

# Axon.

## Redefining aspect ratio conversion

**Expanding the boundaries of aspect ratio conversion.** Here's one aspect of broadcast television to greet with open arms. Optimised aspect ratio conversion with the Axon ARC 2000.

It carries out conversion between 4:3, 16:9 and 14:9 aspect ratios with full 10-bit resolution and up to 20-bit internal processing resolution.

The result is a natural-looking, high-quality image, without the unfortunate ragged leading edges or 'stepped' diagonal lines of inferior solutions. As broadcasting technology advances, it's essential to be able to handle conversion to and from all popular formats, including widescreen, pillarbox, letterbox and panscan. With the ARC 2000, the boundaries have been redefined.

**AXON**  
Digital Design  
THE MARK OF DIGITAL ACHIEVEMENT

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See them and all the other high-flying Axon digital broadcasting solutions on  
**See us at booth #229/231 at SMPTE**

## News

### ATAS Presents Engineering Emmy's to Four Companies

The Academy of Television Arts and Sciences presented four Emmy statuettes this year for engineering accomplishments affecting the transmission, recording, or reception of television content.

Digital Projection International was recognized for the power display projector which produces large screen images with more than 1 billion colors. At the heart of the Power display is the digital micromirror device (DMD) from Tektronix which was also awarded an Emmy. The DMD provides a digital solution to the problems posed by image projection. Comprising a rectangular array of microscopic hinged mirrors, the DMD allows light to be modulated more accurately than using any alternative technology.

Avid Technology, Inc. and Tektronix Inc. were acknowledged for the development of editing systems that allow real-time digital, multistream playback for greater ease and efficiency. Avid's real-time multicamera system provides 4-stream real-time capabilities compared to

the two streams put out by prior systems. A wide range of digital video effects, transitions, and compositing functions are also available.

Tektronix Inc's Lightwork's Pentium-based Heavyworks Multistream editing system was the first to support multicamera material editing in realtime and produce both picture and sound roughcuts "on the fly." The system can operate in multicamera mode offering four resources playing simultaneously in sync. Key features include a rendered effects package with blue screen capability, cropping, resizing and graphics import/export, and realtime effects.

The Tiffen Manufacturing Co. was also presented with an Emmy for the company's overall design and manufacture of state-of-the-art camera lens filters.

Eastman Kodak Co. and Philips Broadcasting Television Systems Co. were awarded the final Emmy statuette for the design and manufacture of the Spirit DataCine.

The Spirit DataCine is designed to provide a bridge for delivering images that preserve subtle nuances in colors, contrast,

and other imaging characteristics that are recorded on the original negative to TV audiences.

The Charles F. Jenkins Lifetime Achievement Award was given to SMPTE Fellow Yves Faroudja for the development of key patents in the arena of NTSC processing, encoding, decoding, enhancement, and noise reduction. Faroudja was instrumental in developing the Sony U-matic and S-VHS and Hi-8 video recorders.

Engineering Emmy Awards are made by the Television Academy's board of governors based on the recommendation of the engineering awards committee.

### Meadows Retires from Quantel

SMPTE member Jeff Meadows has retired from Quantel Ltd. He has served as managing director of the company since 1989. Meadows was also vice-president, engineering and technical services, at NBC network where he was responsible for the planning, development, design, and installation of technical facilities. The 35-year veteran of the television industry is a Fellow of the Royal Television Society and the BKSTS.