

COMING ATTRACTIONS — PART II

Mark Your Calendar

David George says in his message, "Overall SMPTE has some 2,000 members who live and work outside of North America. Our most rapid growth is in the international arena and our overseas membership now constitutes about 21% of our members... When next you have an opportunity to meet a member from a distant region, please try to keep in mind the common interests that you both share and, if possible, help to make that member experience the reality of being an important and integral part of the larger body of professionals which is SMPTE."

A Reminder

SMPTE 1997 International Conference, Milan, Italy

This effort by the SMPTE Italian Section will take place October 16 to 18, 1997, at the Milan Fair in Milan, Italy. The conference, entitled "The Convergence of the Four Communication Worlds: Cinema, Television, Telecom, Computer," is organized in cooperation with and in the frame of the IBTS '97 10th International Audio, Video, Broadcasting, Motion Picture, and Telecommunications Show (October 16 to 20, 1997).

The program kicks off on Thursday morning, October 16, with the opening session, "The Convergence of the Four Worlds," chaired by Franco Visintin, consultant. Following a Welcome Address, topics covered will include Communication and the Broadcasters, Communications and the Telecoms, Communication and the Computer World, and Communication and the Cinema. A panel discussion will conclude the session.

The Thursday afternoon session, chaired by Maurizio Ardito, RAI, is entitled "Audiovisual Archiving," and will include discussions on Archiving and Production Resource: Browsing and Networking, Computer-Assisted Archiving, Archiving for the Cinema, and Compared Exam on the Archiving Systems and Means. The session will end with an open discussion.

The Friday morning session, "The Harmonization of the Communication Technologies," chaired by Antonio Vindigni, Seleo, will cover The Evolution of the Numeric World, The Harmonization and the Manufacturers, The Multimedia Receiver, and The Standardization of the Semantic Aspects of the Numeric World, and will conclude with an open discussion. In the afternoon, Franco Visintin will head up "New Technologies for the Large Screen," looking at such issues as LCD Technologies, LVD Technologies, DMD Technologies, and The User's Opinion, and ending with an open discussion. Finally, on Saturday morning, consultant Federico Savina will chair "New Technologies for the Sound."

The members of the technical committee are: Marcello Dellepiane, Sea Change; Umberto Florean, RAI; Luigi Seccia, Videotime; and Franco Visintin, consultant. Contact can be made by writing, phoning, or faxing: Technical Committee, c/o Franco Visintin, Via Savona 67/A, 20144 Milan, Italy, tel/fax: +39 2 4236740. The Organizing

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New Information

Asia Broadcast '97

November 4 to 7, 1997

Hong Kong Convention & Exhibition Center

Hong Kong is world-renowned for its competitive business nature, and this is reflected in its broadcast industry, with two terrestrial TV stations, cable, and the headquarters of a regional satellite broadcaster.

In addition to being the gateway to the Chinese market, Hong Kong is the natural hub for East Asia; it has a thriving and dynamic broadcast, video, and audio production industry. The city is the ideal center for dynamic companies to exhibit their broadcast technology.

The quality of the three-day conference, which runs hand-in-hand with the Asia Broadcast '97 show, is expected to draw the very highest caliber of personnel from the Asian broadcasting industry to the exhibition, providing the ideal platform to reach Asia's broadcast market.

The Asia Broadcast '97 Conference will focus on the prime issue presently facing television and radio stations planning the steps into the digital broadcast arena. With the theme "Digital Broadcasting — Making It Work For You," the conference will look in-depth into digital technology both for broadcasting and studio production and post-production.

The topics to be covered in the Asia Broadcast '97 Conference include the future of analog, compression, tape versus disk, virtual studio, graphics and animation, digital audio broadcasting, and a wide range of other related subjects. On the final day, a lively panel discussion is expected as case studies are explored and dissected.

SMPTE, through its Hong Kong Section, will be strongly involved with the Exhibition and Conference. Besides providing speakers, Hong Kong Section Chair K. L. Lam is involved in the planning of the conference. "We at the SMPTE Hong Kong Section fully support the Asia Broadcast '97 Exhibition and Conference. Being one of the active Sections in Asia, we are happy the Asia Broadcast '97 will take place in Hong Kong. This forum will definitely complement our association's objective for Hong Kong," he says.

For more information, interested SMPTE members may wish to contact K. L. Lam at Wharf Cable Ltd., Wharf Cable Tower, 9 Hio Shing Rd., Tsuen Wan, New Territories, Hong Kong, tel: + (852) 2112 6868, fax: + (852) 2112 7863, e-mail: kllam@cabletv.com.hk. Or you can visit the Asia Broadcast '97 web site at www.asiacommunitech.com.



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