

# The 32nd SMPTE Advanced Motion Imaging Conference Draws Good Numbers Despite Cold Weather

Not even the threat of temperatures below zero could keep an estimated 450 people from attending SMPTE's 32nd Advanced Motion Imaging Conference in Toronto, Canada on February 5-7, 1998. The three-day event, held at the Sheraton Centre Hotel, included four paper sessions featuring nearly 30 papers, a panel discussion, and a well-received day-long seminar.

"Toronto is one of North America's primary media cities and we were pleased to have the opportunity to hold the conference there," said SMPTE President David George, IMMAD Broadcast Services. "Many delegates came from all over the world to explore the recent trends and developments in the area of digital television."

"This year's conference was very successful," added Program Chair Peter Laidlaw, Imagineering Ltd. "The program was designed to provide delegates with an opportunity to learn and explore possibilities in technologies leading us into the DTV world. We organized the program to stimulate the delegates with information, evolve the papers into strategies for implementing the technologies, and then conclude with open discussions of the issues."

## Technical Sessions

This year's technical program was well attended and presented a broad range of papers discussing several topics. Following George's introduction, "Digital Disk Technology," chaired by Jim Morrison, Imagineering Ltd., began the program on Thursday morning. Papers presented included "Bitstreams—Opportunities in Emerging Technologies," *Doug Mielke and Mark Waldrep, StreamWorks*; "The Need for an Abstraction in DVD-Video Authoring Tools," *Greg Wallace and Rainer Brodersen, Spruce Technologies, Inc.*; "The Future of DVD," *Pamela Arthur, Westport Media Resources and Richard Mizer, Nuko Information Systems*; "Proposal for an 8-Channel Digital Audio Transport Standard," *Charles S. Meyer and Birney Dayton, NVision, Inc.*; "The High-Density Digital Optical Disk for Next Generation," *Gordon Stephen, Panasonic*; "User Requirements and Technologies for Automated Storage and Retrieval," *Juergen Heitmann, AV Media Technology*.

Session two on Thursday afternoon was

titled "Video Networking" and chaired by Chris Bell, The Movie Network. The following papers were presented: "Video Networks in a Server Centric Environment," *John Reuter, Philips Broadcast Television Systems Co.*; "540 Mb/s Serial Digital Interface: The Evolution of Studio Interconnect," *Rob Hikes and Eric Frankhauser, Gennum Corp.*; "Networking Non-Linear Editors for Shared Access: Why, How, and How Much?" *Christopher Stakutis, Mercury Computer Systems, Inc.*; "Luminance, Luma, and the Migration to ATV," *Charles Poynton*; "High-Speed Fibre Channel Networks in Post-Production and Broadcast Studios," *Kumar Malavalli, Brocade Communications System, Inc.*; and "Applications of Digital Video: Bandwidth Requirements on Shared Media Servers and Networks," *Ying Ki Kwong, John Cvetko, and Kylo Ginsberg, Tektronix, Inc.*

Friday morning's technical session was named "Strategies for Migrating into a DTV World." Chaired by Costa Babalis, Canadian Broadcasting, Corp., the session featured the following papers: "Client-Side Digital Television Production," *Steve Hartford, Play, Inc.*; "Technical Solutions for Digital Video Networking," *Abel Ferreira, Alex Informatics*; "The Design and Operation of a Disc-Based News Service, from Acquisition to Payout," *James Snelling, The Broadcast Design Group, Ltd.*; "Sxnet: A Practical Approach to Digital Video Networking, A Migration Path to Digital Video Distribution as Applied to the Broadcast News Operation," *H. Takeuchi, D. Tansek, C. Golson, and N. Sato, Sony Electronics, Inc.*; "Flexibility and Choice," *Dave Taylor, Scientific Atlantic Canada, Inc.*; "Destination Digital: Description of the Role of Component Digital Video in the Transition to HDTV," *Don Thompson and Michael Proulx, Leitch Inc.*; and "Upgrading to a Digital Facility with Future HDTV Considerations," *Barry Watts, Tekniche, Inc.*

"Strategies for Migrating into a DTV World," chaired by Lou Montana, NetStar Communications, Inc., concluded the technical sessions on Friday afternoon. Papers presented included "The Introduction of HDTV into Digital Television Networks," *Alois Bock and Gordon Drury, NDS, Ltd.*; "Computer Playback of HDTV Streams,"

*Walt Husak, Advanced Television Technology*; and "A Phased Approach to Implementing DTV," *Mark Magee, DiviCom, Inc.*

"We were very pleased with the substance of the papers from the industry concerning the broad issues of digital disk technology, high-speed networking, and the technologies which help us develop realistic DTV facilities," said Laidlaw.

## Panel Discussion

"The Future of Television" panel discussion moderated by Charles Poynton occupied the Friday afternoon conference slot. Poynton briefly introduced the panel and their programs. Tom McMann, Microsoft, on multimedia; Lou Montana, NetStar Communications, on satellite programming service; Roger Keay, Rogers Communications, on cable television; Terry Snazel, ExpressVu Canada Inc., on DSS service providers; David Hunter, CTV Television Network, on broadcasting; and Kirk Law, SGI, on the computer industry.

## Day-Long Seminar

### "The ATSC Digital Television Standard Explained"

The two successful sessions held on Saturday were attended by an estimated 300 people. The morning session, chaired by Craig Tanner, ATSC, was titled "The ATSC Digital Television Standard Explained." During this session the ATSC and some of its member companies provided information on the major aspects of the ATSC Digital Television Standard which was adopted by the FCC on December 24, 1996. Attendees were provided with explanations of SDTV and HDTV video formats within the standard and its digital surround sound audio system. The design of the multiplexed bit stream and its provisions for including auxiliary data was also discussed.

### "Digital Video Broadcasting Techniques"

The afternoon session chaired by Albert J. Stienstra, Philips, was titled "Digital Video Broadcasting Techniques." This session examined the new criteria that will impact programming quality in a digital video broadcasting environment. The features, benefits, and differences of each

## Papers Session



*SMPTE President David George addressing the audience at the opening of the conference papers sessions.*



*Program Chairman Peter Laidlaw speaking at the opening session.*



*Session Chairman Jim Morrison making an announcement at the beginning of the session on "Digital Disk Technology."*



*The sessions were very well attended as more than 450 people registered for the conference.*



## Panel Discussion

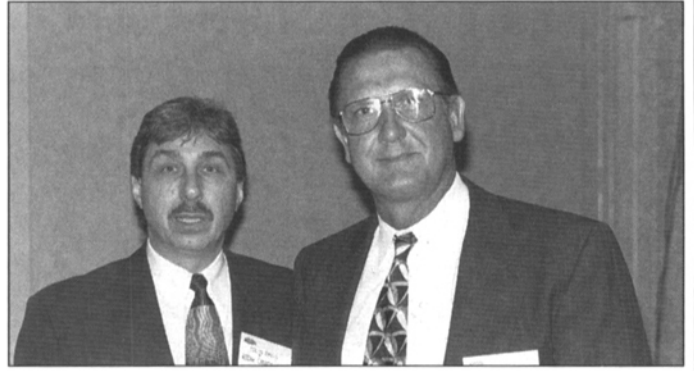


*A panel discussion on "The Future of Television," was held on Friday afternoon, the second day of the technical sessions. Charles Poynton chaired the session and attendance was very strong.*





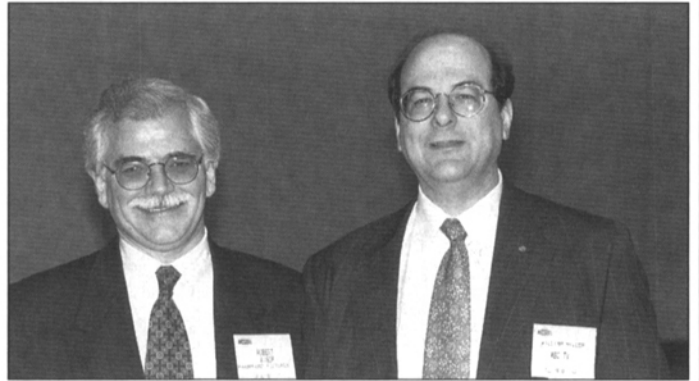
Former President Maurice French (left) and current President David George. Both gentlemen are Toronto residents.



Conference Arrangements Chair Colin Davis (left) and Conference Vice-President John Mason.

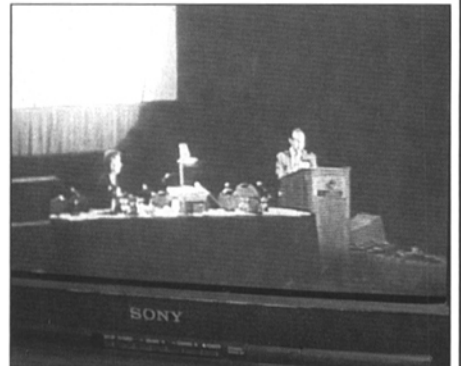
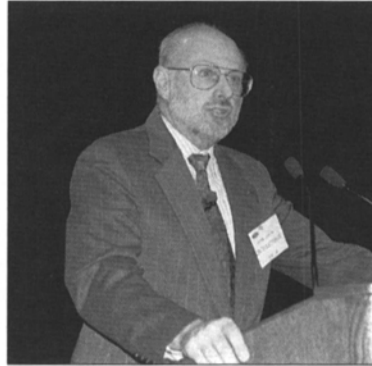


Program Chairman Peter Laidlaw and Sections Vice-President Fung Lam.



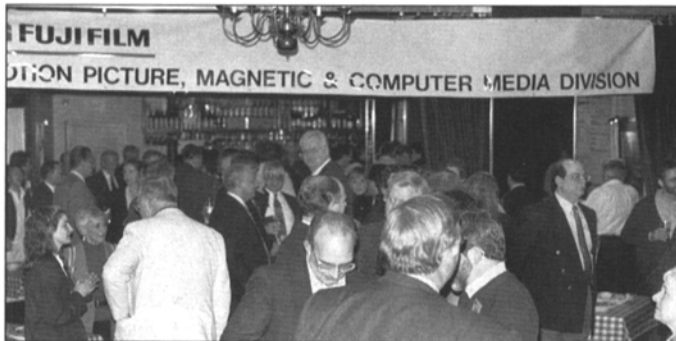
Editorial Vice-President Robert Kisor (left) and Engineering Vice-President William C. Miller.

## Saturday Seminar



The Saturday Day-Long Seminar drew an enthusiastic audience. Among the expert speakers was Wayne Luplow (center photo).

## Welcome Reception



The Second City Comedy club was the venue for the Conference Evening Reception. FUJIFILM sponsored the event which included a comedy show and a pre-show cocktail hour. In the photo, right, President David George warms up the audience prior to the show.

## Lieutenant Governor's Reception



The Hon. Hilary M. Weston, Lieutenant Governor of Ontario, hosted a reception for SMPTE dignitaries in her suite in the Parliament Building, Queens Park. At left, the Hon. Lt. Gov. Hilary M. Weston. Center, David George makes a few remarks at the reception. Fung Lam, who was instrumental in arranging the reception, with the Lieutenant Governor.



(Left) David George with the Hon. Hilary M. Weston. (Center) John Mason, Hilary M. Weston, Robert Kisor, and Thomas Jordan. (Right) Charles Jablonski, one of the several aides de camp who served during the reception, and David George.

## Get-Together Luncheon and Award Winners



A bagpiper leads the procession of SMPTE dignitaries into the Luncheon Ballroom.



Conference Vice-President John Mason.



Guest Speaker John Lowry.



Arrangements Chair Colin Davis.



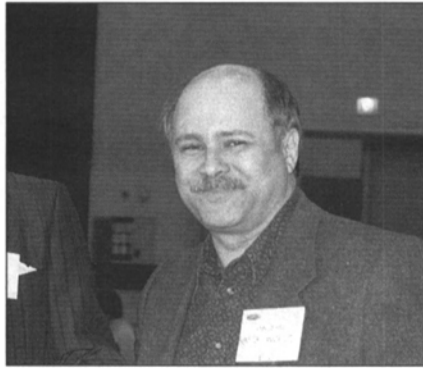
Canadian Governor David Corley introducing the local arrangements committee, each of whom were to receive a plaque of appreciation from the SMPTE.



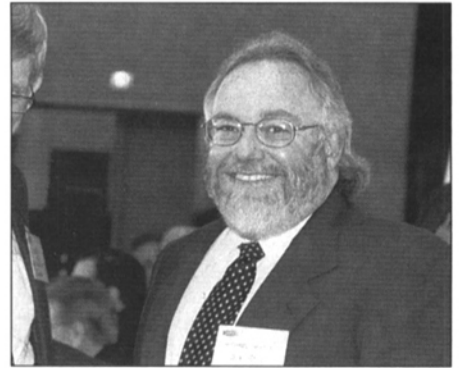
Arrangements Chair Colin Davis accepting his plaque.



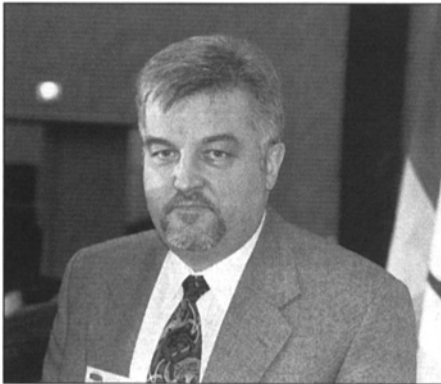
*Paul Norris, Sponsorship Chair.*



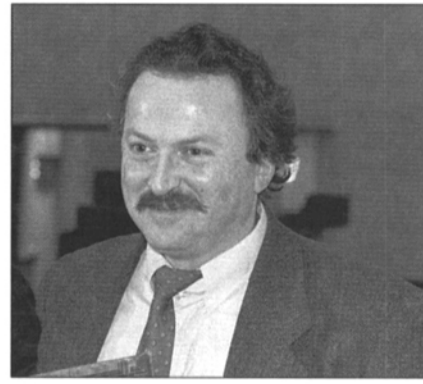
*John Quanz, Audiovisual/Projection Chair.*



*Michael Martin, Membership Chair.*



*Tom Allwood, Reception/Entertainment Chair.*



*Gordon Harris, Opening Films and Tapes Chair.*



*Fred Benedikt, Registration Chair.*



*Brad Fortner, Hospitality/Information Chair.*



*Fung Lam, Sections Vice-President*



*Peter Laidlaw, Program Chair.*



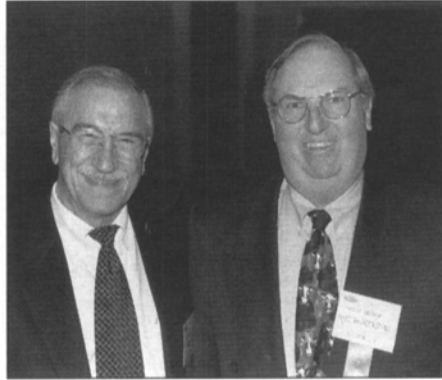
*Arrangements Committee, Bottom Row, left to right, Paul Norris, Fung Lam, Fred Benedikt, Gordon Harris. Top Row, left to right, Tom Allwood, Colin Davis, Michael Martin, Peter Laidlaw, and Brad Fortner.*



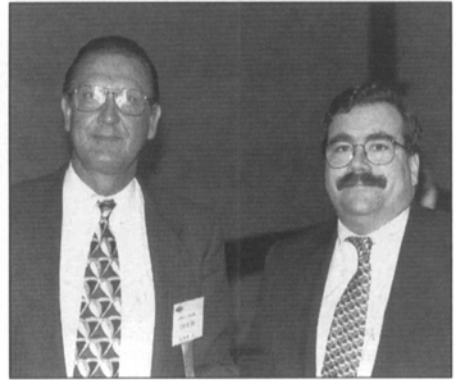
*Former President Maurice French.*



Colin Davis and Peter Laidlaw.



Ed DiGiulio and David George.



John Mason with Charles Jablonski.



Attendees waiting for the session room to open.



SMPTE staffers Linda Alexander (left) and Daureen Matera (center) conducting business at the SMPTE store.

of the delivery systems required to implement digital television were discussed.

Papers were also presented at the afternoon seminar. Topics included "Introduction to DVB: The Global Solution to Digital Broadcasting;" "The DVB Transmission Standard for Satellite, Cable, and Terrestrial TV;" and "The DVB Data Container Concept for Broadcasting to Intermediate."

## Social Events

### Lieutenant Governor's Reception

The Honourable Hilary M. Weston, Lieutenant Governor, representing Queen Elizabeth II for the Province of Ontario, honored the Society by hosting a reception at Queen's Park on Thursday, February 5. Approximately 128 participants including the Executive Committee and their spouses, Past SMPTE Presidents, the Board of Governors, the Conference and SMPTE Toronto Section Committee, and speakers were present for this special event held at the Legislative Building. This marks the second time the Society has been honored with a Royal Reception. Lieutenant Governor Henry Jackman hosted a reception for the 134th SMPTE Technical Conference and Equipment Exhibit in 1992. The Society

thanks Lieutenant Governor Weston for her gracious hospitality.

The traditional SMPTE social events held during the conference provided a networking forum for all attending registrants. The Get-Together Luncheon and Reception took place in the Grand Ballroom of the Sheraton on Thursday, February 5. Guest speaker John Lowry, Dreamcatcher Interactive, Inc., and members of the head table were led into the room by an authentic Scottish bagpiper who opened the luncheon playing "Amazing Grace."

Awards were presented to the local committee in recognition of their work on the conference. Award recipients included Program Chair Peter Laidlaw; General Arrangements Chair Colin Davis; Fred Benedikt, Registration; Tom Allwood, Reception/Entertainment; Paul Norris, Sponsorship; John Quanz, Audiovisual/Projection; Gordon Harris, Opening Films and Tapes; Michael Martin, Membership; and Brad Fortner, Hospitality/Information.

The Evening Reception was held on Friday at the Second City Comedy Club in downtown Toronto. Following the reception, attendees were entertained through comical skits performed by the world famous Comedy Troup.

## Magazine Display

Several popular trade magazines were displayed and made available to conference attendees. In addition to the *SMPTE Journal*, registrants were able pick up copies of *Advanced Imaging*; *Broadcasting and Cable*; *Broadcast Technology and Media Production*; *CBC*; *Computer Graphics World*; *CSC News*; *Digital Magic Magazine*; *Filmcrew Magazine*; *In-Sync*; *Markee*; *Post*; *Private Cable and Wireless Cable*; *Television Broadcast*; *TV Technology*; *Videography*; and *Wireless, Intl.*

## Sponsors

The Society would like to acknowledge and thank the sponsors of the 32nd Advanced Motion Imaging Conference: Astral Tech; Casablanca; Fuji Canada; Deluxe Toronto; Film Effects; Kodak Canada; The Lab in Toronto; Signal Chemical; Sony Canada; Telesat Canada; Thomson Broadcast; and the City of Toronto.

—Jermaine Hall

## Photo Credits

Jeffrey Friedman—Editor/Publisher, *SMPTE Journal*