

## LOCAL SECTIONS HOLD SUCCESSFUL SEMINARS

### Hollywood Section Holds "Preparing for ATV"

On Saturday, May 17, the Hollywood Section presented its annual all-day seminar in conjunction with USC Cinema-Television. Held in the Norris Cinema Theater on the USC campus, this year's topic was "Preparing For ATV — The New Digital TV Broadcast Standard."

The seminar addressed the problems facing the production and post-production community in preparing products making the best use of the new digital television broadcasting specifications. Advanced television (ATV) is expected to be publicly available by the spring of 1998. This standard, prepared by the Advanced Television Systems Committee (ATSC) has been accepted by broadcasters, computer companies, and television receiver manufacturers and approved by the Federal Communications Commission (FCC). How this will be implemented presents major challenges and opportunities to everyone involved in production, post-production, networks, and equipment manufacturing.

The morning session, "What is ATV and What Will it Do for Us?" was chaired by Robert Hopkins, Sony Pictures High Definition



One of the panels featured during the afternoon session at the Hollywood seminar. Left to right, Steve Russell, David Wiswell, Glenn Kennel, David Tasker, and Ed Hobson.

Center. Topics and speakers included "Overview of the FCC Decision and a Look to the Future," Joseph A. Flaherty, CBS Inc.; "Understanding the Technical Aspects of the FCC Decision," Charles A. Pantuso, HD Vision; "Audio for Digital Television," Tomlinson Holman, TMH Corp. and USC Cinema-Television; "Implications and Challenges from the Visual/Creative Point of View," John Hora, director of cinematography; and "Quality Considerations for Image Acquisition for HDTV and ATV," Henry W. Mahler, CBS Inc.

An HDTV demonstration, question-and-answer period, and discussion with morning speakers preceded the lunch break. Over lunch, participants were invited to view

demonstration tapes on four direct-view HDTV monitors.

The afternoon session, "Production and Post-Production for Television as We Enter the Digital Era," was chaired by Leon Silverman, Laser Pacific Media Corp. This session featured three separate panel discussions.

"Understanding the Digital Television Standard — The Network Perspective," was moderated by Tom Bruehl, Paramount Pictures, and the panelists were Robert Ross, CBS; Andrew Setos, Fox; Chip Aycock, WB; and Ken Michel, ABC. Among the topics discussed were how digital broadcasting affects production, post-production and distribution; the types of programming that will be produced in high definition; when producers will need to deliver high-definition programming; the likely high-definition delivery specifications; the type of programming that will remain at standard definition; and the impact of the broadcaster's ability to utilize the digital "spectrum" in new ways on program production.

The second panel discussion, "Television in the Digital Era — The Manufacturer's Perspective," moderated by Gavin Schutz, Four Media Co., featured panelists David Wiswell, Panasonic; Steve Russell, Philips; Glenn Kennel, Eastman Kodak; David Tasker, Snell &



Seminar attendees at the Hollywood event in May.

Wilcox, Inc.; and SMPTE Conference Vice-President Ed Hobson, Sony. These professionals discussed when total systems will be in place, the system approaches that will be used to create higher resolution digital television; how long there will be a continued need for 4:3 delivery elements; how both film shows and tape shows will be produced in a total system; and what role film will play in a digital TV system.

Finally, "Production/Post-Production Roundtable — Preparing Content for Digital and Advanced Television" was moderated by Leon Silverman, Laser Pacific Media Corp. The participants in this panel were Barry Zegel, CBS, Inc.; Ed Nassour, Twentieth Century Fox; Phil Squyres, Columbia Pictures/Tristar Television; Blake McCormick, Warner Bros.; and Hudson Hickman, MGM Television. The questions they looked into were: Now that there is a digital TV standard, what must be done to ensure that programs are "digital TV ready"? How will programs be produced once networks require both a 4:3 and a 16:9 delivery? What methods have and will studios use to "archive" programs for DTV? What should program producers do today to prepare for DTV? This last question was examined in several parts. With programs shot on film, preparing programs from a previously cut negative and preparing programs when the negative has not been cut were both discussed; programs shot on video were broken down into preparing programs shot in 4:3 and preparing programs shot in 16:9. Lastly, panelists considered whether upconversion was a solution.

Many panelists brought demonstration materials, including examples shot in HDTV, 35mm, and Super 16mm, all transferred to HDTV. Hughes-JVC, Sony, and Sprocket Digital supplied equipment and services to make the seminar possible. The visual demonstrations, which added immeasurably to the day, were achieved through the excellent efforts of Bill Hogan, Don McCroskey, and Dick Martin. Coordination was provided by Section Chairman Al Hart, Modern Videofilm; Herb Farmer, USC



*Sections Vice-President Fung Lam and Canadian Region Governor and Education Director David Corley at the Toronto seminar in May.*

Cinema-Television; and Charles S. Swartz, Section Manager and Education Committee Chair. — Alan Hart (Chair), Modern Videofilm

### **Montreal/Quebec Hosts Fifth Annual Tutorial**

The Montreal/Quebec Section's fifth annual tutorial was a success, covering practical methods of converting from analog to digital video operations. Guest speakers entertained more than a hundred attendees for the one-day tutorial that was held on May 14, 1997, and repeated the following day.

Section Chairman Dany Harrison, Groupe Pixcom, Inc., provided the opening address. Then the first guest speaker, Annie Normandin, Discreet Logic, explained the numerous advantages of using powerful software-based editing systems versus traditional linear on-line suites in a post-production environment. André Vincent, Communications Research Center of Canada, followed with a complete overview of the A53 digital terrestrial television transmission standard expected to replace the existing NTSC analog transmission system.

Attendees were then treated to a luncheon reception before returning for the afternoon session featuring Pierre Raymond, Hybride Technologies. He gave an overview of the evolution of digital post-production tools and shared his views on the importance of preserving full

chrominance integrity/bandwidth (4:4:4) in a multilayered type of post-production. The tutorial ended with a demonstration of the broadcast possibilities over the Internet by Robert Fisette, Société Radio-Canada, and Odette Harton, Bell Canada. In this final session, links were established as far as Hong Kong, over which live video was played back to the audience on a giant screen. — Michel Yeon (Secretary/Treasurer), Réseau des Sports

### **Toronto Section Holds Another Technical Seminar**

The 45-member audience registered for two days of instruction, on Friday and Saturday, February 21 and 22, in the pleasant and light-hearted atmosphere of the training facility of Panasonic Canada, Inc., Mississauga, Ont. Using the theme, "Going Digital," the seminar was designed to bring attendees up to date on the new technologies facing the broadcast and post-production industries.

On the first day Dennis LaFever, FutureTel Inc., presented and demonstrated "MPEG Video — Publishing for the 90s" from a broadcast perspective. He was followed by Allen Hansel, Hewlett Packard, who presented "Video Servers for On-Air Broadcast Use," which outlined the different approaches available to manufacturers



*The Toronto Seminar group in session.*

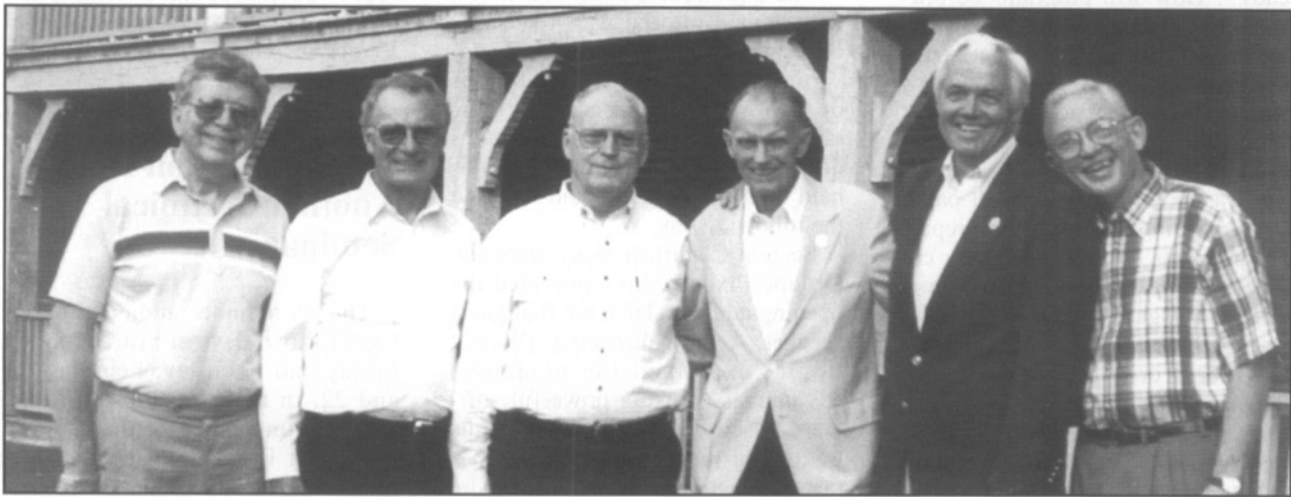
and what users should consider when dealing with video and file servers. Peter Bartlett, Applied Electronics, then demonstrated the HP server.

The second day was equally informative and practical. Stuart Hurst, Panasonic Canada, presented an overview of the 4:2:2 DVCPRO technology, and Keith Jackson,

Sony of Canada, provided a complementary view with the Sony BetaSX format. Fiber-optic technology was discussed by Randy Conrod, Leitch, and his colleague Rakesh Pate provided a practical demonstration on handling fiber. Robert Johnston, CBC Toronto, provided a review of digital audio and video basics, with an emphasis on the relevant SMPTE and AES/EBU standards.

All the registrants and seminar presenters received a certificate, distinctive T-shirts, and promotional items from Applied Electronics, Leitch, Panasonic, and Sony. Gary Bertoia, Magnetic South, won the door prize draw for a portable CD player donated by Panasonic Canada Inc. — Fred Benedikt (Secretary/Treasurer) CBC Engineering Toronto

## SMPTE FORMER PRESIDENTS GET TOGETHER



*The "Former Prez Reunion": from left to right, Carlos Kennedy, Harold Eady, Bob Smith, Ken Mason, Blaine Baker, and Irwin Young.*

What began as after-dinner talk became a reality in May when the "First Annual Former SMPTE Prez Reunion" was held at Callaway Gardens, south of Atlanta. Six former Presidents and two former staff members, arrived with their spouses, on Wednesday, May 14, at this beautiful resort in the hills of Georgia, near the Warm Springs Little White House and FDR State Park.

All living former Presidents were invited, and the following were able

to attend: Ken Mason (1975-1976), Bob Smith (1979-1980), Harold Eady (1985-1986), Carlos Kennedy (1987-1988), Blaine Baker (1991-1992) and Irwin Young (1993-1994). They were joined by former SMPTE Executive Director Lynette Robinson and former SMPTE Director of Engineering Sherwin (Si) Becker.

There was plenty to see and do for the three-day event, but the most fun was recalling the many memories that all had shared during the years.

A beautiful sunset dinner was held on Thursday night, May 15, on a balcony overlooking one of the golf courses. And speaking of golf, the winner's traveling trophy for golf was won this year by the "youngest" of the group, Ken Mason. By unanimous decision, the Former Prez Reunion is now an annual event. Carlos Kennedy and his wife, Fran, volunteered to serve as 1998 hosts in Flat Rock, N.C.

— Robert M. Smith