

guests were in attendance for a very informative presentation by Steve Mahrer, Panasonic Broadcast & Digital Systems Co.

Mahrer's Power Point presentation centered around the theme "HDTV: Status Today—Insight Into Tomorrow!" He brought attendees up-to-date on what the digital television broadcaster can expect from cameras to display monitors. The presentation included a comprehensive history of NTSC broadcast standards in the U.S., as well as current DTV broadcasting standards. He explained how the new digital broadcast standards could be adapted as a business model in competition with other digital media such as cable, satellite, the Internet, DVD, etc., now available in the video market place. Mahrer emphasized that the digital signal pipeline has changed more than any other item in the broadcast industry because it has grown much larger and contains a greater variety of customer-requested services. He believes that broadcast suppliers must be prepared to offer virtually anything that a customer wants in the larger digital pipeline. He further explained that this larger pipeline also carries more competition for signal services, on both ends.

Mahrer mentioned that today's sophisticated digital HDTV monitors will continue to be far superior in video quality and

higher in price. He stated that this is necessary in order to give the broadcast customer the full display value of the DTV signal. As time goes on, consumer HDTV monitors will begin to drop in prices, but continue to display 720 line. The successful recording of the full Dolby digital AC-3, 5.1 signal including Dolby E, is now possible with digital video decks such as those made by Panasonic. A Q & A session followed the presentation.—Gene L. Batey, Secretary/Treasurer

Rocky Mountain March 15, 2000

AT&T's HDTV test facility was the site for the March SBE/SMPTA meeting. The presentation from TeraNex included an equipment demonstration and a peek into how military applications are making it into broadcast. TeraNex is a spin-off of Lockheed Martin imaging technology used by the U.S. military in high-resolution mapping, targeting, and microscopy.

Randy Thomas and Steve Wong of TeraNex demonstrated their unique product, which has the capability to accept SDI and ATSC formats, and to up or down-convert to the various ATSC formats. They discussed de-interlacing techniques includ-

ing motion compensation and a proprietary TeraNex pixel compensation algorithm.—Rome Chelsi, Section Chair

Sacramento March 15, 2000

The March meeting addressed two alternatives to the MPEG compression system. Peter Symes gave an interesting description of the wavelet compression system and how it differs from the MPEG system. After reviewing the similarities between the two systems, Symes explained how wavelets are used to compress and separate information components of a picture. He covered the pros and cons of the two systems and the problem of using temporal compression with wavelets.

Wayne McLachlan then described the fractal system of compression. The system, a very different concept of compression than MPEG and wavelets, is based on using a mathematical iterative formula to recreate the original image. McLachlan explained that although this method is capable of producing impressive results, the computational power required to produce a workable system for live video pictures does not make it a practical solution at this time.—Mike Betts, Secretary/Treasurer

Industry News

BKSTS to Co-host Conference on Visual Effects

The BKSTS in association with the Visual Effects Society will hold a three-day conference on Visual Effects in London on September 22-24. This year the event will be held on the South Bank, with two morning sessions at the BFI IMAX, and the remainder in NFTI. The change of venue is in response to an increasing interest in all aspects of visual effects, which has led to an overwhelming demand for delegate places.

The conference program is enriched by a mix of new technology, innovative applications, and creative utilization. If you, or your colleagues, are working on a project or with some technology that you believe would fit this criteria, and would interest the international visual effects community, please send a brief resume of the idea as soon as possible. Presentations should normally last about 20 minutes.

Send a resume of the suggestion, including a proposed title, a synopsis, and proposed speaker(s) to Dave Scammell, Committee Chair: c/o John Graham, BKSTS, 63-71 Victoria House, Vernon Pl., London, WC1B 4DA; tel: 020 7242 8400; fax: 020 7405 3560; e-mail: movimage@bksts.demon.co.uk.

World Television Forum Announces Three Speakers

The World Television Forum—Montreux 2000 has announced three keynote speakers for this year's event, which takes place in Montreux, Switzerland on June 1-4.

Craig Mundie, Microsoft; Nicholas Negroponte, MIT Media Laboratory; and Lord David Puttnam have been chosen to address Forum delegates.

Mundie focuses on refining Microsoft's vision for Web lifestyle products and services. Initial areas of work have included home networking and the evolution of Microsoft's intelligent appliances and "smart objects" strategy.

Negroponte is co-founder and director of the MIT Media Laboratory in Boston, MA. He is also the Jerome B. Wiesner Professor of Media Technology and director of the MIT Media Laboratory, Europe. The Media Lab is supported by nearly 170 corporations worldwide and has led in the development of now-familiar areas such as digital video and multimedia.

Puttnam has had a 30-year career as an independent film producer. He was chairman and chief executive officer of Columbia Pictures between 1986 and 1988 and is currently director of Enigma Productions.

PBS DTV Training Seminars

PBS will be holding a series of training seminars on DTV. "The ABC's of DTV" (non-technical) addresses DTV strategy, planning, and transition issues and new service opportunities. "The DTV Transmission Seminar" (technical) covers real world "how-to's" and a broad understanding of the issues involved in planning the transition to digital television. Courses include real-world HDTV, enhanced TV, multicasting, and hands-on workshop video demonstrations. Seminars will be held as follows: DTV Transmission Seminar, May 17-18, Salina, KS; The ABC's of DTV, May 30, PBMA Conference, San Antonio, TX; The ABC's of DTV and DTV Transmission Seminar, June 19-23, WIPR, San Juan, Puerto Rico; The ABC's of DTV and DTV Transmission Seminar, July 13-15, WQED, Pittsburgh, PA.

Kodak Plays Major Role in Film Development

Eastman Kodak Co. has announced that it will work actively with manufacturers of theatrical hardware and software to enhance the presentation of images and

sound on motion picture screens—using film or digital projection. As part of this effort, Kodak will identify products and technologies for testing and demonstration at its Imaging Technology Center in Hollywood and in its Rochester development laboratories. This is the latest in the company's series of theatrical efforts and joins the Kodak ScreenCheck Experience, Kodak Cinema World theaters, and ongoing film development. The objective is to use Kodak's deep knowledge base and experience with imaging to enhance a product in ways that satisfy industry standards for image quality.

SMPTE 310M-Compliant PC-Digital TV Interface Debuts at NAB 2000

Computer Modules, Inc., announced the ATSC master, the world's first SMPTE 310M-compliant PC-to-ATSC interface card, at the National Association of Broadcasters (NAB) show, held in Las Vegas, NV in April. The ATSC Master PCI compatible card is aimed at both the end user and OEM markets, with interface applications ranging from commercial insertion to transporting MPEG-2 transport streams to an STL uplink. This is part of a three-product family including DVB and HD-SDI interfaces for PCI Bus based servers.

Videotek Selected for 2000 Summer Olympic Games

Videotek has been selected by Panasonic, the Sydney Olympic Broadcast Organization (SOBO) prime contractor, as the provider of test and measurement equipment for the 2000 Olympic Summer Games in Sydney, Australia.

Penn State Public Broadcasting Goes Interactive with Mixed Signals Technologies

Penn State Public Broadcasting station WPSX-TV will soon offer viewers the interactive TV (ITV) experience, by providing access to information via web links provided in the broadcaster's programming. The enhanced broadcasts are made possible through the use of Mixed Signals Technologies (MST) ITV DataFlo System—the industry's first integrated, ITV production suite. The system allows WPSX-TV links into existing program material. Live television programs, taped programs, commercials, or videotapes can now be broadcast and distributed with ITV links, providing viewers with an interactive television experience customized for special broadcasts.

David Prince New Director of Education

SMPTE has announced the selection of David Prince as Director of Education.

Prince, professor emeritus in film at Ohio University, brings the perspective of an educator and consultant in the fields of film, television, and distance education to the position.

In making the announcement, SMPTE Sections Vice-President René Villeneuve, said, "I have asked David to help me in reviewing the Society's educational efforts in the coming months. The continued growth of our membership and



the increased demand for information and communication in our industry provide a unique opportunity for SMPTE to position itself as a top provider of quality information and a prime resource for many of our members."

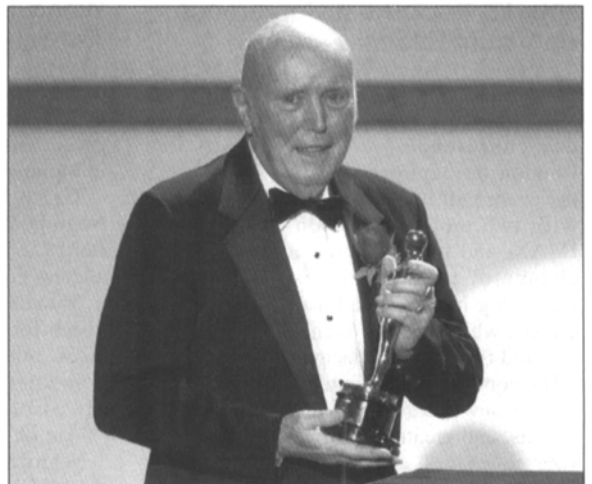
Prince is in his fifth term as chairman of the Ohio Section and has been a member of the Educational Advisory Committee since 1996. He has actively developed and supported local student chapters and is intent on pursuing this commitment.

Roderick T. Ryan Receives Gordon E. Sawyer Award

Dr. Roderick T. Ryan, who served for many years as regional director of engineering services for the Eastman Kodak Co., was voted the Gordon E. Sawyer Award by the Board of Governors of the Academy of Motion Picture Arts and Sciences. The Award, an Oscar statuette, was presented at the Scientific and Technical Awards dinner on Saturday, March 4, 2000, at the Regent Beverly Wilshire Hotel.

Established in 1981, the Sawyer Award is 'presented to an individual in the motion picture industry whose technological contributions have brought credit to the industry.' It is named in honor of the veteran sound director who died earlier that year. Ryan is the 14th recipient.

Ryan retired from Kodak in 1986. He began his career as a World War II naval photographer and was one of the cameramen who photographed the atomic bomb at Bikini Atoll. Throughout his career, he has been honored with many awards.



A Life Fellow of SMPTE, Ryan has served as Governor, Treasurer, Vice-President of Photoscience, and Vice-President of Motion Picture Affairs. He is also a Fellow of the British Kinematograph Sound and Television Society.

Editor's Note: Other SMPTE award recipients at the 72nd AMPAS Scientific and Technical Awards dinner appear in the March 2000 issue of the Journal.