

34th SMPTE Advanced Motion Imaging Conference

Fairmont Hotel, San Francisco, CA
February 3-5, 2000

“Bandwidth, Bitrate, and Resolution”

The millennium is quickly approaching and so is the Society's 34th Advanced Motion Imaging Conference, which is only two months away. Scheduled to be held on February 3-5, 2000 at the Fairmont Hotel in San Francisco, CA, the conference, themed “Bandwidth, Bitrate, and Resolution,” will begin on Thursday, February 3, with an all-day audio/video tutorial, providing the basis for topics to be addressed in the technical program, which includes four paper sessions, starting on Friday, February 4.

Program co-chairs Charles Hintz, CSU-Hayward, and Richard Mizer, Digital Ventures Diversified, Inc., along with Editorial Vice-President Robert B. Kisor, Paramount Pictures, are in the process of completing the program, which promises to be extremely enlightening.

All-Day Seminar

Thursday, February 3

Morning Session: Audio Tutorial

Session Chairs: *Ioan Allen* and *Steve Vernon*, Dolby Laboratories

- Nyquist Criterion
- Shannon Theory
- Reed-Solomon Coding Techniques
- Audio Coding and Bandwidth
- AC-3
- Dolby-E

Afternoon Session: Video, Video Compression, and MPEG

Session Chairs: *Wayne McLachlin*, GVG, and *Mark Montello*, Sony

- Analogue Video-101 and 102 for All, *Wayne McLachlin*
- Kicking the MPEG Workhorse: The How, Why, and What of MPEG, *Charles Hintz* and *Wayne McLachlin*
- Video Testing in a DTV World, *Dave Fibush*, Tektronix
- Measuring Return Loss on HDTV Cabling, *Steve Lampen*, Belden Wire & Cable Co.

Technical Program

Friday, February 4

Morning Session: Acquisition

Session Chairs: *Laurence Thorpe*, Sony; and *John Carlson*, Monaco Film Labs

- Reference Objects, *David Corley*, DCS Labs
- HDTV Lens Development, *tba*, Fujinon
- HDTV Camera Signal Processing Considerations, *Tony Delp*, Hitachi
- HD Lens Developments from Panavision, *John Galt*, Panavision
- 24 FpS Progressive-scan HDTV Advantages, *Laurence Thorpe*, Sony
- The Upconversion Option, *Peter Wilson*, Snell & Wilcox

Afternoon Session: Compression/Transmission

Session Chairs: *Robin Wilson*, Divicom; and *Brad Medford*, Pacific Bell

- Audio Synchronization, PTS, DTS, and SMPTE Time Code, *tba*, NVision
- Non-broadcast Delivery—MPEG 4, *tba*, Philips Digital Systems Co.
- Monitoring for Multi-Program DTV, *Michael Waidson*, Tektronix
- Alternate Thinking in HD Encoder Design, *Matthew Goldman*, Divicom
- Delivery Streams, ATSC, 8VSB, *tba*, Zenith

Saturday, February 5

Morning Session: Switching/Storage

Session Chairs: *Rick Reagan* and *Beth Rogozinski*, SGI

- Tapeless Tape at Fox, Ampex, *tba*, National Teleconsultants
- HD Clip Storage Technologies, *Al Kovalic*, Pinnacle Systems
- The HD Still Store Challenge, *tba*, Leitch
- M/E and Switch HD! *Mark Narveson*, GVG
- IEEE-1394, *Michael Tanner*, Omneon Video Networks
- DVD Meets Internet, *Jim Taylor*, Microsoft Corp.

Afternoon Session: **Exhibition**

Session Chairs: *Garrett Smith*, Paramount Pictures; and *Phil Livingston*, Panasonic

- SMPTE Digital Cinema Task Force, *Ioan Allen*, Dolby Laboratories
- Progressive vs. Interlaced Displays, *tba*, Intel
- Hughes/JVC and the D-ILA Technology, *tba*, JVC
- Digital and Home Cinema, *tba*, Panasonic
- Multi-Purpose Mastering Formats from Film, *Gary Demos* and *Allan Peach*, DemoGraFX
- Closing Panel

Schedule at a Glance

Thursday February 3, 2000

8:00 a.m. – 4:00 p.m. All-Day Seminar
5:00 p.m. – 7:00 p.m. Welcome Reception

Friday, February 4, 2000

8:00 a.m. – 12:00 noon. Technical Sessions
12:00 noon – 2:00 p.m. Get-Together Reception and Luncheon
2:30 p.m. – 5:00 p.m. Technical Sessions

Free Evening

Saturday, February 5, 2000

8:00 a.m. – 12:00 noon. Technical Sessions
12:00 noon – 1:00 p.m. Lunch on Own
1:00 p.m. – 5:00 p.m. Technical Sessions

Conclusion of Program

Sponsorships

Companies and/or organizations are encouraged to promote their products and services by sponsoring conference activities. The following options are available:

- Coffee Breaks
- All-Day Seminar
- Welcome Reception
- Conference Final Program
- Get-Together Luncheon

Sponsorships will be sold on a first-come, first-served basis. Contact Ilisha Stier, at Headquarters, for additional information. Her e-mail address is istier@smpte.org.

Registration Information

To register for the Conference, please complete the registration form and return it with your payment to SMPTE headquarters. Mailing instructions are located on the form. You may also register by fax or on the web at www.smpte.org. In order to take advantage of the Early Bird prices, all forms and payments must be received at

Headquarters no later than **January 26, 2000**. No forms will be processed without payment. After January 26, all forms must be brought to the Fairmont Hotel for on-site registration.

Cancellation and Refunds

Should you require a refund for the Conference registration fee prior to the Conference, SMPTE's policy is as follows:

- All cancellations must be made in writing to SMPTE Headquarters
- A \$50 administration fee will be incurred on all transactions
- No refunds or cancellations will be accepted if post-marked after February 1, 2000
- Substitutions are allowed and encouraged

Air Travel Discounts

SMPTE is pleased to announce that it has secured a special discount agreement with United Airlines.

A 5% discount off the lowest applicable fare will be offered only when you or your travel agent call United's toll-free number 1-800-521-4041 and refer to the Meeting ID Number 558HN. A 10% discount off the unrestricted midweek coach fares is available when purchased 7 days in advance. An additional 5% discount will apply when tickets are purchased at least 60 days in advance of the travel date. Discounts apply only on United, Shuttle by United, and United Express. Reservationists are on duty 7 days a week, 7:00 a.m. to 12:00 midnight EST. Book early to take advantage of promotional fares that give you the greatest discount. Mileage Plus members receive full credit for all miles flown to this meeting.

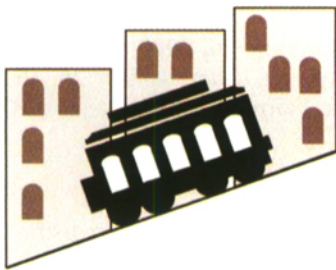
Hotel Information

The conference headquarters will be the Fairmont Hotel, located on Nob Hill in San Francisco. The Fairmont has been a landmark since 1907 and offers unparalleled views of the city and bay. Three cablecars stop at the hotel, which is within walking distance of Union Square, Chinatown, Fisherman's Wharf, and many other popular sites.

To make hotel reservations, please complete the reservation form and return it to the hotel no later than Friday, December 31, 1999. You may also make reservations by calling the Fairmont Hotel directly at (800) 527-4127 or by faxing (415) 772-5013. Remember to mention SMPTE to ensure that you receive the special conference rate. Hotel reservations received after Friday, December 31, 1999 will be accepted on the availability of space and rate.

Additional Information

The *Journal* will publish additional information, as it becomes available. You can also check the website at www.smpte.org.



SMPTE 34th Annual Advanced Motion Imaging Conference

“Bandwidth, Bitrate, and Resolution”

February 3-5, 2000 • Fairmont Hotel • San Francisco, CA
950 Mason Street
San Francisco, CA 94108

Conference Registration Form

Registration Selection:

Please mark the package and tickets desired.

	Early Bird:		
	On or before 1/26/99		After 1/26/99
Full Conference: Member	\$400 <input type="checkbox"/>		\$500 <input type="checkbox"/>
Full Conference: Nonmember	\$600 <input type="checkbox"/>		\$700 <input type="checkbox"/>
Life Member/Life Fellow	\$ 50 <input type="checkbox"/>		
Sessions Only: Member	\$250 <input type="checkbox"/>		\$300 <input type="checkbox"/>
Sessions Only: Nonmember	\$350 <input type="checkbox"/>		\$400 <input type="checkbox"/>
Seminar Only: Member	\$200 <input type="checkbox"/>		\$300 <input type="checkbox"/>
Seminar Only: Nonmember	\$400 <input type="checkbox"/>		\$500 <input type="checkbox"/>
Student Member	\$ 50 <input type="checkbox"/>		
Student Nonmember	\$ 75 <input type="checkbox"/>		
Speaker	\$250 <input type="checkbox"/>		

Extra Tickets:

Welcome Reception	\$ 40 <input type="checkbox"/>	SMPTE Member?
Get-Together Luncheon	\$ 50 <input type="checkbox"/>	Yes _____ No _____
Partners Program	\$150 <input type="checkbox"/>	

Membership Number: _____

Partners Name: _____

Attention Non-Members!

Avoid paying \$200 more than members by joining SMPTE now at \$95 annually, and receive the SMPTE Journal, monthly. Check the “New Member” option below and add \$95 to the “Full Conference Member” rate.

Please check one and complete a membership application:

- New Membership \$95
- Renewal \$95
- New Student Membership \$25

Total Amount Due (U.S. Dollars) \$

Special Needs: Please check here if you have a disability and may require special accommodation. We will contact you.

Payment Method (U.S. Dollars)

Check (payable to SMPTE) MC Visa AmEx

Card # _____ Exp. Date: ____/____/____

Print name as it appears on Card: _____

Signature: _____

Credit Card Billing address Zip Code: _____

Name: _____
of attendee

Name: _____
as you want it to appear on badge

Name: _____
of person completing this form if not the attendee

Company: _____

Title: _____

Address: (company or home) _____

City: _____ State: _____

Zip/Postal Code: _____ Country: _____

Phone: _____

Fax: _____

E-mail: _____

Registration Packages

- **Full Conference Registration:** Includes all sessions, Thursday seminar, tickets for the Welcome Reception and Get-Together Luncheon .
- **Sessions Only:** Includes all sessions, tickets for the Welcome Reception and the Get-Together Luncheon.
- **Seminar Only:** Includes admission to the Thursday Seminar including lunch.
- **Life Members & Life Fellows:** Includes all sessions and the Thursday seminar. Tickets to the Welcome Reception and Get-Together Luncheon are extra.
- **Students:** Includes all sessions, Thursday seminar and tickets for the Welcome Reception and Get-Together Luncheon.
- **Speakers:** Includes all sessions, Thursday seminar, tickets for the Welcome Reception and Get-Together Luncheon.

Changes & Cancellations

- Cancellations must be requested in writing and sent to SMPTE via mail or fax.
- A \$50 administrative fee will be incurred on all cancellations.
- No REFUNDS or CANCELLATIONS will be accepted if postmarked after January 21, 2000

Return Completed Form to SMPTE:

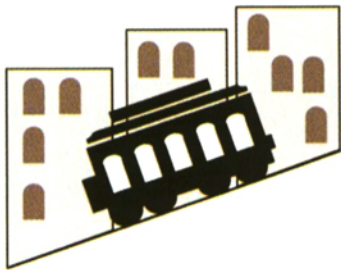
Via fax: (914) 761-3115



or via mail to: 595 West Hartsdale Ave.
White Plains, NY 10607

To register on the web and for the most updated conference information, visit our web site at www.smpte.org.

No Registrations will be accepted at headquarters after January 21, 2000.
All registrations after that date must be purchased on site.



SMPTE 34th Annual Advanced Motion Imaging Conference "Bandwidth, Bitrate, and Resolution"

February 3-5, 2000 • The Fairmont Hotel • San Francisco, CA

Hotel Reservation Form

To make your hotel reservation for the 34th SMPTE Advanced Motion Imaging Conference, you must return this completed form to the Fairmont Hotel via mail or fax, or you may call the hotel directly at 1-800-527-4127. If you are calling the hotel directly, please make sure that you mention SMPTE to assure you receive the SMPTE special rate.

ALL reservations MUST be received by Friday, December 31, 1999.
(Please print or type)

The Fairmont Hotel
950 Mason Street
San Francisco, CA 94108
fax: 415-772-5013
phone: 415-772-5000

Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____ Country: _____

Phone: _____ Fax: _____

(All reservations will be accepted on a first come, first served basis.)

Room Types and Rates

(Please check your desired room type)

Main Building Standard	<input type="checkbox"/> Single \$200.00	<input type="checkbox"/> Double \$220.00
Main Building Deluxe	<input type="checkbox"/> Single \$225.00	<input type="checkbox"/> Double \$245.00
Tower Skyline View	<input type="checkbox"/> Single \$245.00	<input type="checkbox"/> Double \$265.00
Tower Bay View	<input type="checkbox"/> Single \$295.00	<input type="checkbox"/> Double \$315.00
	<input type="checkbox"/> Smoking	<input type="checkbox"/> Non Smoking

Additional persons: \$30 per room per night. Maximum 3 persons in a room.
Arrival Time: 3:00 p.m. Departure Time: 1:00 p.m.

Arrival Date: _____

Departure Date: _____

Special Accommodations Requests: _____

The hotel will try to meet all requests, but there is no guarantee.

Payment Information

(Please check payment type)

* All reservations not guaranteed by a credit card or a one-night deposit are subject to cancellation.

- Check (made payable to the Fairmont Hotel)
- Visa Mastercard
 American Express Diners Club
 Discover Carte Blanc

Credit Card Number: _____

Expiration Date: ____ / ____

Print name as it appears on the card: _____

Signature: _____

The San Francisco Fairmont Hotel requires that all reservations be accompanied by one night's deposit.



ALL RESERVATIONS AND DEPOSITS MUST BE RECEIVED BY FRIDAY, DECEMBER 31, 1999

Reservations received after this date will be accepted on a space and rate availability only.

If the rate requested is not available, the next available rate will be confirmed.