

CALL FOR PAPERS

35th SMPTE Advanced Motion Imaging Conference Capitol Hilton, Washington, DC February 8-10, 2001

Theme: Ancillary Data, Metadata, and Datacasting—Enabling Enhancements for Old and New Media

Planning is under way for the 35th SMPTE Advanced Motion Imaging Conference, and a call for papers has been issued. The event, scheduled to be held on February 8-10, 2001 at the Capitol Hilton in Washington, DC, is being chaired by *Clyde Smith*, Turner Entertainment Networks, and *David Walters*, Omneon Video Networks.

The program, which includes an all-day seminar and two days of paper sessions, will provide a comprehensive exploration of topics in Ancillary Data, Metadata, and Datacasting.

Authors interested in participating should submit a copy of the synopsis form to Marilyn Waldman at Headquarters by October 2, 2000. The synopsis form can be found in this section. E-mail mwaldman@smpte.org; tel: (914) 761-1100 ext. 116; or fax: (914) 761-3115.

Speakers will be notified of acceptance by November 1, 2000. If your paper has been accepted, a full manuscript (with illustrations) must be submitted by January 1, 2001.

This information is also available on the website at www.smpte.org.

All-Day Seminar

Ancillary Data—What is it and Where is it Used?

Session Chair: *Bill Miller*, ABC

The first session will examine Ancillary data and discuss issues such as:

- Standards in the industry
- Sources and uses
- Resources
- What supporting system architectures look like
- Challenges in implementing systems

Applications of Metadata in Television Systems

Session Chair: *Brad Gilmer*, Gilmer & Associates

The second session will focus on Metadata issues. Metadata has gotten much media attention. One problem is learning how to understand and handle this new technology. This session will focus on the uses and challenges in implementing metadata-based systems, by defining metadata requirements, capturing/integrating, and using metadata.

Datacasting—Standards and Implementation

Session Chair: *Merrill Weiss*, Merrill Weiss Group

The third session will focus on datacasting.

- What datacasting architectures look like; what types of datacasting uses are there; and what tools are available to support these uses
- What bandwidth is required and who determines it
- Implementing a datacasting supportive architecture
- Causes of data defects
- Where to begin and how to proceed
- How to leverage early successes

Technical Program

Over the course of two days, in four sessions, experts from service providers, users, and manufacturers will explore the issues raised in the Seminar in a series of papers that promise to address the current state of the industry:

- Cutting through the metadata market hype
- Technical and business issues
- Creating the project plan
- Defining requirements
- Real-world analysis of existing applications
- Future directions of ancillary data metadata and datacasting

Day 1

Session 1: Datacasting Applications

Chair: *Pete Ludé*, Iblast

Session 2: System Architecture in the Plant

Chair: *Jim Edwards*, Tektronix

Co-Chair: *Walt Lindblom*, CSC Project Manager, NASA DTV Transition Project

Day 2

Session 3: Transmission Architecture

Chair: *Bruce Miller*, WRC

Co-Chair: *Jerry Butler*, PBS

Session 4: Standards Issues and Formats

Chair: *Steve Long*, NIMA

SYNOPSIS FORM

35th SMPTE Advanced Motion Imaging Conference
Capitol Hilton, Washington, DC
February 8-10, 2001

Please type below, a 500-word synopsis explaining what the paper is about. Be as detailed as possible. The synopsis will be used to determine the suitability of the paper for presentation at this Conference.

Title of Paper _____

Author(s) _____

Company _____

Mailing Address _____

City _____ State _____ Zip _____

Tel: _____ Fax: _____ E-mail: _____

Are you a member of SMPTE? Yes No

Synopsis:



SMPTE at IBC2000

The International Broadcasting Conference (IBC) will be held September 8-12, 2000 in Amsterdam, The Netherlands. The annual event consists of paper sessions, tutorials, workshops, panels, mini-conferences, and an exhibition. These programs offer full international coverage of the main issues impacting the broadcast industry.

This year, SMPTE will sponsor a pre-show tutorial. The program, titled "Internet Technology—Business Practice and Opportunities," will be held on Thursday, September 7.

The morning session, chaired by Michael Dolan, DirectTV, will provide a technical introduction to Internet technology and its use in broadcast television. This tutorial will cover the broadcast of web content along with high-bandwidth video/audio and the carriage of low-bandwidth video/audio over Internet transports. In addition, reports will be presented on work within SMPTE, W3C, ATSC, DVB, and ARIB, organizations that are considering standardization issues where television and the Internet converge.

The afternoon session, chaired by SMPTE President Charles Jablonski, Geocast, will explore the business aspects of Internet and broadband delivery. Business models will be discussed, in addition to intellectual property and the issue of re-using content from other media.

The program will conclude with a panel discussion where presenters will share their current experiences and some of the new services that may evolve.

You are invited to join us!
The SMPTE Reception at IBC2000
Friday, September 8, 2000
18:00 – 20:00 hrs

La Ronde Restaurant
In the RAI International Exhibition and
Congress Centre, Amsterdam

SMPTE at IBC2000