

SMPTE Participates at NAB98

The National Association of Broadcasters held its annual International Convention and Exposition on April 4 to 9, 1998 at the Las Vegas Convention Center. The event was attended by a record breaking 104,805 people. SMPTE was part of the 1,037 companies participating in NAB98, occupying booth 6516 and producing a well-received day-long seminar on Saturday, April 4.

There was a steady flow at the Society's booth throughout the conference. Visitors were able to purchase SMPTE publications as well as BKSTS Wallcharts. The new CD-ROM, ANSI-approved SMPTE Standards, Recommended Practices, and Engineering Guidelines for Television and Motion Pictures, was also exhibited.

"The booth was very functional," said Linda Alexander, SMPTE Marketing Coordinator. "We recorded suggestions on improving the Society and added 40 new members to the organization."

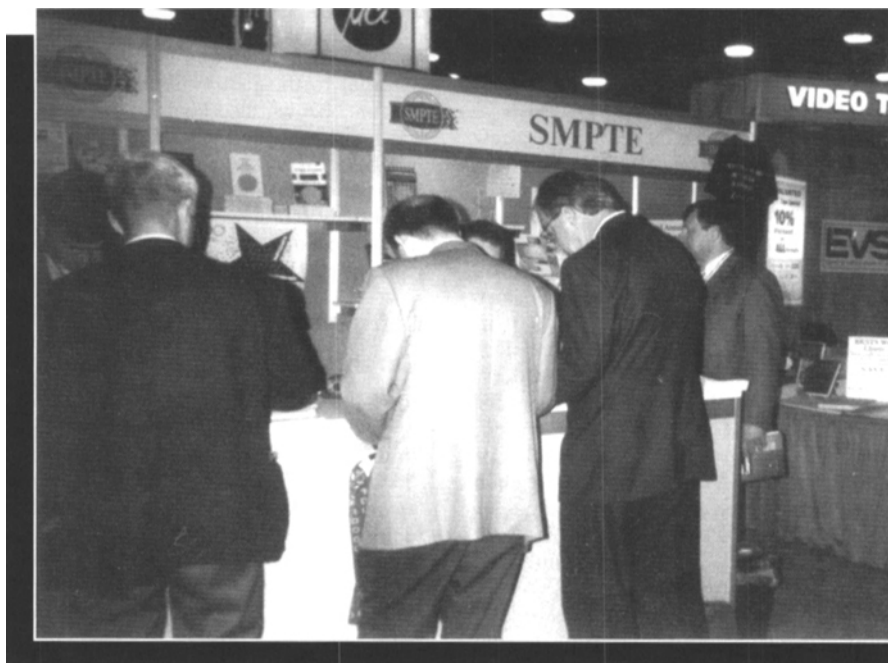
Day-Long Seminar

The day-long seminar, titled "Charting the Course of Television in the Coming Decades: From Rasters to Bit Streams," was chaired by S. Merrill Weiss, Merrill Weiss Group. The seminar, attended by 350 people, consisted of 12 half-hour presentations as well as demonstrations showing some of the first implementations of the technology resulting from television's change from a medium based on the synchronized scanning of images and displays to one based on the exchange of program material as bit streams.

"The day-long seminar was a roaring success as there was standing room only for much of the day," said Weiss. "Anyone who attended went away with an appreciation for how television systems will be built in the future, which starts today."

Weiss began the seminar by presenting an overview of the SMPTE/EBU Joint Task Force Effort, established in September 1996, to look into the future to understand what is required to enable and manage television's change and make the necessary decisions to facilitate the new direction.

Other topics and presenters were:



SMPTE booth at NAB98 Convention.

Compression in Standard Definition Television, *Horst Schachlbauer, IRT/EBU*; Wrappers, *Oliver Morgan, Avid Technology*; Metadata, *Steve Long, National Imagery and Mapping Agency*; A Reference Architecture for Networked Television Systems, *Al Kovalik, Hewlett-Packard*; Networks in Television Systems, *Hans Hoffman, IRT/EBU*; Serial Data Transport Interface (SDTI) Structure and DV Mapping into SDTI, *Johann Safar, Panasonic Broadcast*; MPEG-2 Mapping into SDTI, *Jim Wilkinson, Sony Professional/Europe*; SDTI Chip Sets with MPEG-2 Mapping, *Peter Dare, Sony Corp.*; Compression in High Definition Television, *Bill Miller, ABC Television*; and Systems and Resource Management, *S. Merrill Weiss*.

SMPTE Engineering Director Participates in Digital Satellite Session

Carl V. Girod, Jr., SMPTE Engineering Director, was a member of the panel at the session on "Digital Satellite Compatibility: How to Keep Your Video Looking Good" held on Tuesday, April 8. The session, moderated by Dick Tauber, CNN, focused on achieving lossless digital throughput and the steps necessary to stop generational loss.

Taubner's opening remarks suggested looking into the future to solve digital compatibility problems and coming to some understanding of how to get through the roadblocks, especially in the all-digital age. Although no concrete solutions were established by the panel, attendees were informed that the SMPTE/EBU Task Force is studying the issues in order to help with conversions and will present the findings at the International Broadcasting Conference (IBC) in Amsterdam.

Other panelists included Wes Hanemayer, Vyvx, Inc., Greg Coppa, CBS, and James A. Seaton, Turner Broadcasting System, Inc.

SMPTE Representation

SMPTE staff members who attended NAB98 in addition to Carl V. Girod, Jr., were Executive Director Frederick Motts, Editor/Publisher Jeffrey Friedman, Staff Engineer Mark Hyman, and Marketing Coordinator Linda Alexander.

NAB99

NAB99 will be held at the Las Vegas Convention Center on April 17 to 22, 1999. For more information about the conference, access the NAB web site at <http://www.nab.org/conventions>.

— Jermaine Hall