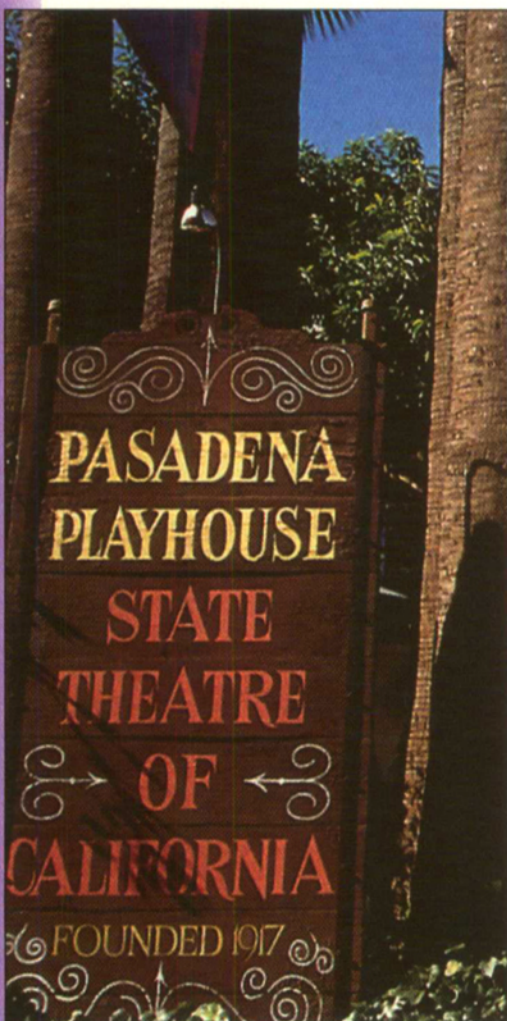




# 140<sup>th</sup> SMPTE Technical Conference and Exhibit

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



Planning for the 140th SMPTE Technical Conference and Exhibit is in motion. Switching to the west coast this year, the event will be held at the Pasadena Convention Center on October 28-31, 1998.

With the implementation of digital television around the corner, the Society has themed this conference "DTV Reality Check—The First Year." Co-chairs Alan J. Masson, Eastman Kodak Co., and Alan A. Hart, Modern Videofilm, have constructed a four-day program which includes an all-day seminar and ten papers sessions.

## All-Day Seminar

Conference activities will begin on Wednesday, October 28 with an all-day seminar titled "DTV—Proven Solutions." Seminar Chair Mark Schubin said that although there will be very few people with digital television sets by October 28, there are still proven solutions to DTV. Millions of people have been watching digital

television via satellite and some have been shooting HDTV for more than a decade according to Schubin.

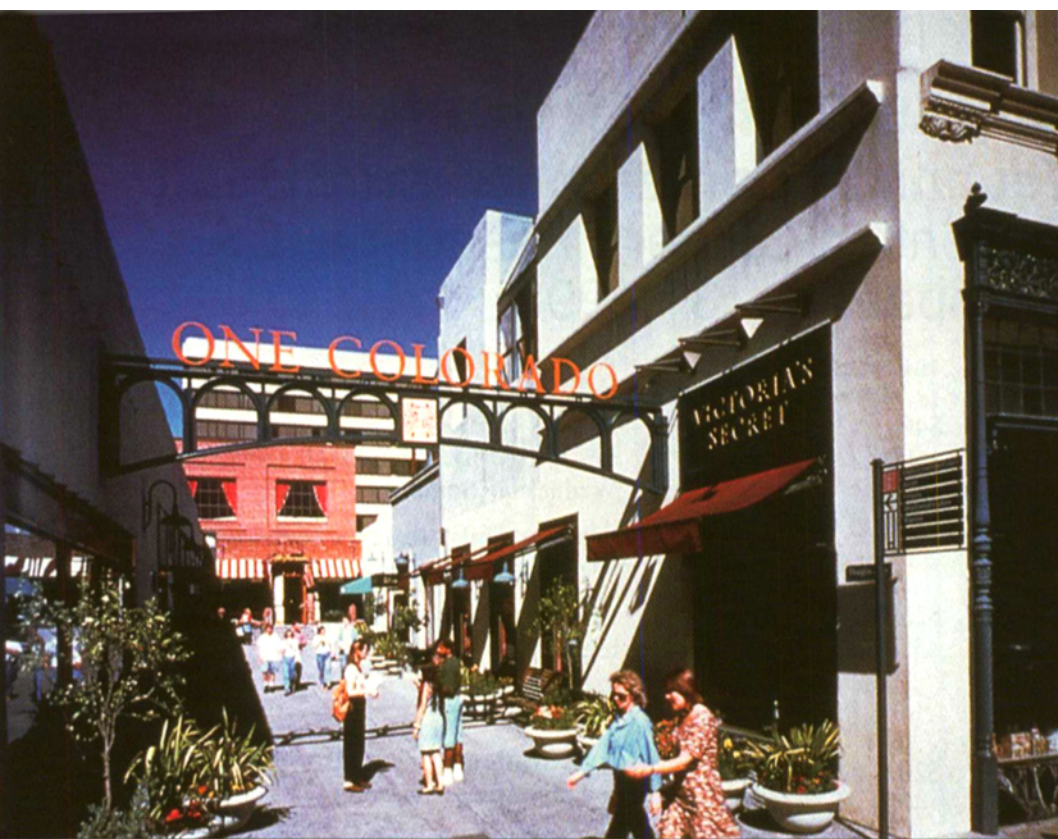
"There is a lot to be learned at this seminar," he said.

## Technical Presentations

Schubin's all-day seminar will be followed by three days of papers presentations set to explore the technology of film transfer, recording, distribution, transmission, and reception for the DTV reality.

Kicking off the technical presentations program on Thursday morning, October 29 will be "Film Acquisition" chaired by *John Sprung*, Paramount Pictures, and "Transmission and Receiver Technology Reception Realities" chaired by *Robert Seidel*, CBS Television Network, Inc.

Thursday afternoon's sessions include "Electronic Acquisition" chaired by *Phil Livingston*, Panasonic, and "Consumer Digital Disk and Tape



Convention and Visitors Bureau. Participating hotels include Doubletree, Holiday Inn, Pasadena Hilton, and the Ritz-Carlton Huntington Hotel. An official housing form is also provided in this month's *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 and 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 Conference information will be published in the News and Notes and SMPTE Reports section of the *Journal* as it becomes available. For the most up-to-the-minute details, log onto SMPTE's web site at <http://www.smpte.org>.

—Jermaine Hall

Systems" chaired by *Jerry A. Pierce*, Universal Studios.

Scheduled for Friday morning, October 30 are "Telecine and Digital Electronic Post" chaired by *Gary Morse*, Warner Bros., and *Dave Bankroft*, Philips/BTS, and "Sound Post Production and Transmission" chaired by *Chuck Meyer*, NVision.

Friday afternoon's presentations include "ACVL Lab" chaired by *George Hutchinson*, Consolidated Film Industries, and "Servers" chaired by *Richard Mizer*, Nuko Information Systems.

"Electronic Cinema—Progress Report: Movies as Data" chaired by *Garrett Smith*, Paramount Pictures, and "Test and Measurement" chaired by *Dave Fibush*, J.P. Enterprise, will close out the papers sessions on Saturday, October 31.

## Equipment Exhibition

Exhibits will be displayed from Thursday October 29 to Saturday October 31. Products and services from many of the industry's top companies will be presented. Companies already confirmed include Philips BTS, Tekniche, Leitch, Quantel, Panasonic, Sony, Axon Digital, Digital Design, and Silicon Graphics. These companies along with several

others have already purchased 80% of the convention floor space.

Are you interested in presenting your products and services in Pasadena? There is still time as floor space is 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 events will provide an informal forum for networking with new acquaintances and reuniting with old friends from the industry. The Industry Luncheon and the Welcome Reception will be held on Thursday, October 29. The Fellows Luncheon will be held on Friday, October 30. The Honors and Awards Reception, recognizing excellence in the motion imaging industry, will be held on Friday evening.

## Registration and Housing

Registrations received by September, 25 1998 will receive a \$200 discount off the full registration price. A registration form is provided in this month's *Journal*. Hotel reservations can be made through the Pasadena

