

34th SMPTE Advanced Motion Imaging Conference

Fairmont Hotel, San Francisco, CA
February 3-5, 2000

Program Chairs *Charles Hintz*, CSU-Hayward, and *Richard Mizer*, Digital Ventures Diversified, Inc., are in the process of putting together an enlightening program for the 34th SMPTE Advanced Motion Imaging Conference, scheduled to be held in breathtaking San Francisco, CA on February 3-5, 2000. Themed "Bandwidth, Bitrate, and Resolution," the three-day event will include an all-day seminar and four technical sessions and will address a wide array of topics in motion imaging, ranging from audio/video to switching/storage, etc.

All-Day Seminar

Thursday, February 3

Morning Session

Audio Tutorial

Session Chairs—*Ioan Allen*, *Steve Vernon*, Dolby Laboratories
Topics: Nyquist Criterion; Shannon Theory; Reed-Solomon Coding Techniques; Audio Coding and Bandwidth; AC-3

Afternoon Session

Video Tutorial

Session Chair—*Dave Fibush*, Tektronix
Topics: MPEG Compression; Modu-

lation Schemes (e.g., ATSC, 8VSB, 256 QAM); IEEE 1394 Firewire

Technical Program

Friday, February 4

Morning Session

Acquisition

Session Chairs—*Larry Thorpe*, Sony Electronics, Inc., *John Carlson*, Monaco
Topics: Lenses; Cameras; Lighting; Display Interface; Display Resolution

Afternoon Session

Compression/Transmission

Session Chairs—*Robin Wilson*, Divicom; *Brad Medford*, Pacific Bell
Topics: Test and Measurement of MPEG-2 Streams; Common Carrier; Cable; Non-Broadcast Delivery; Demultiplexing; Synchronization; Decoding; IRD Issues

Saturday, February 5

Morning Session

Switching/Storage

Session Chairs: *Rick Reagan*, *Beth Rogozinski*, SGI
Topics: Optical vs. Electrical Standards; DVD vs. Tape vs. Disk vs. Optical Storage Technologies;

Streaming vs. Broadcast; Server Architectures Beyond SAN

Afternoon Session

Exhibition

Session Chairs: *Garrett Smith*, Paramount; *Phil Livingston*, Panasonic
Topics: Electronic Cinema; Progressive vs. Interlaced Displays; Picture Quality in a Compressed World

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 tickets are purchased at least 60 days in advance of the 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.

Additional Information

The *Journal* will publish additional information as it becomes available. You can also check the website at www.smpte.org.

