

## 33rd SMPTE Advanced Motion Imaging Conference

Making a switch from last year's frigid Canadian temperatures, balmy Orlando, Fla., was the site of this year's 33rd SMPTE Advanced Motion Imaging Conference, which took place on February 25-27, 1999. The three-day event was held at the Omni Rosen Hotel and followed the theme "Innovation, Implementation, and Operations—The Challenges of Change."

Over 300 people participated in the conference, which consisted of four program sessions headed by Clyde D. Smith, Speer Worldwide Digital, and an all-day seminar, titled Systems, Interfaces, Networking, and Connectivity, arranged by Oliver Peters, Universal Studios. David Walters, Snell & Wilcox, Inc., and Albert LeBoeuf, Lockheed Martin, served as General Arrangements co-chairs.

### Technical Sessions

Conference activities kicked-off on Thursday morning with the Content Acquisition session, chaired by Stephen P. Flanagan, Post Newsweek, and Duane Carter, USA, Inc. Paper presentations in this session included: "The LDK2000 Multistandard Camera and the Evolution to DTV, Jan van Rooy, Philips Digital Video Systems; *Beyond Standard Resolution and HDTV to Handling Film in a Real-Time Non-Linear Fashion—What Does it Take to Make this Happen*, Kirk A. Law, Silicon Graphics; *Digital Film Imaging—The Next Steps*, David J. Bancroft, Philips Digital Video Systems; *DSNG: Getting the News Feed to the Studio*, Barry Hobbs, NDS America, Inc.; *800-MHz Band OFDM UHF Link*, R. Yajima, K. Takizawa, S. Morisawa, S. Moriyama, K. Tsuchida, T. Izumi, and A. Nakamura, NHK; *A SMPTE-292 HDTV Video Network Access Unit with ATM/OC-48c SONET Transport*, Philip Crosby, Tektronix; *Japan News Exchange System*, S. Fukui, S. Shibuya, and S. Harada, Tokyo Broadcasting System.

The Thursday afternoon session, titled Content Production & Post-Production was chaired by Marcos Obadia, Discovery International, and Mark Rogers, Tektronix Inc. Paper presentations for this session were: *Parallel Processing Solves the DTV Format Conversion Problem*, Jed Deame, TeraNex, Inc.; *Interlace and Progressive Scan Comparisons Based on Visual Perception Data*, William E. Glenn, Ph.D., Florida Atlantic University; *The Use of Intranet and Internet Based Tools for Integrating Distributed and Parallel Video Production Processes*, Ed McDermid, Avid Technology; *Compression Formats Variety and Interoperability—Picture Quality and Consequences for Future Networked Television Production*, Rheinhard Knoer, IRT; *Video Editing in the Modern Shared-Storage Environment: Specific Costs, Specific Benefits, and History*, Chris J. Stakutis, Mercy Computer Systems; *A Universal Format Conversion Architecture for Simultaneous Video and Computer Generated Imagery Scaling*, Daniel Zhu and Kevin Stec, Panasonic; *Applying SMPTE Metadata in Software Systems*, Oliver Morgan, Avid Technology, Inc.

Systems Integration was the topic for the Friday morning session. Jack Winter, TV-28, and Jim Biggers, Post Newsweek, served as session chairs. Paper presentations included: *Designing and Implementing a Progressive Scan HDTV Editing and Air Switching Facility*, Chris Bauer, ABC, and John Luff, Synergistic Technologies, Inc.; *The Emerging Roles of Advanced Motion Imagery in the U.S. Department of Defense*, Stephen Long, National Imagery and Mapping Agency; *The New Storage Paradigm for Multichannel Video Transmission*, John Pittas, SeaChange International; *The Growing Needs of Automated Systems for Control and Management*, Stephane Savard, Planon Telexpertise, Inc.; *Issues in Multi-Facility Broadcasting*, John

Reuter, Odetics Broadcast; *Interconnectivity in the DTV Era: The Emergence of SDTI*, Alain Legault and Janet Matey, Matrox Video Products Group; *HDTV—The Limit of Copper Cable?* Stephen H. Lampen, Belden Wire & Cable Co.; *The Connection Guide for HDTV*, Fred Della Iacona, Kings Electronics Co.; *The Role of Local Storage and Presentation to Enable Data Broadcasts with Cached Interactivity*, Craig Birkmaier, Pcube Labs.

Doug Lung, Telemundo, and Rick Ackermans, Turner Entertainment, chaired the Friday afternoon program titled Content Distribution. The papers presented were as follows: *Building Cross-Platform Media Workgroup Solutions*, David E. Acker, Media 100 Inc., *NAB IP Over MPEG2*, Beth Erez, NDS Ltd.; *Principles, Benefits, and Applications of Variable Bit Rate Coding for Digital Video Broadcasting*, Si Jun Huang, Scientific Atlanta Inc.; *Statistical Multiplexing with Look-Ahead Using MPEG-2 Video Encoding*, L. Boroczky, A.Y. Nagai and E.F. Westermann, IBM Research Digital Video Products; *Seamless Splicing for MPEG-2 Transport Stream Video Servers*, C. Ward, C. Pecota, G. Hughes, and X. Lee, Sarnoff Corp.; *The Public Network, Making it Work for Digital Video Entertainment Production*, Anthony Magliocco, ECI Telecom, Inc.; *CDM Terrestrial Broadcasting Based on OFDM*, Pheeradej Nanan and Masao Nakagawa, Keio University, Department of Electrical Engineering; *How Digital Broadcasting and Interactive Technologies are Changing the Future of Electronic Commerce Over Broadcasting Networks*, Gadi Tirosh, NDS, Ltd.; *Protecting Content in the Digital Home*, Beth Erez, NDS Ltd.

### Bonus Session

Guests were treated to a special bonus session on Friday evening, which explored "Future Economic

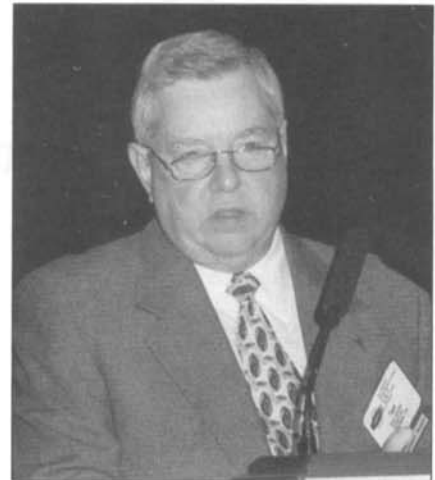
## Technical Sessions



SMPTE President Charles Jablonski welcoming attendees at the opening session.



Editorial Vice President Robert Kisor speaking at the opening session.



Conference Vice President Thomas Jordan offers a few words at the opening session.



Dr. William Glenn, one of the conference speakers.



Stephen P. Flanagan and Duane Carter, opening session chair and co-chair.



David Bancroft giving his paper.



Entrance to the conference sessions.



*Ed McDermid, presenting his paper.*



*Attendance at the sessions was excellent.*

### Luncheon



*Charles Jablonski opening the Get-Together Luncheon.*



*Thomas Jordan speaking at the Get-Together Luncheon.*

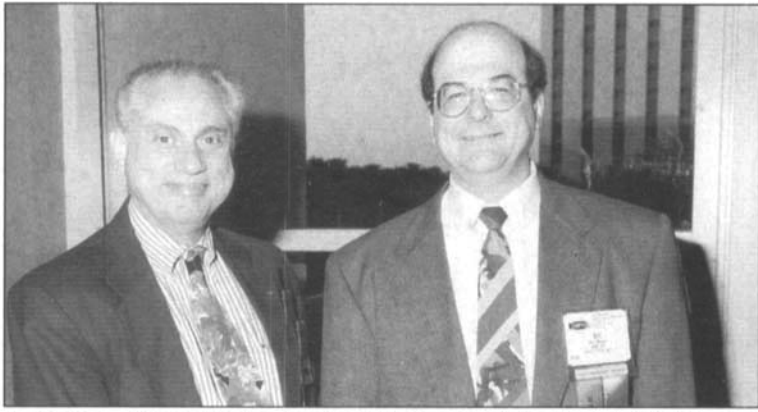


*Wendell Bailey, luncheon guest speaker.*

### Welcome Reception



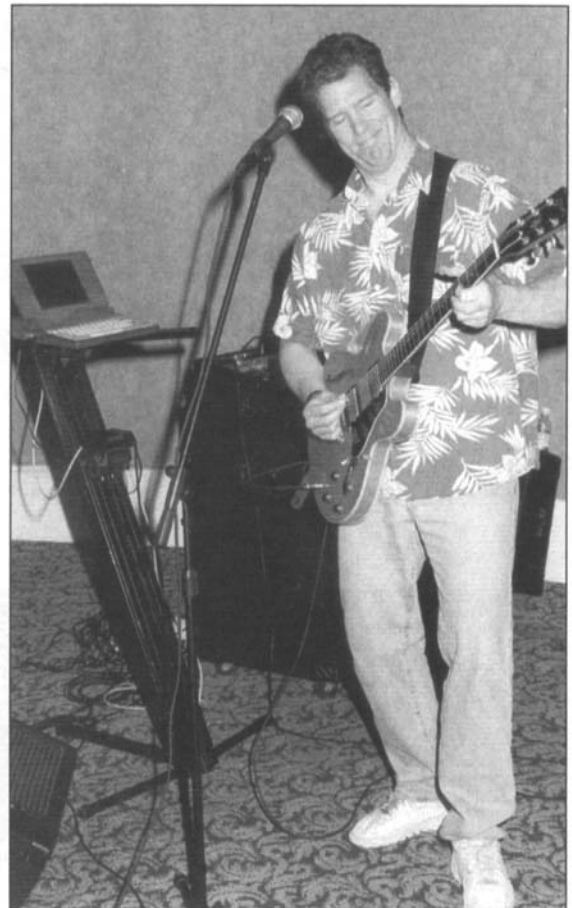
*The Welcome Reception was a highly successful happening.*



*Engineering Director Carlos Girod and Engineering Vice President William Miller enjoy the reception.*



*SMPTE President Charles Jablonski and Executive Vice President John Mason at the reception.*



*Reception entertainment.*



*The SMPTE logo is projected on the wall in the reception room.*

Impacts of Digital Video." Dr. David Burruss, a research economist with the University of Kansas Institute for Public Policy and Business Research was the presenter. Discussions featured issues concerning metadata architectures, present technology using multiple and continuous camera angles, device-independent color, multicast interactive TV, and automated

DV object recognition.

#### **All-Day Seminar**

On Saturday many gravitated to the Junior Ballroom to participate in the all-day seminar that explored issues relating to Systems Interfaces, Networking, and Connectivity. Oliver Peters, Century III Productions, chaired this enlightening program that examined

various aspects of interfaces and networks, with regard to the technology, design, and formulation of this rapidly growing system. Three general areas were covered: systems interfaces, local area networks, and wide area networks.

#### **Social Events**

On Thursday afternoon guests attended a get-together luncheon. Participants were able to feed their bodies as well as their minds as they listened to guest speaker Wendell Bailey, Advanced Cable Technology of NBC, discuss Standards.

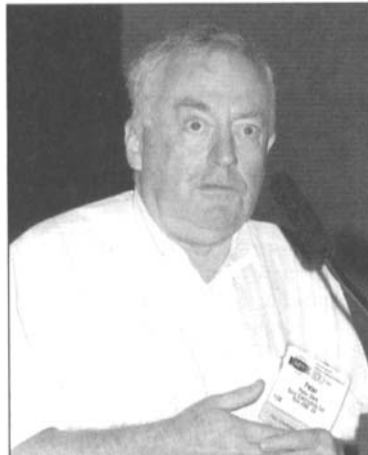
The Society gave a warm welcome to all on Thursday evening at a reception in the Grand Ballroom. Members and guests had the opportunity to meet, socialize, and enjoy delicious food.

#### **SMPTE Bookstore**

There was a lot of activity at the SMPTE bookstore, this year. An abundance of books, tee-shirts, and other SMPTE conference paraphernalia were sold. For the very first time, SMPTE staff was able to update membership information on site.



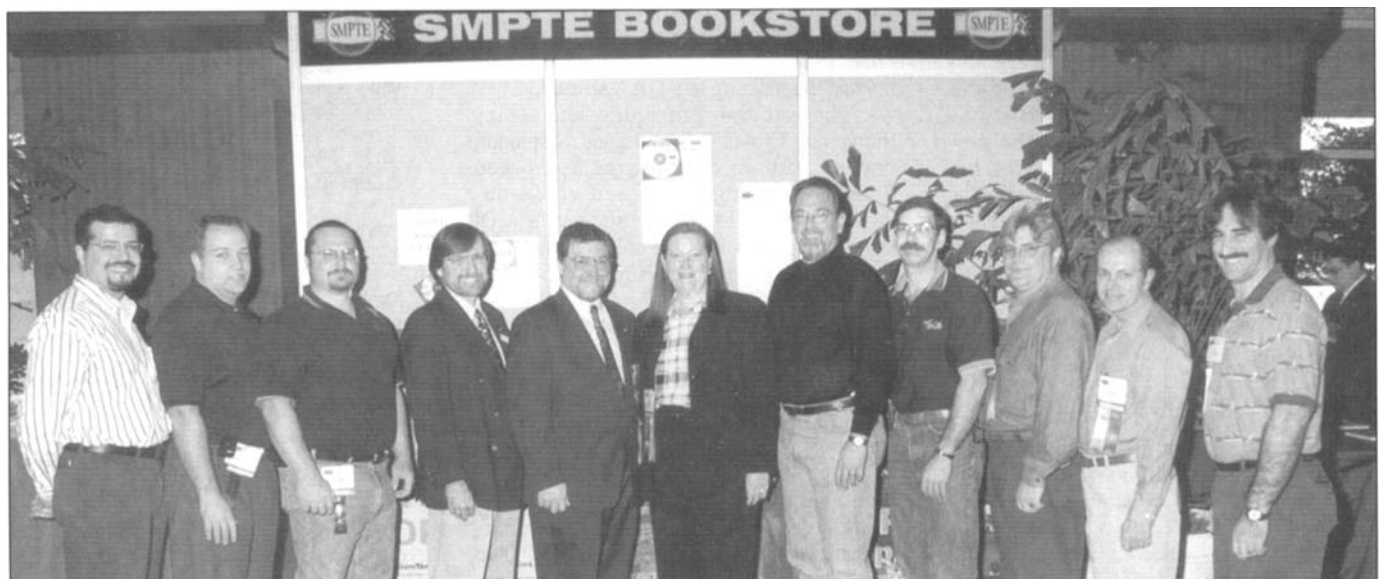
*All-Day Seminar Chair Oliver Peters.*



*Sony's Peter Dare giving his seminar presentation.*



*Coffee service was available throughout the conference.*



*Some of the Florida people who helped make the Orlando Conference a great success: (left to right), Jacinto Araya, Lockheed Martin; Ray Jefferson, The Lottery Channel; Jeff Harris, The Lottery Channel (volunteers), Oliver Peters, Century III Productions (Seminar Chair), Dave Walters, Snell & Wilcox (General Arrangements Co-Chair), Jane Seiden, Sony Professional Media (Volunteers Coordinator and Speakers Lounge Manager), Henry Seiden, Techworks (Technical Coordinator), Rich Totten, Hughes/JVC (volunteer), Paul Hogan, Leitch (Sponsorship Chair), Al LeBoeuf, Lockheed Martin (General Arrangements Co-Chair), and Scott Bickwid, Digital Video Systems (A/V Chair).*

### **Sponsors**

The Society would like to extend special thanks you to the following sponsors of the 33rd Advanced Motion Imaging Conference:

- Digital Video Systems
- Extron
- Hughes
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- Panasonic Inc.
- Sky-Tracker
- Snell & Wilcox
- Sony
- Speer Communications
- Tektronix Inc.
- The Whitlock Group



*The Conference Registration Area.*