

SMPTE News

The Society of Motion Picture and Television Engineers was a recipient of the Editors' Pick of Show Award at NAB2000, held in April. The award, which is presented in recognition of achievement in the advancement of the Art and Science of Television Broadcast, is selected by a team of industry professionals, consisting of staff and NAB contributing editors at *Television Broadcast Magazine*. SMPTE received the award for its Proposed SMPTE Recommended Practice RP 210—Metadata Dictionary. This document is available on the website at www.smpte.org/stds/trialpub.html.

Mega Hertz and Rohde and Schwarz Partnership

An agreement has been announced wherein Mega Hertz will market Rohde & Schwarz's line of broadcast test and measurement products to the cable television industry nationwide. Mega Hertz is a value-added-reseller of unique multivendor system solutions that support the deployment of advanced technologies in hybrid fiber/coax broadband networks. Rohde & Schwarz produces communications and test and measurement instruments and systems.

According to John Pannucci, president and COO of Rohde & Schwarz, "Establishing a partnership with Mega

Hertz is a perfect opportunity to bring our advanced technology to the cable television market."

New Software to Optimize Home System Performance

Lucasfilm THX has developed a new software feature that allows the performance of a home theater system to be optimized for individual releases. The THX Optimode consists of a series of tests that make it easy for consumers to fine-tune the audio and video performance of their home components. The Optimode tests, contained within a separate section on both NTSC and PAL DVDs, are standard tests to assist in adjusting a full

range of video monitor settings and ensure that sound system performance parameters are optimized. Signals are equal to the final reference levels set during the mastering of each individual release, allowing system performance to be tailored to each specific movie, a capability that consumers have never been offered. As a result, the consumer sees the movie as the director intended.

Artel Multichannel VTS to Enhance Video Services

Artel has introduced a new fiber-optic video transmission system that enables service providers to offer enhanced video services by obtaining more bandwidth out of existing networks.

The DigiLink 9000 multichannel transmission system transports up to 8-channel baseband video/audio or 256 QAM over a single fiber-optic link. With support for 256 QAM, it enables expansion of CATV and telecommunications offerings such as video on demand (VoD). Integrating with DWDM transport equipment, DigiLink 9000 offers highly bandwidth-efficient digital television and VoD service solutions.

Calendar

SMPTE Activities

AMSTERDAM, THE NETHERLANDS—IBC Convention. *September 8-12, 2000.*

PASADENA, CA—142nd Technical Conference & Exhibition. *October 18-21, 2000.*

WASHINGTON, DC—35th Advanced Motion Imaging Conference. *February 8-10, 2001.*

SYDNEY, AUSTRALIA—2001 Conference & Exhibition. *July 9-13, 2001.*

NEW YORK, NY—143rd Technical Conference & Exhibition. *November 4-7, 2001.*

For more information on these and other SMPTE activities contact SMPTE Headquarters: (914) 761-1100; fax: (914) 761-3115.

AUGUST

Microdisplay 2000, Boulder, CO. Info:

The United Engineering Foundation, Three Park Ave., 27th Fl., New York, NY 10016; tel: (212) 591-7836; fax: (212) 591-7441; e-mail: engfnd@aol.com; website: www.engfnd.org. *August 7-9, 2000.*

SEPTEMBER

IBC2000, Amsterdam, The Netherlands. Info: International Broadcasting Convention, Aldwych House, 81 Aldwych, London WC2B 4EL, U.K.; tel: +44 (0) 171 611 7500; fax: +44 (0) 171 611 7530; e-mail: show@ibc.org; website: www.ibc.org. *September 8-12, 2000.*

The BKSTS and Visual Effects Society's Visual Effects Conference, South Bank, London, U.K. Info: 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. *September 22-24, 2000.*

NOVEMBER

CineVegas International Film Festival 2000, Las Vegas, NV. Info: CineVegas, 2501 North Green Valley Pkwy. #118-D, Henderson, NV 89014; tel: (702) 477-7530; fax: (702) 477-7533; website: www.cine.vegas.com. *November 28-December 2, 2000.*

DECEMBER

140th ASA Meeting and Noise-Con 2000, Newport Beach, CA. Info: Acoustical Society of America, Ste. 1, Two Huntington Quadrangle, Melville, NY 11747. *December 3-8, 2000.*

JANUARY 2001

2001 International CES, Las Vegas, NV. Info: Karen Chupka, Consumer Electronics Assoc., 2500 Wilson Blvd. Arlington VA 22201; tel: (703) 907-7600; fax: (709) 907-7601; website: www.CE.org. *January 6-9, 2001.*