

# 140th SMPTE TECHNICAL CONFERENCE AND EXHIBIT

**Pasadena Convention Center, Pasadena, CA  
October 28-31, 1998**

**N**ear the heart of the movie-making mecca of the world, Pasadena, CA will host the 140th Technical Conference and Exhibit at the Pasadena Convention Center on October 28-31, 1998.

Co-chaired by Alan A. Hart, Modern Videofilm, and Alan J. Masson, Eastman Kodak Co., the event consists of an all-day seminar and ten papers sessions.

With a mandated digital activation deadline of May 1999 by the U.S. Federal Communications Commission (FCC), and a number of broadcasters meeting a voluntary deadline of November 1998, DTV will soon be a reality rather than a theoretical possibility. With this in mind the conference will follow the theme "DTV-Reality Check—The First Year."

According to Hart, the conference focus will involve finding solutions and defining common ground for both the post-production and broadcast industries in relation to DTV.

## All-Day Seminar

The all-day seminar, titled "DTV-Proven Solutions," is scheduled to begin the conference activities. Chaired by Mark Schubin, the title might be perceived as inappropriate as DTV sets, which are scheduled to appear in consumer electronic stores this fall, will be owned by very few people. However, Schubin said there are millions of people already viewing DTV via satellite, and there is a lot to learn.

## Technical Sessions

Three days of paper presentations follow the all-day seminar. Papers presented will explore the technology of film transfer, recording, distribution, transmission, and reception for the DTV reality according to Hart. The following session titles and chairs have been confirmed for the conference.

## October 29

### Thursday Morning

- "Film Acquisition," *John Sprung*, Paramount Pictures
- "Transmission and Receiver Technology Reception Realities," *Robert Seidel*, CBS Television Network, Inc.

### Thursday Afternoon

- "Electronic Acquisition," *Phil Livingston*, Panasonic
- "Consumer Digital Disk and Tape Systems," *Jerry A. Pierce*, Universal Studios

## October 30

### Friday Morning

- "Telecine and Digital Electronic Post," *Gary Morse*, Warner Bros., and *Dave Bancroft*, Philips/BTS
- "Sound Post-Production and Transmission," *Chuck Meyer*, NVision

### Friday Afternoon

- "ACVL Lab," *George Hutchinson*, Consolidated Film Industries
- "Servers," *Richard Mizer*, Nuko Information Systems

## October 31

### Saturday Morning

- "Electronic Cinema—Progress Report: Movies as Data," *Garrett Smith*, Paramount Pictures
- "Test and Measurement," *Dave Fibush*, J.P. Enterprises

If you're interested in presenting a paper related to the previously mentioned topics, send a 500-word synopsis along with your name, company affiliation, address, and phone number to Marilyn Waldman, SMPTE Editorial/Program Coordinator, at SMPTE Headquarters, 595 W. Hartsdale Ave., White Plains, NY 10607, fax: (914) 761-1100, tel: (914) 761-3115, e-mail: [mwaldman@smpte.org](mailto:mwaldman@smpte.org). Author forms are also available online at <http://www.smpte.org>. The deadline for submittals is July 1, 1998.





## Exhibit

With 80% of the convention floor space already sold, this year's equipment exhibition is expected to surpass last year's numbers. Exhibits will be open for display from Thursday, October 29 to Sunday, October 31. Many of the industry's top companies including Philips BTS, Tekniche, Leitch, Quantel, Panasonic, Sony, Axon, Digital Design, Silicon Graphics, and Telemetrics will present their innovative products and services.

If you are interested in joining these elite companies, it's not too late. Floor space is still available in 10 x 10 ft, 10 x 20 ft, 20 x 20 ft, and larger sizes. For more information, contact Steve Antolick by phone (202) 857-1173, fax: (202) 429-5112, or e-mail: [steven\\_antolick@dc.sba.com](mailto:steven_antolick@dc.sba.com).

## Social Events

SMPTE's social gatherings always provide opportunities to reunite with old acquaintances while networking with new ones—this year will be no different. The Industry Luncheon is scheduled for Wednesday, October 29. The Fellows Luncheon will be held on Thursday afternoon, October 30. Thursday evening will be occupied by the Honors and Awards Reception which recognizes individuals who have excelled in the motion imaging industry.

## Housing

This year hotel registration can be made through the Pasadena Convention and Visitors Bureau. Available hotels include Doubletree, Holiday Inn, Pasadena Hilton, and the

Ritz-Carlton, Huntington Hotel. An official housing form will be provided in the July *Journal* which entitles you to conference discount rates upon submittal. Reservations will be assigned with consideration of your expressed hotel preference and date received. Forms must be received no later than September 17, 1998. Forms should be mailed to the Pasadena Convention and Visitors Bureau, Housing Department, 171 S. Los Robles, Pasadena, CA 91101, or faxed to (626) 844-0790. If you do not receive confirmation of your reservation within 30 days, contact the Housing Bureau Coordinator at (626) 795-9311.

## For More Information...

Additional information will be published in the News and Notes and SMPTE Reports Section of the *Journal*. Be sure to also log onto SMPTE's web site for the latest up-to-the minute information.

—Jermaine Hall

