

140th SMPTE Technical Conference and Exhibit

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

The 140th SMPTE Technical Conference and Exhibit is only two months away. Scheduled to be held at the Pasadena Convention Center on October 28-31, 1998, the event has been themed "DTV Reality Check—The First Year." The four-day conference will be chaired by Alan J. Masson, Eastman Kodak Co., and Alan A. Hart, Modern Videofilm. The program will kick off with an all-day seminar followed by ten paper presentations.

All-Day Seminar

The all-day seminar, titled "DTV—Proven Solutions," will be chaired by Mark Schubin, technology consultant. "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 DTV for more than a decade. There's a lot to be learned."

Technical Presentation

Three days of paper presentations from industry professionals will follow Schubin's DTV seminar. According to Hart, the papers will explore the technology of film transfer, recording, distribution, transmission, and reception for the DTV reality.

Sessions scheduled for Thursday morning, October 29 are "Film Acquisition" chaired by John Sprung, Paramount Pictures, and "Transmission and Receiver Technology

Reception Realities" chaired by Robert Seidel, CBS Television. These two sessions will run concurrently.

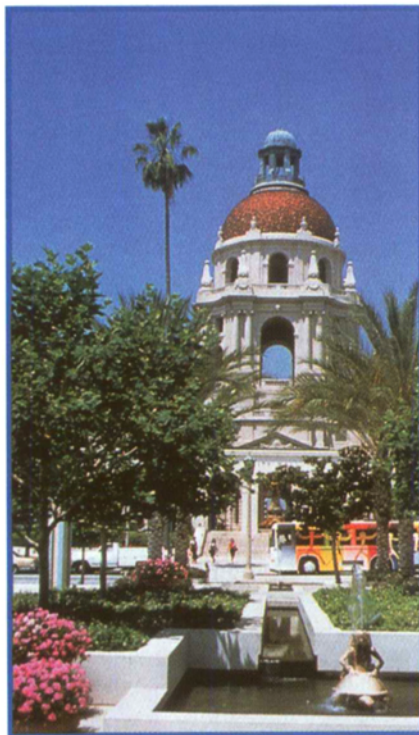
Concurrent sessions scheduled for Thursday afternoon, October 30 are "Electronic Acquisition" chaired by Phil Livingston, Panasonic, and "Consumer Digital Disk and Tape Systems" chaired by Jerry A. Pierce, Universal Studios.

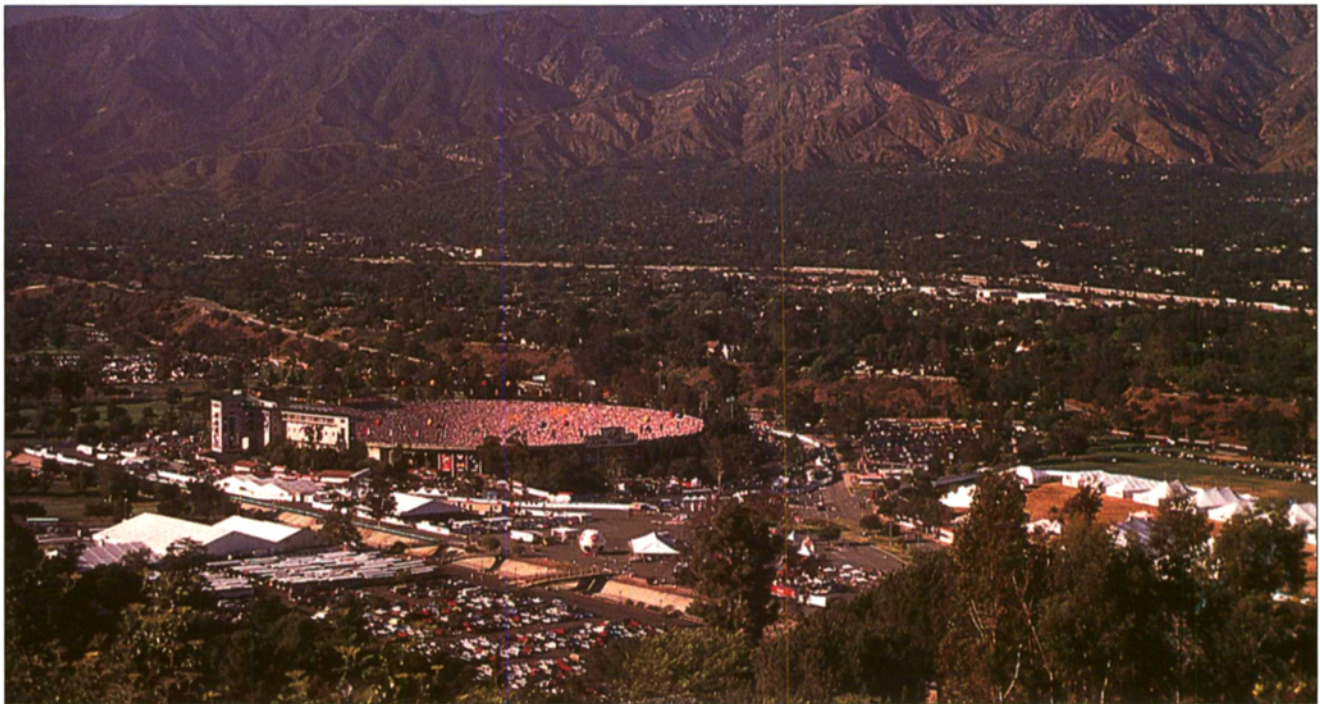
Friday morning's sessions, also running concurrently, include "Telecine and Digital Electronic Post" chaired by Gary Morse, Warner Bros., and Dave Bankroft, Philips/BTS, and "Sound Post-Production and Transmission" chaired by Chuck Meyer, NVision.

Friday afternoon's concurrent sessions are "ACVL Lab" chaired by George Hutchinson, Consolidated Film Industries, and "Servers" chaired by Richard Mizer, Nuko Information Systems.

The sessions will conclude on Saturday morning, October 31 with presentations of "Electronic Cinema—A Progress Report: Movies as Data" chaired by *Garrett Smith*, Paramount Pictures and "Test and Measurement" chaired by *Dave Fibush*, J. P. Enterprises. These sessions are also scheduled to run concurrently.

The following papers have been submitted for conference consideration: "Improvements in Laser Beam Technology for Subtitling on Polyester Prints," *Dimitri Balachoff*, Meuter-Titra Labs; "Video Compression: The Case of the Reluctant Reality," *Charles Hintz*, California State University; "Presenting Widescreen and Standard Services Side by Side: The BBC Experience," *Ian Baker*, BBC; "Open Broadcast Networking," *Chandy Nilakantan* and *Jonathan Claman*, SkyStream; "Living with Video Servers in a Digital Broadcast Facility," *Michael Pustaeri*, Disney Channel; "WRAL-HD DTV Complete Field Testing Report," *Luther H. Ritchie*, WRAL-HD/Capitol Broadcasting Co.; "Adding Hyperlinks to Digital Television," *V. M. Bove*, *J. Dakess*, *S. Agamanolis*, and *E. Chalom*, MIT Media Laboratory; "Laser Projection, Sound Screen and Cyber Cinema—New Ways in Cinema Technologies?" *Christhard Deter*, EMC Dahlquist/EMC Laserdreams, "Contemporary DTV Acquisition—The





Standards, Technologies, and the Creative," *Laurence J. Thorpe*, Sony Electronics Inc.; "Transportation of Video in a Mixed Format Environment," *Brad Medford*, Pacific Bell/SBC; "5.1 Audio—The Final Frontier of DTV," *Joe Fedele*, Fedele & Associates; "Format-Independent Post-Production," *Bob Pank*, Quantel Ltd.; "Equipment and Strategies for Service Quality Monitoring in Digital Television Networks," *J. Baina* and *G. Goudezeune*, TDF; "A DVB-Compliant Electronic Cinema Solution," *W. Ruppel* and *S. Breide*, Deutsche Telekom, and *M. Dutka* and *C. Moldrzyk*, Technical University of Berlin; and "Objective Picture Quality Measurements: Expectations Today and Tomorrow," *David Fibush* and *Mihir Ravel*, Tektronix.

Equipment Exhibition

The equipment exhibit will be open to attendees from Thursday to Saturday, October 29 to 31. Eighty percent of the convention floor space has already been sold to some of the industry's marquee companies. Philips BTS, Tekniche, Leitch, Quantel, Panasonic, Sony, Axon Digital, Digital Design, and Silicon Graphics will be exhibiting.

There is still opportunity to join these elite companies as 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.

Social Events

SMPTE's social events provide attendees with a networking forum as well as an opportunity to reunite with old friends. The Industry Luncheon will be held on Thursday, October 29 this year followed by the Welcome Reception in the evening. Friday's social events include the Fellows Luncheon and the Honors and Awards Reception recognizing excellence in the motion imaging industry.

Registration and Housing

A \$200 discount will be applied to registrations received by September 25, 1998. You can qualify for this discount by filling out the registration form provided in this month's *Journal*. Hotel reservations can be made through the Pasadena

Convention and Visitors Bureau. Participating hotels include Doubletree, Holiday Inn, Pasadena Hilton, and the Ritz-Carlton Huntington Hotel. An official housing form is also included 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 submitted 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...

The *SMPTE Journal* will publish additional information as it becomes available. For the most up-to-the-minute details, log onto the Society's web site. You can also contact SMPTE's Marketing Department at Headquarters, e-mail: lalexander@smpte.org.

—*Jermaine Hall*