

# SMPTE 1999 International Conference

## Milan, Italy, October 14-15, 1999

Since the spread of digital technology in the audiovisual domain, broadcasters and producers are faced with a new challenge: total computerization of the various production processes such as acquisition (lighting planning, virtual scenery setup), editing, and archival storage and retrieval. This is the focus of the SMPTE '99 International Conference to be held October 14-15, 1999 in Milan.

The conference is organized in cooperation and in the frame of IBTS'99—10th International Audio, Video, Broadcasting, Motion Picture, and Telecommunications Show, which will be held on October 14-18, 1999. The following is a list of the sessions and topics to be addressed.

*The Role of the Computer in the Production World*, chaired by Franco Visintin will look at "The computer in the role of leading actor in the audiovisual production;" "The consequence of the action of the SMPTE-EBU task force on harmonization of digital stan-

dards;" and "World perspectives on the computer-assisted audiovisual production." *Computer-Assisted Scenery and Lighting* (chair to be named) will view "The virtual scene—technological overview;" "The virtual scene—operational solutions;" "Scenery lighting—technical overview;" and "Scenery lighting—operational solutions." *Integrated Newsroom*, chaired by Roberto Cecatto, will cover "News acquisition; and "News material management." Lastly, *Computer-Assisted Audiovisual Archiving*, chaired by Maurizio Ardito, will address "Archive organization and management," and "Programming and on-air operations of the archive.

### Call for Papers

SMPTE members wishing to contribute to the sessions may send a 200 to 300-word synopsis to the Technical Committee no later than June 30. Please note that the working language of the conference is Italian, although

there will be simultaneous translation from Italian to English.

### Registration

Registration is free of charge and includes admission to the conference sessions as well as conference materials. Pre-register by mail or fax to the Organizing Committee. On-site registration will also be available at the reception desk of the IBTS Exhibition.

Additional information can be obtained by contacting the following:

### Technical Committee

Chairman: Franco Visintin  
67A, via Savona, I-20144 Milano  
tel/fax: +39(0)2-4236740  
e-mail: fvisintin@usa.net

### Organizing Committee

C/O Laura Pinna Berchet  
IBTS '99  
11, via Domenichino, I20149 Milano  
tel: +39(0)2-4815541  
fax: +39(0)2-4980330

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# SMPTE '99 Conference and Exhibition

## Sydney, Australia, July 13-16, 1999

This year all roads lead down under for the SMPTE '99 Conference and Exhibition, which will be held from July 13-16, 1999 at the Sydney Convention Center. This notable event will give a definitive look at the impact of digital technology on the broadcast and film industries. The conference has attracted speakers from around the world, who will offer their perspectives on the digital era and the changes it will herald. The program will present a variety of subjects, but will concentrate on the impact and issues surrounding digital television. With the official launch of digital television in 2001, it is crucial to discuss the theory, logistics, and limitations involved with this new medium. Sessions will explore issues standardizing the devices to access digital signals, handling the changing audio and

data demands, and establishing digital transmission systems, to name a few.

In addition to the paper sessions, which are generally the focal part of the program, this year's conference will include three panel sessions in which industry professionals will discuss various issues that are emerging with the approach of the Olympics and the digital era.

The following is a list of the sessions:

- *Panel: What MPEG is That?* An eminent panel will discuss the confusion surrounding the use of applying standards to applications as it relates to MPEG—a standard of compression of digital video signals.

- *Opening and Keynote Speech*—Ian Childs, Head of Research and Development, BBC, will discuss BBC's experiences and problems in

launching a number of digital television services in satellite and digital terrestrial channels.

- *High-Definition Television*—This session has ten speakers and will discuss the role of the U.S. in influencing other countries and organizations to consider high-definition television when choosing a new digital television system.

- *Digital Transmission*—This session includes six speakers and looks at the two transmission modulation systems that have been developed for carrying digital television signals.

- *Television Receivers and Systems*—This session, which has eight speakers, looks at the problems surrounding the standardization of devices to access and display a television signal.

- *Interactive*—The "Holy Grail" for television broadcasting is to create a