

# 33rd SMPTE Advanced Motion Imaging Conference

Omni Rosen Hotel, Orlando, Fla.  
February 25-27, 1999



The Society's 33rd Advanced Motion Imaging Conference will be held at the Omni Rosen Hotel on February 25-27, 1999. Following the theme "Innovation, Implementation, and Operation, The Challenges of Change" this Orlando, Fla. event is made up of four program sessions headed by Clyde D. Smith, Speer Worldwide Digital. The event will conclude with an all day seminar on Saturday organized by Oliver Peters of Century III Productions at Universal Studios, Florida. David Walters, Snell & Wilcox, Inc., and Albert LeBoeuf, Lockheed Martin, have been appointed General Arrangements co-chairs for the event.

## Technical Program

"Content Acquisition," chaired by Stephen Flanagan, Post Newsweek, and Duane Carter, USA, Inc., will begin conference activities on Thursday morning, October 25. Marcos Obadia, Discovery International, and Mark Rogers, Tektronix Inc. will chair Thursday afternoon's "Content Production and Post-Production" session. Friday's first session is titled "Systems Integration," chaired by Jack Winter, TV-28, and Jim Biggers, Post Newsweek. "Content Distribution," chaired by Doug Lung, Telemundo, and Rick Ackerman, Turner Entertainment, will close out the technical program.

## Seminar Topics

The Seminar, to be held on Saturday, February 27th, is entitled *Systems Interfaces, Networking and Connectivity*. These interfaces and networks form a significant part of the infrastructure necessary to implement a DTV system. A thorough understanding of the rapid developments in these areas is an essential prerequisite to systems design and deployment.

The seminar is organized into three sessions, Systems Interfaces, Local Area Networking and Wide Area

Networking. In the Systems interface session topics scheduled to be covered include DVB-ASI, SMPTE 292, SDTI, 1394 and many others. The local area networking session will cover topics such as Fiber Channel and Gigabit Ethernet.

The Wide Area Networking session will cover satellite and terrestrial connectivity including HDTV distribution via satellite, Terrestrial ATM, etc. The sessions are intended to convey a working knowledge of the business issues as well as the technical issues underlying the selection and the process of using these technologies.

## Technical Program Schedule

### Thursday, Morning February 25th

#### Session: Content Acquisition

Session Chair: *Stephen P. Flanagan, Post Newsweek*

Session Co-Chair: *Duane Carter, USA, Inc.*

The LDK2000 Multistandard Camera and the Evolution to DTV, Jan van Rooy, Philips Digital Video Systems, LoB Cameras, Breda, The Netherlands

Beyond Standard Resolution and HDTV to Handling Film in a Real-Time Non-Linear Fashion — What Does it Take to Make this Happen? Kirk A. Law, Silicon Graphics Computer Systems, Mountain View, Calif.

Digital Film Imaging — The Next Steps, David J. Bancroft, Philips Digital Video Systems, Reading, U.K.

DSNG: Getting the News Feed to the Studio, Barry Hobbs, NDS Americas, Inc., Newport Beach, Calif.

800 MHz-Band OFDM UHF Link, R. Yajima, K. Takizawa, S. Morisawa, S.

Moriyama, K. Tsuchida, T. Izumi, and A. Nakamura, NHK, Tokyo, Japan

A SMPTE-292 HDTV Video Network Access Unit with ATM/OC-48c SONET Transport, Philip Crosby, Tektronix Inc., Beaverton, Oreg.

Japan News Exchange System (JNEX), S. Fukui, S. Shibuya, and S. Harada, Tokyo Broadcasting System, Inc., Tokyo, Japan

### Thursday, Afternoon February 25th

#### Session: Content Production & Post-Production

Session Chair: *Marcos Obadia, Discovery International*

Session Co-Chair: *Mark Rogers, Tektronix, Inc.*

Parallel Processing Solves the DTV Format Conversion Problem, Jed Deame, TeraNex, Inc., Orlando, Fla.

Where's the Fabric?, Seth Haberman, Montage Group, Ltd., New York, N.Y.

The Use of Intranet and Internet Based Tools for Integrating Distributed and Parallel Video Production Processes, Ed McDermid, Avid Technology, Tewksbury, Mass.



Formats Variety and Interoperability — Degradation of Picture Quality and Consequences for Future Networked Television Production, Rheinhard Knoer, IRT, Institut fuer Rundfunktechnik GmbH, Munich, Germany

Editing in the Modern Shared-Storage Environment: Specific Costs, Specific Benefits, Chris J. Stakutis, Mercury Computer Systems, Chelmsford, Mass.

Universal Format Conversion Architecture for Simultaneous Video and Computer-Graphics Scaling for DTV Post-Production Applications, Daniel Zhu and Kevin Stec, Panasonic, Burlington, N.J.

Applying SMPTE Metadata in Software Systems, Oliver Morgan, Avid Technology, Inc., Tewksbury, Mass.

## Friday, Morning February 26th

### Session: *Systems Integration*

Session Chair: *Jack Winter, TV-28*  
Session Co-Chair: *Jim Biggers, Post Newsweek*

Designing and Implementing a Progressive Scan HDTV Editing and Air Switching Facility, Chris Bauer, ABC and John Luff, Synergistic Technologies, Inc., Canonsburg, Pa.

The Emerging Roles of Advanced Motion Imagery in the US Department of Defense, Stephen Long, National Imagery and Mapping Agency, Reston, Va.

The New Storage Paradigm for Multichannel Video Transmission, John Pittas, SeaChange International, Maryland, Mass.

The Growing Needs of Automated Systems for Control and Management, Stephane Savard, Planon Telexpertise, Inc., Montreal, Que., Canada

Issues in Multi-Facility Broadcasting, John Reuter, Odetics Broadcast, Anaheim, Calif.

Interconnectivity in the DTV Era: The Emergence of SDTI, Alain Legault and

Janet Matey, Matrox Video Products Group, Dorval, Que., Canada

HDTV — The Limit of Copper Cable?, Stephen H. Lampen, Belden Wire & Cable Co., Richmond, Ind.

The Connection Guide for HDTV, Fred Della Iacona, Kings Electronics Co., Inc., Rock Hill, S. C.

The Role of Local Storage and Presentation to Enable Data Broadcasts with Cached Interactivity, Craig J. Birkmaier, Pcube Labs, Gainesville, Fla.

## Friday, Afternoon February 26th

### Session: *Content Distribution*

Session Chair: *Doug Lung, Telemundo*  
Session Co-Chair: *Rick Ackerman, Turner Entertainment*

Content Distribution in a Networked World, Al Kovalick and Dawn Moore, Hewlett-Packard Co., Santa Clara, Calif.

NAB IP Over MPEG2, Beth Erez, NDS, Ltd., Jerusalem, Israel

Principles, Benefits, and Applications of Variable Bit Rate Coding for Digital Video Broadcasting, Si Jun Huang, Scientific Atlanta, Inc., Norcross, Ga.

Statistical Multiplexing with Look-Ahead Using MPEG-2 Video Encoding, L. Boroczky, A. Y. Ngai and E. F. Westermann, IBM Research, Digital Video Products Group, Endicott, N.Y.

Seamless Splicing for MPEG-2 Transport Stream Video Servers, C. Ward, C. Pecota, G. Huges and X. Lee, Sarnoff Corp., Princeton, N.J.

TBA, Anthony Magliocco, ECI Telecom, Inc., Los Angeles, Calif.

CDM Terrestrial Broadcasting Based on OFDM, Pheeradej Nanan and Masao Nakagawa, Keio University, Department of Electrical Engineering., Nakagawa Laboratory, Kanagawa, Japan

How Digital Broadcasting and Interactive Technologies are Changing

the Future of Electronic Commerce Over Broadcasting Networks, Gadi Tirosh, NDS, Ltd., Jerusalem, Israel

Protecting Content in the Digital Home, Beth Erez, NDS, Ltd., Jerusalem, Israel

## Advance Registration and Hotel Accommodations

Registering in advance is recommended to save \$100.00 off the on-site fee. The registration form, found on the following page, must be received at Headquarters by January 15, 1999.

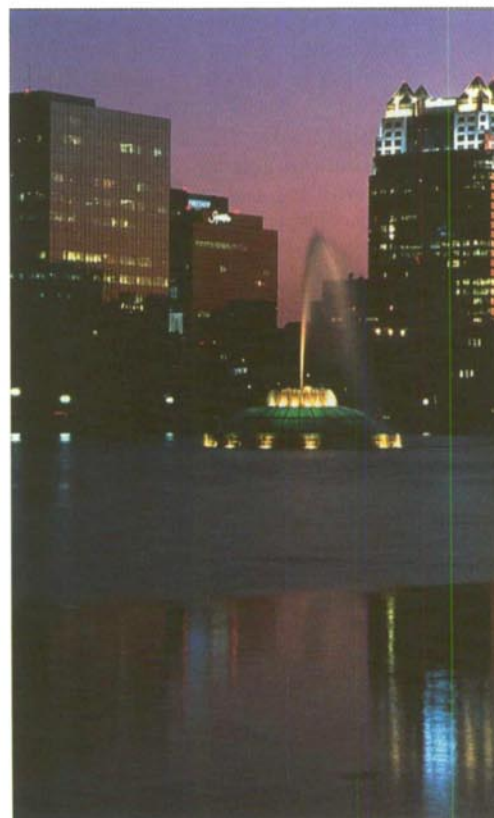
A reservation form for the Omni Rosen Hotel also follows. Send the form directly to the hotel by the deadline shown on the form. Reservations received after the deadline are subject to availability.

## How to Get More Information

Contact the SMPTE meetings department at Headquarters, 595 W. Hartsdale Ave., White Plains, NY 10607; tel.: (914) 761-1100; fax: (914) 761-3115; email: [mktg@smpte.org](mailto:mktg@smpte.org), for the most up-to-date conference information.

Please visit SMPTE's web site, <http://www.smpte.org>, where up-to-the minute conference information is posted.

— Jeff Friedman



# SMPTE REGISTRATION FORM

Early Bird  
Registration  
received  
on or before  
1/22/99

Registration  
received  
after  
1/22/99\*

Please mark registration and tickets desired.

Full Conference - Member	..... \$400	<input type="checkbox"/>	<sup>1</sup>	..... \$500	<input type="checkbox"/>	<sup>2</sup>
Full Conference - Nonmember	..... 600	<input type="checkbox"/>	<sup>3</sup>	..... 700	<input type="checkbox"/>	<sup>4</sup>
Full Conference - Student Member	..... 25	<input type="checkbox"/>	<sup>5</sup>	..... 25	<input type="checkbox"/>	<sup>5</sup>
Full Conference - Student Nonmember	..... 50	<input type="checkbox"/>	<sup>6</sup>	..... 50	<input type="checkbox"/>	<sup>6</sup>
Sessions Only - Member	..... \$250	<input type="checkbox"/>	<sup>9</sup>	..... \$300	<input type="checkbox"/>	<sup>10</sup>
Sessions Only - Nonmember	..... 350	<input type="checkbox"/>	<sup>11</sup>	..... 400	<input type="checkbox"/>	<sup>12</sup>
Sessions Only - Student Member	..... 30	<input type="checkbox"/>	<sup>13</sup>	..... 30	<input type="checkbox"/>	<sup>13</sup>
Sessions Only - Student Nonmember	..... 40	<input type="checkbox"/>	<sup>14</sup>	..... 40	<input type="checkbox"/>	<sup>14</sup>
Seminar Only - Member	..... \$200	<input type="checkbox"/>	<sup>21</sup>	..... \$300	<input type="checkbox"/>	<sup>22</sup>
Seminar Only - Nonmember	..... 400	<input type="checkbox"/>	<sup>23</sup>	..... 500	<input type="checkbox"/>	<sup>24</sup>
Seminar Only - Student Member	..... 30	<input type="checkbox"/>	<sup>25</sup>	..... 30	<input type="checkbox"/>	<sup>25</sup>
Seminar Only - Student Nonmember	..... 40	<input type="checkbox"/>	<sup>26</sup>	..... 40	<input type="checkbox"/>	<sup>26</sup>
Sessions and Seminar Only - Life Member	..... 50	<input type="checkbox"/>	<sup>7</sup>	..... 50	<input type="checkbox"/>	<sup>8</sup>
Sessions and Seminar Only - Life Fellow	..... 50	<input type="checkbox"/>	<sup>7</sup>	..... 50	<input type="checkbox"/>	<sup>8</sup>

### EXTRA TICKETS:

Welcome Reception	..... \$40	<input type="checkbox"/>	<sup>27</sup>	..... \$40	<input type="checkbox"/>	<sup>27</sup>
Industry Luncheon	..... 50	<input type="checkbox"/>	<sup>28</sup>	..... 50	<input type="checkbox"/>	<sup>28</sup>

### ATTENTION NONMEMBERS:

Avoid paying \$200 more than members by joining SMPTE now at \$95 annually, and receive the SMPTE Journal monthly. Check the "New Membership" option below and add \$95 to the "Full Conference Member" rate.

New Membership	..... \$95	<input type="checkbox"/>	<sup>Nm</sup>	..... \$95	<input type="checkbox"/>	<sup>Nm</sup>
Renewal	..... 95	<input type="checkbox"/>	<sup>R</sup>	..... 95	<input type="checkbox"/>	<sup>R</sup>
New Student Membership	..... 25	<input type="checkbox"/>	<sup>Sm</sup>	..... 25	<input type="checkbox"/>	<sup>Sm</sup>

**TOTAL AMOUNT DUE** U. S. Dollars \$ \_\_\_\_\_ \$ \_\_\_\_\_

**\*No registrations will be accepted at headquarters after February 10, 1999. All registrations after that date must be purchased on-site.**

Name of Registrant \_\_\_\_\_

Name as you want it to appear on badge \_\_\_\_\_

Name of person completing this form if not the Registrant \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Country \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_

Tel \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

SMPTE member?  Yes  No Membership Number \_\_\_\_\_

**SPECIAL NEEDS**  Check here if you have a disability and may require special accommodation. We will contact you.

### RETURN FORM TO SMPTE:

**SMPTE**  
**Fax: 914.761-3115**  
**Web Registration: www.smpte.org**  
**Information: 914.761-1100**

**Mail to:**  
 Ilisha Stier, Meetings Coordinator  
 SMPTE  
 595 W. Hartsdale Ave.  
 White Plains, NY 10607-1824

# 33<sup>rd</sup> SMPTE Advanced Motion Imaging Conference

**February 25-27, 1999**

**Omni Rosen Hotel**  
**9840 International Drive**  
**Orlando, Florida**

*Innovation,  
 Implementation  
 and Operation—  
 The Challenges  
 of Change*

**No registrations will be accepted at headquarters after February 10, 1999. All registrations after that date must be purchased on-site.**

### Full Conference Registration:

*Includes all events*

### Sessions Only:

*Includes all events except the Saturday Seminar.*

### Seminar Only:

*Includes admission to the Saturday Seminar only.*

### Life Members and Life Fellows:

*Includes registration for the sessions and seminar only at a reduced rate. Additional tickets are needed for admission to the Welcome Reception and the Industry Luncheon.*

**Registration credentials will be available for pickup on site.**



### Payment Method

- Check enclosed (payable to SMPTE)  
 MC  Visa  AmEx

Account # \_\_\_\_\_

Expiration Date \_\_\_\_\_

Name on card (please print) \_\_\_\_\_

Signature \_\_\_\_\_

*Please use one form for each person.  
 Please print legibly or type.*

### Changes & Cancellations

- Cancellations must be requested in writing and sent to SMPTE via mail or fax.
- A \$50 administrative fee will be incurred on all cancellations.
- No REFUNDS or CANCELLATIONS will be accepted if postmarked after February 10, 1999.



# 33<sup>rd</sup> SMPTE Advanced Motion Imaging Conference

February 25-27, 1999  
Orlando, Florida



## OMNI ROSEN HOTEL

9840 International Drive • Orlando, FL 32819

800.204-7234 tel  
407.354-2183 fax

NOTE: All reservation forms are to be sent directly to the hotel via the above information.

## HOTEL RESERVATION FORM

To make your hotel reservation for the 33<sup>rd</sup> SMPTE Advanced Motion Imaging Conference you may either return this completed form to the Onmi Rosen Hotel via mail or fax, or you may call the hotel directly at 1-800-204-7234. If you are calling the hotel directly, please make sure that you mention SMPTE to assure you receive the group rate.

**All reservations MUST be made by Friday, January 15, 1999.**

(Please print or type)

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

**(ALL RESERVATIONS WILL BE ACCEPTED ON A FIRST COME, FIRST SERVE BASIS)**

### ROOM TYPES AND RATES

(Please check your desired room type)

SINGLE \$ 143.00     DOUBLE \$ 143.00     TRIPLE \$ 163.00     QUAD \$ 183.00     CLUB LEVEL \$ 40.00 additional

There is a \$20.00 charge per night for any extra people staying in the room.

Smoking     Non-smoking

Arrival Date \_\_\_\_\_ Departure Date \_\_\_\_\_

Special Accommodations Requests: \_\_\_\_\_

The Hotel will try to meet all requests, but there is no guarantee.

### PAYMENT INFORMATION

(Please check payment type)

Check (made payable to the Omni Rosen Hotel)

Visa     MasterCard     American Express     Diners Club     Discover

Credit Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_

Name as it appears on card (please print) \_\_\_\_\_

Signature \_\_\_\_\_

The Onmi Rosen requires that all reservations be secured by a deposit equal to one night's room and tax. Any rooms not secured by a deposit will be released on January 15, 1999. *Cancellations must be made 72 hours prior to arrival or your deposit will be forfeited.* Rates do not include Florida sales tax, resort tax or a 1% Orange County Surcharge.

**All reservations MUST be made by Friday, January 15, 1999.**



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