

# IBC98

September 11-15, 1998

Considered one of the world's leading electronic media events, the 1998 International Broadcast Conference will be held from Friday to Tuesday September 11-15, 1998 at the RAI International Exhibition and Congress Center in Amsterdam.

This conference will examine the latest trends in film, video, television, and computers, while featuring an exhibition which includes nearly 600 exhibits from the industry's marquee companies. According to IBC Chair-man Chris Dalton, technical, management, economic, and craft-skill issues impacting businesses today and in the future will be addressed within the conference.

The conference make-up consists of papers presentations, panel discussions, workshops, and a new briefings segment. SMPTE will participate in the papers presentations and briefings segment.

## Papers

Sixteen papers sessions covering many aspects of the broadcasting industry have been scheduled and potential papers submitted have reached record highs.

Among the 16 sessions are the SMPTE-chaired "Film and Tape—From the Old to the New," which will examine the digital mastering, restoration, and retrieval for tape and film in production and broadcasting. The session will include six papers topics and is scheduled for Saturday morning September 12. The following papers have been confirmed: "Film Basics," *Marian Walrath*, Kodak; "Digital Film Mastering," *W. Huther*, *H. Tjabben*, and *D. Bankroft*, Philips BTS; "From Film Archives to Digital Document Libraries," *C. Glasman*, *E. Nikoulsky*, *V. Lichakov*, and *A. Peregoudov*, St. Petersburg Institute of Cinema & Television; "Restoration of Archived Television Programs for Digital Broadcasting," *M. Weston*, *J. Drewery*, and *R. Prytherch*, BBC Research and Development, *J. H. Chenot*, INA, *P. van Roosmalen*, Delft University, and *A. Kokoram*, Cambridge University; "Videotape Inspection, Cleaning, and Restoration Methods for the Safe Retention and

Retrieval of Television Program Content," *Ed Zwaneveld*, National Film Board of Canada; and "Film for Digital Broadcast, HDTV, and Digital Film Production: A Scanner that Meets All Needs," *Peter R. Swinson*, Cintel International Ltd.

## Briefings

New to IBC, the briefings segment will feature four sessions including the work from the SMPTE/EBU Task Force who have been studying ways to help with television's conversion from analog to digital. Headed by Task Force chairman Horst Schachlbauer, IRT, the team will update delegates with their work on compression, interface standards, and film formats. The Task Force was established to enable and manage 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, and to make the necessary decisions to facilitate the new direction.

This segment will also present "MPEG in the Studio," "Scanning the Horizon—HDTV or Proscan?" and "JAVA—A New Programming Language."

## Panels

With the emergence of the Internet, other new media, and television's migration to the digital era, increased emphasis has been placed on the panel sessions at IBC. Sessions will fall under five panel branches.

The first branch, titled Program Making and Safety, will feature "A New Deal for the Dinosaurs—Islands of Trust?" and "Program Production in the Next Millennium."

Branch two, titled Interactive Television, will include "Client Storage—A Revolution On the Horizon," "Interactive Television—Can Broadcast or Cable Succeed?" "The Push for the Internet—How Much and How Soon" and "Navigating in Style—How to Get the EPG Right."

Under the Digital Television branch falls "Choosing Between the Digital Terrestrial Systems—Technology and Politics," and "On the Threshold of DVB-T."

The fourth and fifth branch, Radio and Production, will include "DAB—What Can Speed Up the Roll-Out," and "Is Tape Dying—And How Long Before it's Gone," respectively.

## Workshops

The workshops program will be broken into three days and cover computers, film, and broadcast. Workshops presented under the computer theme include "Linking Systems and Processes," and "Building and Animating Digital Puppets for Features and Commercials."

The Film segment will present three workshops. They are "Special Effects in Feature Films," "Cinematography," and "Telecine and Scanning."

The broadcast workshop will include a full day of programming focusing on the broadcast production community. Topics have not yet been announced.

## Social Events

The IBC conference also includes many leisure activities and events including the Companions Program which gives participants an opportunity to explore the city of Amsterdam and see many interesting things from Dutch life over four days (Saturday to Monday). This year's program ends royally, as participants will have prime seating along the route of Queen Beatrix's procession to the State Opening of Parliament in the Hague.

SMPTE will hold its customary reception at the La Ronde Restaurant on Friday night at 6 p.m. All Society members are welcome to attend.

The IBC awards ceremony and party will allow conference attendees to catch up with old acquaintances and meet new ones. The 3,000 plus invited guests will be entertained by top international acts.

## For More Information...

For more conference information contact the IBC Office, Savoy Place, London, WC2R 0BL, U.K., tel: +44 171 240 3839, fax: +44 171 240 3724, e-mail: [show@ibc.org.uk](mailto:show@ibc.org.uk), or visit the conference web site at <http://www.ibc.org.uk/ibc/>.

—Jermaine Hall