

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

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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 Sidney 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

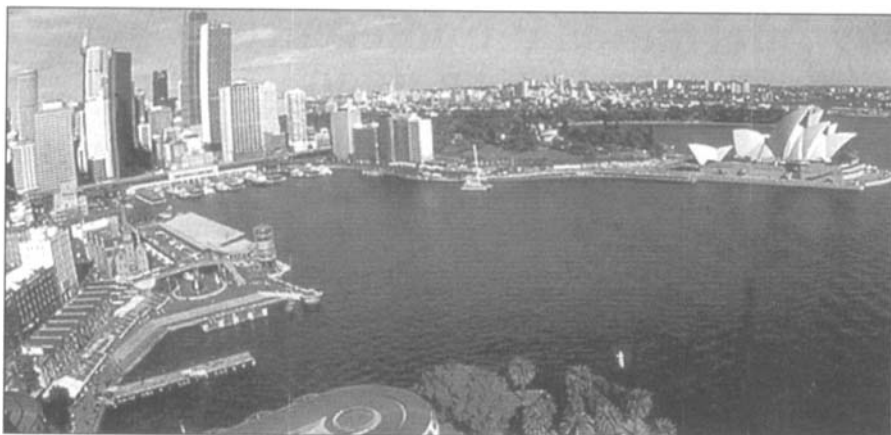
launching a number of digital television services in satellite and digital terrestrial channels.

- *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



two-way system. Can this be done via satellite and terrestrial as well as cable? Seven presenters will attempt to answer this question.

- *Newsrooms: Papers and Panels*—This panel will give four different views discussing the change of television newsrooms over the last few years and the fact that there does not appear to be one system to suit all.

- *MPEG formats*—This session is dedicated to the use and manipulation of MPEG bit streams, and will be presented by five industry professionals.

- *Film*—The emergence of many different formats for the electronic televi-

sion image, including HDTV, has ensured the consolidation of film as an important component in making and storing television images. Six speakers will explore this concept.

- *Distribution*—In any broadcast system television signals have to be distributed within broadcasting networks and among customer networks. Eleven presenters will discuss the carriage and control of these signals.

- *Production and Post-Production*—Nine speakers will discuss the problems associated with the movement into a total digital era.

- *Training*—In the new environment

of downsizing have we forgotten about training? Four speakers will discuss the consequences that this might bring.

- *Panel: Sydney 2000 Olympics*—A panel of broadcasters will assemble to inform as to what is in store for the Olympics of the Millennium, Sydney 2000.

Exhibition

Filling two halls of the Sydney Exhibition Center, this year's exhibition is the largest ever with the participation of over 80 vendors. The latest technology and techniques in television, radio, and film production will be displayed.

SMPTE Dinner

This year's dinner will be held at the Sydney International Aquatic Center on Wednesday, July 14. All are invited to attend the affair, which promises to create a big splash!

Additional Information may be acquired by contacting Expertise Events on telephone +612 9977 0888 or by e-mail: smpte99@bigpond.com. Delegates can also register online at <http://www.expertiseevents.com.au/smpte99/>.

Montreux Symposium '99 Montreux, Switzerland, June 10-15, 1999

Montreux Symposium '99, which takes place on June 10-15, is just around the corner. The program will look at challenges arising from the creation of digital and HD technology. The six-day event will handle topics closely related to new and emerging technologies and their influence on the world of television, both from the business and creative point of view. Numerous professionals from various countries in Europe and the film capital, Hollywood, will participate in the sessions and workshops and share their practical experiences. In addition to the technical sessions and workshops the program includes a radio forum, titled "Digital Radio, Satellite Services and Multimedia," as well as a debate, "Who Wants HDTV?"

SMPTE Session

This year, SMPTE will play a role in the Symposium by presenting a session titled "SMPTE: Standards Management for Profitable Technology Exploitation," chaired by S. Merrill Weiss, SMPTE Engineering Director for Television, and Juergen Heitmann, SMPTE Governor. The session, which will be held on Monday, June 14, will focus on the rapid proliferation of new technologies and its impact on television and business. It will address the issue of using and developing standards as a way of managing technology for interoperability of equipment and services. Because SMPTE is a forum for international television standards development, the session will provide

a discussion of the importance of SMPTE standards to the business of television.

The papers and authors to be presented at the symposium are as follows:

- *Bottom Line Impact of Worldwide Standards*, S. Merrill Weiss, SMPTE Engineering Director for Television

- *Globalization of Standards for the 21st Century*, Hans Hoffmann, Chairman, SMPTE Technology Committee on Networking and File Transfers

- *Control of Assets throughout Production and Distribution*, Jim Wilkinson, Chairman SMPTE Ad-hoc Group, Unique Material Identification

- *SMPTE Metadata—A Universal Management Tool for Converging Technologies*, Oliver Morgan,