



# SMPTE Session at NAB

Las Vegas Hilton, Las Vegas, Nevada  
April 8, 2000

## Will Examine DTV One Year into Transition

SMPTE will host an all-day seminar at NAB 2000, discussing the status, issues and emerging technology in the television broadcast industry during the first year of DTV transition. The seminar, entitled "Digital Broadcasting, What are We Doing? Where are We Going?" is scheduled for April 8 at 9 a.m. in Pavilion 9 of the Las Vegas Hilton.

Seminar Chairs Robert Seidel and Paul Berger, CBS, have planned a program to investigate the digital production experiences of the major studios, networks, and post-production houses. The seminar will also examine the local stations that

are now producing regularly scheduled HDTV news broadcasts. Field test data relating to recent improvements in 8-VSB receiver technology will be discussed by Motorola, NxtWave, and LG Electronics.

Standards and production systems that have been adopted to meet government mandated requirements for broadcasting of DTV captioning will also be explored. Recent developments in data casting will also be reviewed.

Further information is available on the SMPTE web site at [www.smpte.org](http://www.smpte.org).

## DIGITAL BROADCASTING, WHAT ARE WE DOING? WHERE ARE WE GOING?

### Morning Presentations—9 a.m. to 12 p.m.

#### HDTV Episodic TV Production—"Falcon" and "Movie" Process

*Bob Hopkins*

Sony Pictures

#### The Ultimate Master—The Importance of 1080 24P in Prime Time Network Television

In an environment in which broadcasters have selected competing and sometimes technically incompatible methods of digital transmission and delivery requirements, it is increasingly important that program suppliers create master elements that can service initial network, syndication and foreign delivery needs. 1080/24P has emerged as a solution that allows content to be delivered in any of the existing ATSC formats, the current 16 x 9 and 4 x 3 625 formats as well as the new 25 frame-based high-definition formats that are emerging internationally.

*Leon Silverman*

Laser Pacific

#### HDTV Episodic TV Production—*Dukes of Hazard* Movie

*Chuck Dages*

Warner Brothers

#### HDTV Episodic TV Production—*King of Queens*

*Bob Brian*

Complete Post

#### HDTV Episodic TV Production

*Ron Burdett*

Sunset Post

#### HDTV Episodic TV Production—*Jag, Nash Bridges, Martial Law*

*Phil Mendelson*

Hollywood Digital

### Afternoon Presentations—1 p.m. to 4 p.m.

#### VANC Metadata Encoding

The VANC portion of the SMPTE 292M signal offers a simple yet powerful way to deliver data while using proven broadcast procedures and processes. This area has significant capacity and, since it

travels with the 292M stream means and is combined with video and sound, the data can be switched, routed, stored and recalled using familiar processes. Captioning, VChip and interactive trigger injection continue to be done at the same point in the process and in the same way as it presently is done.

*Jim Carruthers*

Norpak

#### Data Recording on the D-5 Format

*David Wiswell*

Panasonic

#### Progressive Scan HDTV

ABC's chosen HDTV scanning format is 720P, and ABC has aired both live sports production and film-based material in that format. At the outset, it was difficult to find the "720P switch" on much production and post production equipment. However, with the enthusiastic help of the live production equipment industry and the post production community, ABC has met the challenge of broadcasting progressive scan HDTV.

*Randy Hoffner*

ABC

#### The Tonight Show One Year Later

*George Hamilton*

NBC

#### HDTV Program Delivery

*Barry Zegel*

CBS

#### Moving into HDTV

HBO has been offering more than half its motion picture programming in HDTV for more than one year. The architecture used to produce, originate and distribute the HBO HDTV program service will be reviewed, along with the experiences encountered along the way. Some of the obstacles still to be overcome for HDTV to succeed will also be discussed.

*Dominic Serio*

HBO

#### TBA

*Richard Keatinge*

Showtime