



33rd SMPTE Advanced Motion Imaging Conference

Omni Rosen Hotel, Orlando, Fla.
February 25-27, 1999



The Society's 33rd Advanced Motion Imaging Conference will be held at the Omni Rosen Hotel on February 25-27, 1999. Following the theme "Innovation, Implementation, and Operations—The Challenges of Change" this Orlando, Fla. event is made up of four program sessions headed by Clyde D. Smith, Speer Worldwide Digital. The conference will conclude with an all-day seminar, entitled Systems, Interfaces, Networking, and Connectivity, on Saturday, organized by Oliver Peters, Century III Productions, at Universal Studios, Fla. David Walters, Snell & Wilcox, Inc., and Albert LeBoeuf, Lockheed Martin, have been appointed General Arrangements co-chairs for the event.

Technical Program

Thursday, Morning— 8:00 a.m February 25th

Session: Content Acquisition

Session Chair: Stephen P. Flanagan, Post Newsweek
Session Co-Chair: Duane Carter, USA, Inc.

The LDK2000 Multistandard Camera and the Evolution to DTV, Jan van Rooy, Philips Digital Video Systems, LoB Cameras, Breda, The Netherlands

Beyond Standard Resolution and HDTV to Handing Film in a Real-Time Non-Linear Fashion—What Does it Take to Make this Happen, Kirk A. Law, Silicon Graphics Computer Systems, Mountain View, Calif.

Digital Film Imaging—The Next Steps, David J. Bancroft, Philips Digital Video Systems, Reading, U.K.

DSNG: Getting the News Feed to the Studio, Barry Hobbs, NDS Americas, Inc., Newport Beach, Calif.

800 MHz-Band OFDM UHF Link, R. Yajima, K. Takizawa, S. Morisawa, S. Moriyama, K. Tsuchida, T. Izumi, and A. Nakamura, NHK, Tokyo, Japan

A SMPTE-292 HDTV Video Network Access Unit with ATM/OC-48c SONET Transport, Philip Crosby, Tektronix, Beaverton, Oreg.

Japan News Exchange System, S. Fukui, S. Shibuya, and S. Harada, Tokyo Broadcasting System, Inc., Tokyo, Japan

Thursday, Afternoon— 2:00 p.m February 25th

Session: Content Production & Post-Production

Session Chair: Marcos Obadia, Discovery International
Session Co-Chair: Mark Rogers, Tektronix, Inc.

Parallel Processing Solves the DTV Format Conversion Problem, Jed Deame, TeraNex, Inc., Orlando, Fla.

Where's the Fabric? Seth Haberman, Montage Group, Ltd., New York, N.Y.

The Use of Intranet and Internet Based Tools for Integrating Distributed and Parallel Video Production Processes, Ed McDermid, Avid Technology, Tewksbury, Mass.

Compression Formats Variety and Interoperability—Picture Quality and Consequences for Future Networked Television Production, Rheinhard Knoer, IRT, Institut fuer Rundfunktechnik GmbH, Munich, Germany

Video Editing in the Modern Shared-Storage Environment: Specific Costs, Specific Benefits, and History, Chris J. Stakutis, Mercury Computer Systems, Chelmsford, Mass.

A Universal Format Conversion Architecture for Simultaneous Video and Computer Generated Imagery Scaling, Daniel Zhu and Kevin Stec, Panasonic, AVC American Laboratories, Burlington, N.J.

Applying SMPTE Metadata in Software Systems, Oliver Morgan, Avid Technology, Inc., Tewksbury, Mass.

Friday, Morning— 8:00 a.m February 26th

Session: Systems Integration

Session Chair: Jack Winter, TV-28
Session Co-Chair: Jim Biggers, Post Newsweek

Designing and Implementing a Progressive Scan HDTV Editing and Air Switching Facility, Chris Bauer, ABC, and John Luff, Synergistic Technologies, Inc., Canonsburg, Pa.

The Emerging Roles of Advanced Motion Imagery in the US Department of Defense, Stephen Long, National Imagery and Mapping Agency, Reston, Va.

The New Storage Paradigm for Multichannel Video Transmission, John Pittas, SeaChange International, Maynard, Mass.

The Growing Needs of Automated Systems for Control and Management, Stephane Savard, Planon Telexpertise, Inc., Montreal, Que., Canada

Issues in Multi-Facility Broadcasting, John Reuter, Odetics Broadcast, Anaheim, Calif.

Interconnectivity in the DTV Era: The Emergence of SDTI, Alain Legault and Janet Matey, Matrox Video Products Group, Dorval, Que., Canada

HDTV—The Limit of Copper Cable? Stephen H. Lampen, Belden Wire & Cable Co., Richmond, Ind.

The Connection Guide for HDTV, Fred Della Iacona, Kings Electronics Co., Inc., Rock Hill, S. C.

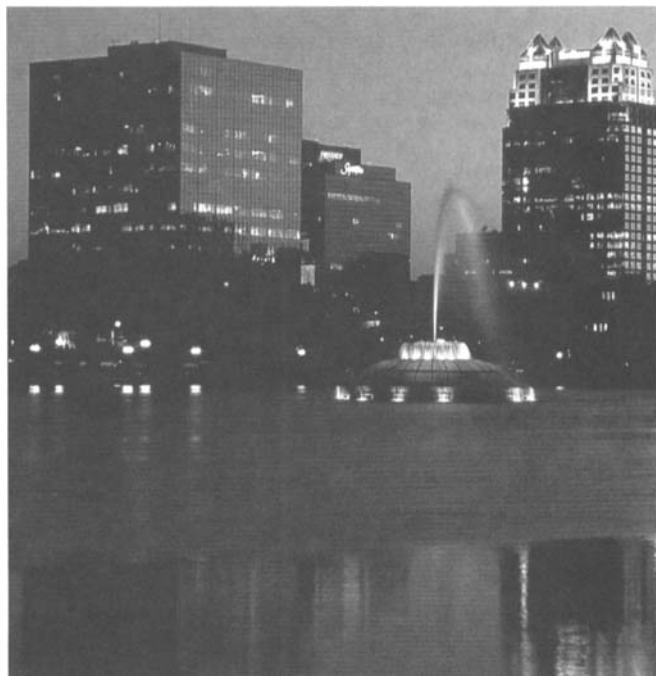
The Role of Local Storage and Presentation to Enable Data Broadcasts with Cached Interactivity, Craig J. Birkmaier, Pcube Labs, Gainesville, Fla.

Friday, Afternoon—1:30 p.m. February 26th

Session: Content Distribution

Session Chair: Doug Lung, Telemundo

Session Co-Chair: Rick Ackermans, Turner Entertainment



SMPTE Journal, February 1999

Content Distribution in a Networked World, Al Kovalick and Dawn Moore, Hewlett-Packard Co., Santa Clara, Calif.

NAB IP Over MPEG2, Beth Erez, NDS Ltd., Jerusalem, Israel

Principles, Benefits, and Applications of Variable Bit Rate Coding for Digital Video Broadcasting, Si Jun Huang, Scientific Atlanta, Inc., Norcross, Ga.

Statistical Multiplexing with Look-Ahead Using MPEG-2 Video Encoding, L. Boroczky, A. Y. Ngai and E. F. Westermann, IBM Research, Digital Video Products Group, Endicott, N.Y.

Seamless Splicing for MPEG-2 Transport Stream Video Servers, C. Ward, C. Pecota, G. Hughes, and X. Lee, Sarnoff Corp., Princeton, N.J.

The Public Network, Making it Work for Digital Video and Entertainment Production, Anthony Magliocco, ECI Telecom, Inc., Los Angeles, Calif.; and Keith B. Nesson, FSC End2End Inc., Mountain View, Calif.

CDM Terrestrial Broadcasting Based on OFDM, Pheeradej Nanan and Masao Nakagawa, Keio University, Department of Electrical Engineering, Nakagawa Laboratory, Kanagawa, Japan

How Digital Broadcasting and Interactive Technologies are Changing the Future of Electronic Commerce Over Broadcasting Networks, Gadi Tirosh, NDS, Ltd., Jerusalem, Israel

Protecting Content in the Digital Home, Beth Erez, NDS Ltd., Jerusalem, Israel

All-Day Seminar

Saturday, February 27th

All-Day Seminar: "Systems Interfaces, Networking, and Connectivity"

Session Chair: Oliver Peters, Century III Productions at Universal Studios, Fla.

Introduction

The Seminar is entitled Systems Interfaces, Networking, and Connectivity. These interfaces and networks form a significant part of the infrastructure necessary to implement a DTV system. A thorough understanding of the rapid developments in these areas is an essential prerequisite to systems design and deployment. The seminar will cover three general areas: systems interfaces, local area networks, and wide area networks.

In the Systems Interface session, topics scheduled to be covered include SMPTE 292, SDTI, 1394, and many others. The Local Area Networking session will cover topics such as Fibre Channel and Gigabit Ethernet. The Wide Area Networking session will cover satellite and terrestrial connectivity, including HDTV distribution via satellite,

terrestrial ATM, etc. The sessions are intended to convey a working knowledge of the business issues as well as technical issues underlying the selection and the process of using these technologies.

Seminar Schedule

8:15 a.m.

Films/Credits

8:30 a.m.

Oliver Peters, Century III
Seminar Introduction.

8:35 a.m.

Craig Birkmaier, P-Cube Labs and Videography Magazine
Overview of various technologies.

9:00 a.m.

Hans Hoffmann, Institut fuer Rundfunktechnik
The user's perspective on future network options for TV studios.

9:40 a.m.

Peter Dare, Sony
SDTI

10:20 a.m.

Morning coffee break

10:30 a.m.

Birney Dayton, NVISION
Video signal distribution using 1.5-Gigabit routing technologies.

11:10 a.m.

Peter Owen, Director, Quantel, Ltd.
Quantel's approach using Gigabit Ethernet networking technology.

11:50 a.m.

Short Question and Answer segment for the morning's speakers

12:00 noon

Box lunch

12:30 p.m.

Films/Credits

12:45 p.m.

Oliver Peters, Century III
Afternoon sessions introduction.

12:50 p.m.

Ed Hobson, VP, Omneon Video Networks
IEEE-1394 as a solution for speed and flexibility in the transport, manipulation, and storage of program material.

1:30 p.m.

Howie Chin, Chief Strategy Officer, Gadzoox Networks
Fibre Channel based storage area networks (SAN) as solutions for network connectivity and as a link to ATM, SONET, etc.

2:10 p.m.

Rich Bauarschi, Director of Marketing, Synctrix
Review of the implementation of fiber optics for video transmission and contrast with Asynchronous Transfer Mode (ATM).

2:50 p.m.

Afternoon coffee break

3:05 p.m.

Mark Weigel, Director, Broadcast Products, EF Data
Satellite technologies for connectivity in digital satellite newsgathering (DSNG), including the use of satellite modems as an interface between the digital stream and the RF environment.

3:45 p.m.

Anthony Magliocco, Director of Marketing and Sales, ECI Telecom
LAN and WAN technology, network choices for broadband communications, and requirements for real-time communication and high-speed data transport.

4:25 p.m.

Short Question and Answer segment for the afternoon's speakers

4:40 p.m.

Panel Discussion—Systems Interfaces for the User
Participation by all speakers, moderated by Robert Kisor, Paramount.

5:30 p.m.

Credits/End

How to Get More Information

Contact the SMPTE conference department at Headquarters, 595 W. Hartsdale Ave., White Plains, NY 10607; tel.: (914) 761-1100; fax: (914) 761-3115; email: mktg@smpte.org. for the most up-to-date conference information.

Please visit SMPTE's web site, <http://www.smpte.org>, where up-to-the minute conference information is posted.

SMPTE REGISTRATION FORM

Early Bird
Registration
received
on or before
1/22/99

Registration
received
after
1/22/99*

Please mark registration and tickets desired.

Full Conference - Member	\$400	<input type="checkbox"/>	¹	..	\$500	<input type="checkbox"/>	²
Full Conference - Nonmember	600	<input type="checkbox"/>	³	..	700	<input type="checkbox"/>	⁴
Full Conference - Student Member	25	<input type="checkbox"/>	⁵	..	25	<input type="checkbox"/>	⁵
Full Conference - Student Nonmember	50	<input type="checkbox"/>	⁶	..	50	<input type="checkbox"/>	⁶
Sessions Only - Member	\$250	<input type="checkbox"/>	⁹	..	\$300	<input type="checkbox"/>	¹⁰
Sessions Only - Nonmember	350	<input type="checkbox"/>	¹¹	..	400	<input type="checkbox"/>	¹²
Sessions Only - Student Member	30	<input type="checkbox"/>	¹³	..	30	<input type="checkbox"/>	¹³
Sessions Only - Student Nonmember	40	<input type="checkbox"/>	¹⁴	..	40	<input type="checkbox"/>	¹⁴
Seminar Only - Member	\$200	<input type="checkbox"/>	²¹	..	\$300	<input type="checkbox"/>	²²
Seminar Only - Nonmember	400	<input type="checkbox"/>	²³	..	500	<input type="checkbox"/>	²⁴
Seminar Only - Student Member	30	<input type="checkbox"/>	²⁵	..	30	<input type="checkbox"/>	²⁵
Seminar Only - Student Nonmember	40	<input type="checkbox"/>	²⁶	..	40	<input type="checkbox"/>	²⁶
Sessions and Seminar Only - Life Member	50	<input type="checkbox"/>	⁷	..	50	<input type="checkbox"/>	⁸
Sessions and Seminar Only - Life Fellow	50	<input type="checkbox"/>	⁷	..	50	<input type="checkbox"/>	⁸

EXTRA TICKETS:

Welcome Reception	\$40	<input type="checkbox"/>	²⁷	..	\$40	<input type="checkbox"/>	²⁷
Industry Luncheon	50	<input type="checkbox"/>	²⁸	..	50	<input type="checkbox"/>	²⁸

ATTENTION NONMEMBERS:

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

New Membership	\$95	<input type="checkbox"/>	^{Nm}	..	\$95	<input type="checkbox"/>	^{Nm}
Renewal	95	<input type="checkbox"/>	^R	..	95	<input type="checkbox"/>	^R
New Student Membership	25	<input type="checkbox"/>	Sm	..	25	<input type="checkbox"/>	Sm

TOTAL AMOUNT DUE U. S. Dollars \$ _____ \$ _____

***No registrations will be accepted at headquarters after February 10, 1999. All registrations after that date must be purchased on-site.**

Name of Registrant _____

Name as you want it to appear on badge _____

Name of person completing this form if not the Registrant _____

Company _____

Address _____

City _____ State _____

Country _____ Zip/Postal Code _____

Tel _____ Fax _____

E-mail _____

SMPTE member? Yes No Membership Number _____

SPECIAL NEEDS Check here if you have a disability and may require special accommodation. We will contact you.

RETURN FORM TO SMPTE:

SMPTE
Fax: 914.761-3115
Web Registration: www.smpte.org
Information: 914.761-1100

Mail to:
 Ilisha Stier, Meetings Coordinator
 SMPTE
 595 W. Hartsdale Ave.
 White Plains, NY 10607-1824

33rd SMPTE Advanced Motion Imaging Conference

February 25-27, 1999

**Omni Rosen Hotel
9840 International Drive
Orlando, Florida**

*Innovation,
Implementation
and Operation—
The Challenges
of Change*

No registrations will be accepted at headquarters after February 10, 1999. All registrations after that date must be purchased on-site.

Full Conference Registration:

Includes all events

Sessions Only:

Includes all events except the Saturday Seminar.

Seminar Only:

Includes admission to the Saturday Seminar only.

Life Members and Life Fellows:

Includes registration for the sessions and seminar only at a reduced rate. Additional tickets are needed for admission to the Welcome Reception and the Industry Luncheon.

Registration credentials will be available for pickup on site.

Payment Method

- Check enclosed (payable to SMPTE)
- MC Visa AmEx

Account # _____

Expiration Date _____

Name on card (please print) _____

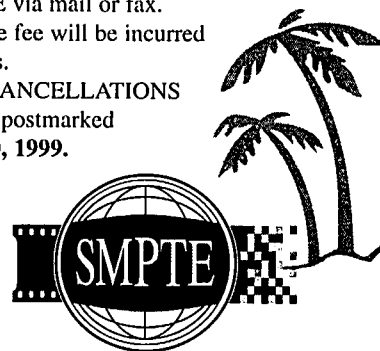
Signature _____

Please use one form for each person.

Please print legibly or type.

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 February 10, 1999.



33rd SMPTE Advanced Motion Imaging Conference

February 25-27, 1999
Orlando, Florida



OMNI ROSEN HOTEL

9840 International Drive • Orlando, FL 32819

800.204-7234 tel

407.354-2183 fax

NOTE: All reservation forms are to be sent directly to the hotel via the above information.

HOTEL RESERVATION FORM

To make your hotel reservation for the 33rd SMPTE Advanced Motion Imaging Conference you may either return this completed form to the Onmi Rosen Hotel via mail or fax, or you may call the hotel directly at 1-800-204-7234. If you are calling the hotel directly, please make sure that you mention SMPTE to assure you receive the group rate.

(Please print or type)

Name _____

Company _____

Address _____

City _____ State _____ Zip _____ Country _____

Phone _____ Fax _____

(ALL RESERVATIONS WILL BE ACCEPTED ON A FIRST COME, FIRST SERVE BASIS)

ROOM TYPES AND RATES

(Please check your desired room type)

- | | | | | |
|--|--|--|--|--|
| <input type="checkbox"/> SINGLE
\$ 143.00 | <input type="checkbox"/> DOUBLE
\$ 143.00 | <input type="checkbox"/> TRIPLE
\$ 163.00 | <input type="checkbox"/> QUAD
\$ 183.00 | <input type="checkbox"/> CLUB LEVEL
\$ 40.00 additional |
|--|--|--|--|--|

There is a \$20.00 charge per night for any extra people staying in the room.

- Smoking Non-smoking

Arrival Date _____ Departure Date _____

Special Accomodations Requests: _____

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

PAYMENT INFORMATION

(Please check payment type)

- Check (made payable to the Omni Rosen Hotel)
 Visa MasterCard American Express Diners Club Discover

Credit Card # _____ Expiration Date _____

Name as it appears on card (please print) _____

Signature _____

The Onmi Rosen requires that all reservations be secured by a deposit equal to one night's room and tax. Any rooms not secured by a deposit will be released on January 15, 1999. *Cancellations must be made 72 hours prior to arrival or your deposit will be forfeited.* Rates do not include Florida sales tax, resort tax or a 1% Orange County Surcharge.



595 W. Hartsdale Rd.
White Plains, NY 10607

914.761-1100 tel

914.761-3115 fax

www.smpte.org