



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

Join the Society as it hosts the premier industry event of the year, the 139th SMPTE Technical Conference and Exhibit, at the Marriott Marquis Hotel in New York City, from November 21 to 24, 1997. This exciting event promises an informative full-day seminar, a two and a half-day technical program featuring eight papers sessions, and many opportunities to network and catch up with colleagues and friends.

### All-Day DTV Seminar

Paul Turner, Sony Electronics, Inc., is heading up "How to Implement DTV: Practical Issues for Engineers, Managers, Producers, and Content Owners," the full-day seminar to be held on the first day of the conference, 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 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

Laurence J. Thorpe, Sony Electronics, and Robert Ross, CBS, Inc., have announced that the theme for this year's conference is "Film and Origination in the Era of DTV Broadcasting and Distribution." This theme will permeate eight technical sessions and two panel discussions throughout a two and a half-day period. The program schedule follows:

#### Saturday, November 22

The technical program kicks off with two concurrent sessions on Saturday morning. "Electronic Acquisition for

DTV Program Origination," with co-chairs 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 for the entertainment industry. Presenters in "The Digital Post-Production Process for DTV," chaired by Peter Owen, Quantel, Inc., and Ron Burdett, Sunset Post, 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.

Two panel discussions are scheduled for the afternoon: "DTV as a Business," chaired by Ed Grebow, and "DTV Post-Production—New Business Opportunities."

#### Sunday, November 23

The second day of the program will have a total of four sessions. In the morning, Hugo Gaggioni, Sony Electronics, and Thomas Gurley, MSTV, Inc., will head up "Digital Widescreen Television," which will examine the many technical



## Exhibits

The equipment exhibit being held in conjunction with the conference will feature products and services from manufacturers and suppliers in the television, film, production, and post-production communities. The exhibit, which will take place in the 5th Floor Ballroom at the Marriott Marquis, will be open during the following hours:

### 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.

## Exhibitors

Companies that have already committed to the exhibit include: ADC, Audio Services Co., Axon Digital Design Group, Bittree, Bi-Tronics, The Broadcast Store, Certainteed Corp., Cinema Products Corp., Communitex Video Systems, Cool-Lux, Data Check, Dolby Laboratories, DSC Labs, Gepco International, Haplotec, Inc., Hart Mann Associates, Hotronic, Inc., IMAS Publishing, Kings Electronics, Knox Video, Leader Instruments, Leitch, Listec Video Corp., Maxell Corp., Miller Fluid Heads, Mohawk/CDT, NDS America, Nema Electronics, NS Microwave, NVision, Odetics, Panasonic, Philips BTS, Quantel, RE America, Rules Services Co., Sachtler Corp. of America, Sencore/AAVS, Silicon Graphics, Sony Electronics, SyntheSys Research, Television Equipment Associates, Trompeter Electronics, Unit-Set, Video Products Group, Inc., and Wolf Coach.

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

No SMPTE conference would be complete without a full slate of social activities. Just as important as the technical sessions, these events allow participants to catch up with colleagues and take advantage of many networking opportunities.

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

implications of widescreen program origination standards and their potential for new creativity in picture making. At the same time, "Criteria for DTV Picture Quality," with co-chairs Joe Kane, consultant, and Jeffrey Lubin, Sarnoff Corp., will look at 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.

Peter Smith, NBC, and Roderick Snell, Snell & Wilcox, will take charge of one of the two sessions to be held Sunday afternoon, "Hybrid NTSC/DTV Television Facility." This session will explore the many variations on a theme of evolving broadcast plants likely to be spawned by the FCC in its recent rulings on DTV; it will also review many innovative approaches to the migratory dilemmas posed. In the other afternoon session, "Digital Film Lab," Chair Linda Young, DuArt Film and Video Laboratories, and Co-Chair Meg O'Malley, Eastman Kodak Co., 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 preva-

lent. This session will be held in conjunction with the ACVL.

### Monday, November 24

The technical program concludes with two final sessions on Monday morning. "DTV Distribution and Delivery" is chaired by Robert Seidel and Alton Stalker, CBS Inc., and 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. Under the leadership of chairs Ed DiGiulio, Cinema Products Corp., and Bob Zahn, Broadcast Video Rentals, Ltd., those making presentations in "Motion Picture Film Cinematography for DTV Program Origination" 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](mailto:mwaldman@smpte.org).

Luncheon will be held from 12:00 noon to 2:00 p.m.

Michael Sherlock, retired from NBC, is the featured speaker at the Fellows Luncheon on Sunday. Open to Fellows and Life Fellows only, this luncheon introduces those newly elevated to this membership status. That evening, those who have made great strides in the motion imaging industry will be recognized at the Honors and Awards Reception.

Those who plan to accompany conference registrants are invited to participate in a one-day Partners Program. A trip to see *The King and I* on Broadway and lunch at Sardi's is planned.

### Registration and Housing

If you register before **November 7, 1997**, you are entitled to a \$100 discount on the full conference package.

A registration form is available in this issue on page 576, 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 reservations 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 airfares 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](mailto:jizzo@smpte.org).

— Aileen Moroney

## SECOND ANNUAL FILM CONFERENCE

Last year, the SMPTE Film Conference provided a forum for the dissemination of information and ideas relating to the distribution of film imagery. Encouraged by the success that inaugural event, the Society is preparing for the Second Annual Film Conference. At this printing final dates and a location have not been established. The conference will, however, be held in late spring in the Los Angeles area.

### Technical Sessions; Call for Papers

According to Program Chair Paul Carey, Component Video, Inc., "Tools, Practice, and the Experience" is the theme that will be carried through four separate papers sessions as well as an all-day tutorial. The session titles are:

- **Production.** This session will cover electronic acquisition for film release; data acquisition, formatting, and logging for use in post-production operations; motion control systems; lighting instruments and lamp

technologies; optical systems; image stabilization techniques; in-camera effects techniques; and advances in camera negative stocks.

- **Post-Production.** Papers presented during this session will look at film digitization; film recording; compositing techniques; application of motion estimation technology for creation of temporally independent sequences; studio/suite interconnect practice: bandwidth management; and real-time film intermediate.

- **Laboratory.** Color timing will be the focus of this session.

- **Exhibition.** This session will examine new release formats; the current state of the viewing experience; electronic cinema; world view; and cinema sound.

Technical papers, articles, practical demonstrations and suggestions for panel discussions are currently being accepted. For more information on the technical program, contact Marilyn Waldman, Editorial/Program Coordinator, at

SMPTE Headquarters, 595 W. Hartsdale Ave., White Plains, NY 10607, tel: (914) 761-1100, fax: (914) 761-3115, e-mail: [mwaldman@smpte.org](mailto:mwaldman@smpte.org).

### All-Day Tutorial

Once again, the two-day conference will be preceded by a full-day tutorial entitled "The Nature of Film." Specific topics to be covered include image structure and the resolution of film; mappings of 10-bit log and 12-16 linear data; film gamut and its mapping to electronic media; using LAD and other techniques for transfer control; and practical aspects of working with the lab.

### More Information...

As information becomes available, it will be published both in the *SMPTE Journal* and in *News & Notes*. Make sure you also look to the SMPTE Web site at [www.smpte.org](http://www.smpte.org) for the most up-to-the-minute details.

— Aileen Moroney