

A native of Rotterdam, the Netherlands, he obtained M.S. and Ph.D. degrees at the Eindhoven University of Technology. He worked in the industry from 1968 to 1998 and has been at Essen University since 1995.

### MPA Appoints C. B. Hunt New Chief Technology Officer

The Motion Picture Association (MPA) has announced the appointment of SMPTE

Fellow, C. Bradley Hunt, to the post of senior vice-president and chief technology officer. Hunt will work closely with MPA's Anti-piracy, Research and Information, and U.S. Government Affairs departments. He will serve as the primary operational and informational resource regarding all technological issues facing MPA member companies. As chief technology officer, he will be responsible for formulating and promoting MPA positions on such issues as creating technical standards for the digital transmission and distribution of films; analyzing

and evaluating new technologies; applying technologies in order to protect against piracy of any kind; and implementing legislative and regulatory measures affecting technology.

Hunt will also spearhead a new Strategic Technology Committee, comprised of the top technical experts from each of the MPA member companies. This committee will provide leadership and expertise in the shaping and defining of strategic priorities in the technological arena.

## Books, Booklets, Brochures

Focal Press has released **Digital Techniques in Broadcasting Transmission**, by Robin Blair. This book examines the principles underlying digital transmission and how they are being applied in the systems now emerging worldwide for digital broadcasting. It also provides guidelines on what will be necessary to convert existing systems to digital, and to continue satisfactory operation during the time that digital and analog services must coexist. Emphasis is on digital communication at the level of the practicing broadcasting engineer, and the application of digital principles to high-powered broadcast transmission.

Focal Press has also released **The Independent Video Producer**. This book by Bob Jacobs details the process of forming an independent business and provides

specific information about the considerations that must be kept in mind when setting up shop in the video world. It examines the basic business, management, and communications skills needed to become an independent video producer, and focuses on all types of productions, from small one-man-band operations to local regional and national corporate clients, television clients, television commercials, and national made-for-television movies.

To order books call (800) 366-2665, fax: (800) 446-6520 or contact customer service at [custserv@bh.com](mailto:custserv@bh.com).

**Physical Optics Corp.** has released a new brochure highlighting the features and benefits of the company's new digital fiber-optic communication product line. The full-color brochure outlines fiber-

optic communication solutions for data networks, broadcast video and multimedia video/audio/data. This product line features high performance and affordable solutions for analog-to-digital transmission. Product applications include: distance learning, video conferencing, security surveillance, traffic management, broadcast quality video/audio, studio serial digital video/audio, MPEG-2 and HDTV digital video, route protection, mission critical data network, mode conversion, network fault tolerance, and network extension. For information, contact Physical Optics Corporation, Sales Dept., 2545 West 237th St., Torrance, CA 90505; tel: (800) 214-0222, fax: (310) 530-5958; e-mail: [pocfiber@poc.com](mailto:pocfiber@poc.com); website: [www.poc.com](http://www.poc.com).

## Calendar

### SMPTE ACTIVITIES

LOS ANGELES, CA—SMPTE Fall Film Conference, *September 25, 1999.*

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

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

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

### SEPTEMBER

IBC99, Amsterdam, the Netherlands. Info: Aldwych House, 81 Aldwych, London WC2B 4EL; tel: +44 (0)171 611 7500; fax: +44 (0)171 611 7530; e-mail: [show@ibc.org](mailto:show@ibc.org); website: [www.ibc.org](http://www.ibc.org). *September 10-14, 1999.*

### OCTOBER

NAB, Eleventh Satellite Uplink Operators Training Seminar, Washington, DC. Info: NAB Science Technology; tel: (202) 429-5346; website: [www.nab.org/scitech/sat992.asp](http://www.nab.org/scitech/sat992.asp). *October 4-7, 1999.*

IBTS '99, Milan, Italy. Info: IBTS '99, 11, Via Domenchino, I20149 Milan, Italy; tel: 39(0)2-4815541; fax: 39(0)2-4980330; e-mail: [assoexpo@assoexpo.com](mailto:assoexpo@assoexpo.com). *October 14-18, 1999.*

### NOVEMBER

ASA, 138th Meeting, Columbus, OH. Info: Acoustical Society of America, 500 Sunnyside Blvd., Woodbury, NY 11797, tel: (516) 576-2360. *November 1-5, 1999.*