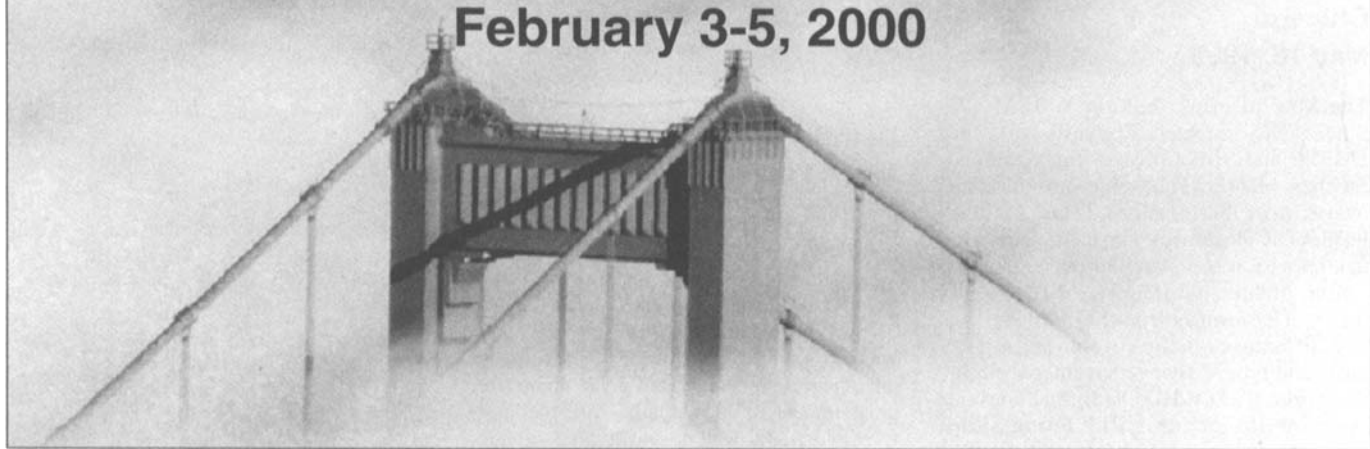


34th SMPTE Advanced Motion Imaging Conference Fairmont Hotel, San Francisco, CA February 3-5, 2000



The first SMPTE conference of the new millennium, the 34th Advanced Motion Imaging Conference, will take place in beautiful, San Francisco, CA on February 3-5. Employing the theme "Bandwidth, Bitrate, and Resolution," the three-day program, chaired by Charles Hintz, CSU-Hayward, and Richard Mizer, Digital Ventures Diversified, Inc., will consist of an all-day seminar and four technical sessions.

All-Day Seminar

Conference activities will begin on Thursday morning, February 3, with an audio tutorial hosted by Dolby Laboratories engineering group. The seminar will cover audio issues from the Nyquist criterion and Shannon theorem to basic Reed-Solomon coding techniques, and audio coding and bandwidth. AC-3 (the audio standard of ATSC) and Dolby-E will be introduced. The tutorial will continue throughout the afternoon with a small panel from Hewlett-Packard and Tektronix covering modulation schemes in broadcast (ATSC 8VSB) and cable (64 & 256QAM). Then, a brief MPEG-2 tutorial including compression concatenation will wrap up the late afternoon. The tutorial presents a foundation of the core technologies of the issues to be dealt with in the following two days of sessions and is presented for all attendees who desire an introduction, review, or update of the issues we continue to face.

Technical Program

The technical program will commence on Friday morning, February 4,

with the Acquisition session. Topics to be covered include lenses; cameras; lighting; and display interface, display resolution. The afternoon session will explore transmission and program streams; synchronization, receiver, IRD issues; de-multiplexing, and decoding. Finally, testing and monitoring specific to the studio operating point will be addressed.

The Saturday, February 5, technical program will address data switching; data tape and disk storage; transport bitrate; ATM optical and electrical switching and routing issues; as well as common carrier transport topologies, and desktop and cable set-top transports, including the IEEE 1394 interface. The Saturday afternoon session is all about the payoff—what the client and customer sees and hears. The few display, projection, and audio issues that remain will be revealed as they are being resolved. This is the state-of-the-art report on Electronic Cinema, Progressive vs. Interlaced Displays, and Picture Quality in a Compressed World (DVD vs. DTV vs. DBS) that all members of our community will not want to miss.

Air Travel Discounts

SMPTE is pleased to announce that it has been able to secure a special discount agreement with United Airlines unavailable to the general public.

A 5% discount off the lowest applicable fare will be offered only when you or your travel agent call United's toll-free number 1-800-521-4041 and refer to the Meeting ID Number 558HN. A 10% discount off the unrestricted mid-

week coach fares is available when purchased 7 days in advance. An additional 5% discount will apply when you purchase your tickets at least 60 days in advance of your travel date. Discounts apply only on United, Shuttle by United, and United Express. Dedicated reservationists are on duty 7 days a week, 7:00 a.m. to 12:00 midnight EST. Book early to take advantage of promotional fares that give you the greatest discount. Mileage Plus members receive full credit for all miles flown to this meeting.

Sponsorships

Companies and/or organizations wishing to promote their products and services can do so by sponsoring seminars, receptions, coffee breaks, or registration material. Those interested should contact Ilisha Stier, at Headquarters, for a complete list of options. Her e-mail address is istier@smpte.org.

Attractions

San Francisco is a breathtaking city overlooking the San Francisco Bay and boasts a variety of spots for sight-seeing, shopping, and eating. From the beautiful sights of Alcatraz, Fisherman's Wharf, Golden Gate Bridge, to numerous exhibits and museums around the city, there are many attractions for spouses, families, and attendees wishing to extend their visit after the conference. SMPTE will also be selling tickets for some planned activities as the conference gets closer. Additional information will be posted as it becomes available.