



OCTOBER 28-31, 1998

140th SMPTE Technical Conference and Exhibit

Pasadena Convention Center
Pasadena, CA

The Society has begun serious preparations for the 140th SMPTE Technical Conference and Exhibit which will be held on October 28-31, 1998 at the Pasadena Convention Center in California.

The west coast event will carry the theme "DTV Reality Check—The First Year." Co-chaired by Alan A. Hart, Modern Videofilm and Alan J. Masson, Eastman Kodak, the conference will showcase an all-day seminar and ten papers sessions over four days.

"The conference focus will be on solutions and defining common ground for both the post-production and broadcast industries in relation to DTV," said Hart.

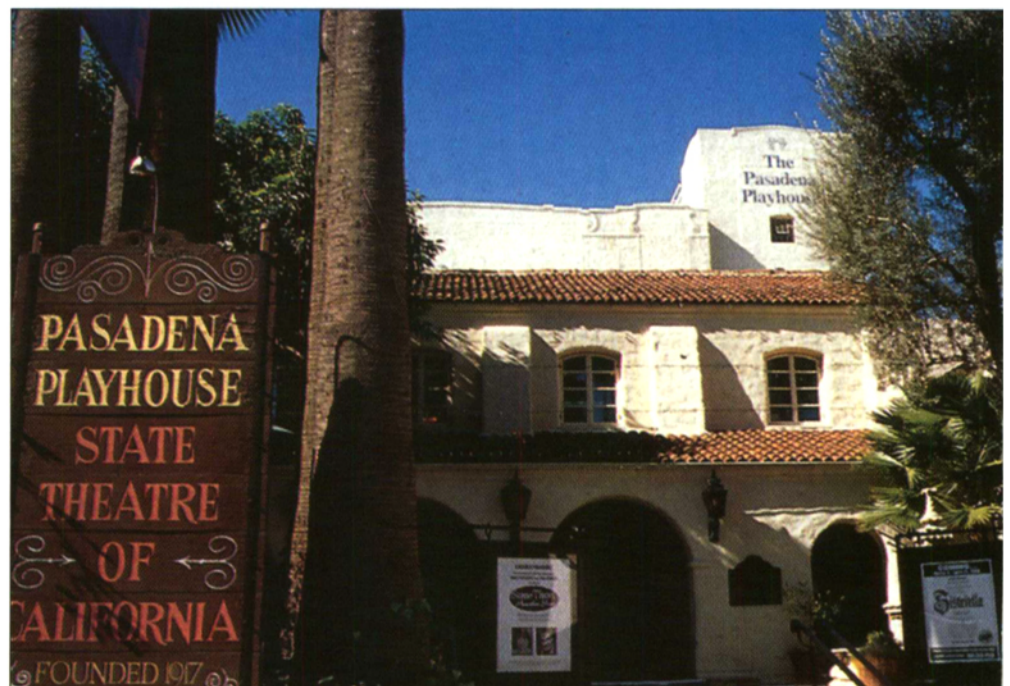
"Conference delegates will have the opportunity to see examples of how film originated material in different formats provides high-quality images in DTV," added Masson.

Chaired by Mark Schubin, Technology Consultant, an all-day seminar titled "DTV—Proven Solutions" will start the activities on Wednesday, October 28. "People hear

the title of the seminar and ask me if this will be SMPTE's shortest event considering almost no one will have a DTV set by October 28," said Schubin. "But there are proven solutions to DTV. Millions of people are already watching digital television via satellite and some have been shooting HDTV for more than a decade. There's a lot to be learned," he said.

The next three days will be occupied by papers presentations from many industry professionals. "Great change brings significant opportunity which the papers will highlight by exploring the technology of film transfer, recording, distribution, transmission, and reception for the DTV reality," said Hart.

Sessions scheduled for Thursday morning, October 29, include "Film Acquisition" chaired by John Sprung, Paramount Pictures, and "Transmission and Receiver Technology-Reception Realities" chaired by Robert Seidel, CBS Network. The two sessions will run concurrently. Friday afternoon's sessions, also running



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concurrently, include “Electronic Acquisitions” chaired by Phil Livingston and “Consumer Digital Disk and Tape Systems” chaired by Jerry A. Pierce, Universal Studios.

The concurrent morning sessions on Friday, October 30, are as follows: “Telecine and Digital Electronic Post” co-chaired by Gary Morse, Warner Bros., and Dave Bancroft, Philips/ BTS, and “Sound Post-Production and Transmission” chaired by Chuck Meyer, NVision. Sessions scheduled for Friday afternoon are “ACVL Lab” tentatively chaired by George Hutchinson, Consolidated Film Industries, and “Servers” chaired by Richard Mizer, Nuko Information Systems. These sessions will also run concurrently.

The conference closes with the following concurrent sessions: “Electronic Cinema—Progress Report: Movies as Data” chaired by Garrett Smith, Paramount Pictures, and “Test and Measurement” chaired by Dave Fibush, TEK.

Alan A. Hart

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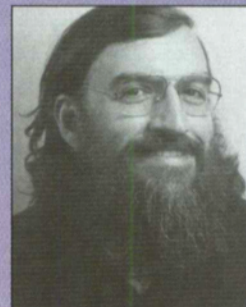


Exhibits

The equipment exhibit will be open to conference attendees from Thursday to Sunday, October 29-31. An incredible 80% of the Pasadena Convention Center’s floor space has already been sold to many of the industry’s top companies. Floor space is still available in 10 x 10 ft, 10 x 20 ft, 20 x 20 ft, and larger sizes. Companies interested in presenting their products at the conference should contact the SMPTE Marketing Department.

**All-day Seminar
Wednesday, October 28.**

“DTV—Proven Solutions”



**Mark Schubin
Seminar Chair**

Social Events

Conference attendees look forward to the traditional social events held by the Society every year, as they provide networking opportunities and a chance to catch up with old friends and meet new ones. The Industry Luncheon is scheduled for Wednesday, October 29. The Fellows Luncheon will be held on Thursday afternoon, October 30, followed by the Honors and Awards Reception in the evening.

Call for Papers

A call for papers has been issued relating to the conference’s DTV theme. Potential authors are asked to keep the previously mentioned session subjects in mind so their papers are consistent with the conference theme. Paper submittals should be sent to Marilyn Waldman, SMPTE Editorial/ Program Coordinator, 595 W. Hartsdale Ave., White Plains, NY 10607, tel: (914) 761-1100, fax: (914) 761-3115. The deadline for submittals is July 1, 1998.

For More Information...

Additional information will be printed in the News and Notes and SMPTE Reports Section of the *Journal* as it becomes available. You can also contact the Marketing Department at mktg@smpte.org. Be sure to log onto SMPTE’s web site for the most up-to-the-minute information (<http://www.smpte.org>).

—Jermaine Hall

