

SMPTE Hits the Mark Again

Since its inception, the Society's Annual Technical Conference has provided a total learning experience for the motion imaging community. This year's 140th edition is no exception. As this is the conference issue of the *Journal*, my remarks are focused on that event.

With the implementation of digital television around the corner, the theme of this year's conference is "DTV Reality Check—The First Year." From the expert presenters to the manufacturers and suppliers on the exhibition floor, attendees will have opportunities to collaborate with fellow colleagues in the motion imaging industry, to share insights, innovations, and solutions that will be more proficient, competitive, and creative.

A digital world requires digital equipment. SMPTE's exhibit floor provides the solutions needed for the full range of motion imaging applications. Over 70 large and small companies will feature the latest products and services. This is the place for individuals to experience, view, and purchase current equipment.

Co-chairs Alan J. Masson, Eastman Kodak Co., and Alan A. Hart, Modern VideoFilm, have constructed a four-day program which includes an all-day seminar and ten papers sessions. From acquisition to transmission and management, this year's program provides a comprehensive examination of digital television's progress to date.

All-day Seminar

Given that the first 24 "volunteer" U.S. DTV stations aren't due to go on the air until November 1, "DTV- Proven Solutions" might seem to be jumping the gun by at least four days. Nevertheless, there are already quite a few proven solutions in the world of digital television.

This seminar will discuss solutions to DTV not requiring reinvention of the wheel. It will include, for example, the first public report from the Top Down meetings of the Implementation Subcommittee of the Advanced Television Systems Committee (ATSC), at which program suppliers, broadcasters, and manufacturers of both consumer receivers and professional equipment tried to work out every technical detail of DTV, from the top down, stated Mark Schubin, chair, all day seminar.

Conference Sessions

Experts in the industry will discuss and debate current issues surrounding the reality of digital television. The sessions provide a needed forum for creating solutions to today's technological challenges, enabling a smooth transition to DTV.

The chart below outlines the four-day program.



SESSIONS ARE CONCURRENT		
October 28, 1998	All Day Seminar "DTV - Proven Solutions" Chair: Mark Schubin	
October 29, 1998	AM Image Acquisition Chair: John Sprung Paramount Pictures	Video Compression and Systems Interconnection Chair: Phil Livingston Panasonic
Industry Luncheon		
	PM Transmission & Receiver Technology - Reception Realities Chair: Robert Seidel CBS Television Network	Video Compression and Systems Interconnection Chair: Phil Livingston Panasonic
Welcome Reception		
October 30, 1998	AM Telecine & Digital Electronic Post Co-Chair: Gary Morse Warner Bros. Co Chair: Dave Bancroft Philips/BTS	Sound Post Production & Transmission Chair: Chuck Meyer NVision
Fellows Luncheon		
	PM Film Laboratory and Theatre Technology Chair: Joe Fineman Foto-Kem, Inc.	Servers and Video Data Management Chair: Richard A. Mizer Westport Media Resources
Honors and Awards Reception		
October 31, 1998	AM Electronic Cinema - Progress Report; Movies as Data Chair: Garrett Smith Paramount Pictures	Test and Measurement Co-Chair: Dave Fibush Tektronix Inc. Co-Chair: Neil Neubert JVC