

# News

## Panasonic Enhances Digital Television Development in U.S. and Europe

Matsushita Electrical Industrial Co., Ltd., announced that it will further strengthen its global digital television development efforts by substantially expanding its U.S. digital television R&D center, Panasonic AVC American Laboratories, Inc. (PAVCAL), and open a new European digital TV lab in Langen, Germany.

Based in Burlington, N.J., the R&D lab, which has been at the center of Panasonic's development of digital and high-definition television products, will increase its research staff by nearly 30% to 100 engineers. In addition, the lab will break ground shortly on a new, substan-

tially larger facility also located in the Burlington area.

PAVCAL developed the world's first single-chip DTV video decoder for the nation's new digital television system and many other technical advances that have been applied in both consumer DTV receivers and broadcast studio equipment. Through the activities of PAVCAL and its newly organized European counterpart, Matsushita Electric will implement a Panasonic global platform strategy aimed at exploiting the benefits of digital technology to create common parts and components for DTV products worldwide. This is

expected to reduce the time required for development and commercialization of digital television products for consumers and broadcasters in the U.S., Europe, and Japan.

"Panasonic is playing a key role in creating a whole new entertainment and information industry made possible by the switch to digital and high-definition television," said Jukka Hamalainen, president of PAVCAL. "We will continue to be leaders in making this happen."

The new advanced television laboratory in Europe, Panasonic AVC European Laboratory, which has already been established, will have 80 engineers on staff. Both PAVCAL and the new European lab will work closely with Matsushita Electric's world-class laboratories and industrial resources in Japan.

## Books, Booklets, Brochures

Artech House Inc., has released **Digital Video Broadcasting: Technology, Standards and Regulation**. This 300-page book gives an overview of the scientific, economic, market, political, legal, and technological factors involved in successfully embedding digital television in our society. Written by industry experts, Ronald de Bruin and Jan Smits, this comprehensive assessment of digital video broadcasting (DVB) technology, standards, and regulations gives understanding of both the history of this technology, and the convergence processes taking place. The book describes the DVB standards for cable, satellite, and terrestrial transmission. It also examines the policies and regulatory framework from the U.S. and Japan, as well as the standards

on source coding, transmission, conditional access, and interactive services. This book is available for \$73.00 from Artech House Publishers, 685 Canton St., Norwood, MA 02062. E-mail: artech@artech-house.com.

**Winsted Corp.** has published its new 172-page catalog, which has extensive additions to its broadcast, video, media storage, and security lines. Several extra-wide modular rack systems have been added to accommodate large 20-in. non-rack monitors, and new doublewide two bay units can accommodate even larger monitors. The catalog also has the addition of new components, which include wood tops for vertical racks, and a 7-in. riser, which adds several console configurations where work

surface height is a factor. It also features new editing workstations and LAN/file-server systems and new adjustable racks designed for dubbing machines or time lapse recorders. To obtain a free copy of this catalog, call (800) 559-6691, e-mail: racks@winsted.com, or write to Winsted Corp., 10901 Hampshire Ave., So., Minneapolis, MN 55438.



## Calendar

### SMPTE Activities

AMSTERDAM, THE NETHERLANDS—SMPTE Session at Montreux Symposium '99, June 14, 1999.

SYDNEY, AUSTRALIA—SMPTE '99, July 13-16, 1999.

MILAN, ITALY—SMPTE 1999, International Conference, October 14-15, 1999.

NEW YORK, NY—141st SMPTE Technical Conference and Exhibit, November 19-22, 1999.

SAN FRANCISCO, CA—34th SMPTE Advanced Motion Imaging Conference, February 3-5, 2000.

For more information on these and other SMPTE activities contact SMPTE Headquarters: 914-761-1100; fax: 914-761-3115.

### JUNE

1999 Montreux Television Symposium and Technical Exhibition, Montreux, Switzerland. Info: P.O. Box 1451, Rue du Theatre 5, CH-1820 Montreux, tel: +41 21

963 32 20; fax: +41 21 963 88 51; e-mail: message@symposia.ch; website: www.montreux.ch/symposia. June 10-15, 1999.

### SEPTEMBER

IBC99, Amsterdam, the Netherlands. Info: Gina Christison, IBC Office, Savoy Place, London WC2R 0BL, U.K. tel: +44 (0)171 240 3839; fax: +44 (0)171 240 3724; e-mail: show@ibc.org.uk; website: www.ibc.org.uk/ibc. September 10-14, 1999.