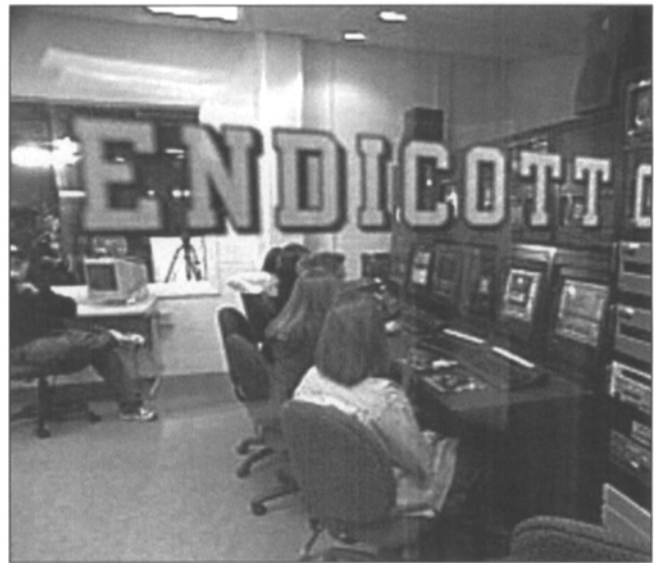




Hitachi HD Plasma Display monitor at Nasdaq's Marketsite in New York City.



Parker Vision's production automation system at Endicott College.

Industry News

ATSC Approves Data Broadcast Standard

The Advanced Television Systems Committee (ATSC) has approved a new standard for broadcasting protocols for transmission of data via digital television signals. The ATSC Data Broadcast Standard defines protocols for data transmission compatible with digital multiplex bit streams constructed in accordance with ISO/IEC 13818-1 (MPEG-2 Systems). The standard supports data services that are both television program related and non-program related. Applications can include enhanced television, webcasting, and streaming video services. Data broadcasting receivers can include PCs, televisions, set-top boxes, or other devices. The standard provides mechanism for download of data, delivery of datagrams, and streaming data.

Destiny Partners with AIFFP for Internet Film Distribution

Destiny Media Technologies, Inc., has announced a partnership with the Association of Independent Feature Film Producers (AIFFP) for the development of feature film applications using Destiny's new MPE digital media distribution system.

"This partnership is the next step in the evolution of the MPE format into

all forms of media," said Keith Gillard, director of content development for Destiny Media Technologies. Gillard added that "MPE will empower feature film producers by allowing them to distribute and promote their films openly on the Internet, without fear of piracy, and know they will be paid the money they deserve."

MPE is a complete, secure media distribution system, with built-in e-commerce, digital rights management, distribution, and visual display. MPE files do not require an external player or any lengthy downloads, as each file contains an embedded player; MPEs automatically play when clicked on.

Technicolor to Double Worldwide DVD Capacity

Technicolor has announced that it will expand its worldwide DVD capacity from 75 million units to 150 million. The company has plans to immediately begin procurement of equipment and additional space to accommodate the acquisition and installation of 25 new DVD manufacturing lines and associated packaging equipment this year. The new lines, 17 of which will be installed in the U.S. and 8 in European facilities, will represent an increase of approximately 100% in total DVD capacity for the company.

"We're investing to double our

capacity because the market is growing so fast," said Lyndon Faulkner, president, Technicolor Optical Media Services. "Technicolor believes in being well ahead of the curve so that we can support our growing customer base and prepare for the significant launch of a range of DVD game platforms over the next six months."

Nasdaq Marketsite to Use Hitachi HD Plasma Display Monitor

Hitachi Denshi America's, Broadcast & Professional Group has announced the addition of three CMP402HDU high-definition plasma display monitors to Nasdaq's Market-site, a 96-monitor video wall displaying realtime Nasdaq stock quotes in graphical format. The screens are situated in Nasdaq's New York City studio on 43rd Street and Broadway in Times Square and visible to the public.

In addition to the recently installed monitors, Nasdaq plans to purchase three more of the HD monitors from Hitachi for Marketsite in the near future.

Tandberg Expands Market Reach and Service with New Orlando HQ

Tandberg Television is set to increase its market reach and service to broad-

casters with the announcement that it will be moving its corporate headquarters to the Central Florida Research Park in Orlando. Tandberg Television's senior management, customer service, marketing, and sales administration groups will relocate to the new Orlando headquarters, bringing them closer to key customers and prospects on the east coast, as well as to the growing Latin American broadcast market.

At the same time a team of key sales, pre-sales technical support, customer service, and sales administration personnel will remain in southern California. The company's team of regional sales and technical sales support engineers will remain in their existing locations across the U.S. and South America.

Schneider Optics Buys Century Precision Optics

Schneider Optics, Inc., well known in the motion picture and television

industries for lenses and filters has announced the acquisition of Century Precision Optics.

Century Precision Optics designs and manufactures professional lenses and lens accessories used by filmmakers and videographers worldwide. According to Dwight Lindsey, senior vice-president of Schneider Optics, "Century Precision Optics is a strong company with innovative products. By bringing the technology that Schneider has developed over 87 years to this acquisition, we expect to be able to enhance Century's already impressive capabilities, particularly in the area of new product development."

ParkerVision Uses Production Automation Systems in Higher Education

The recent employment of Parker Vision automation systems within colleges and universities, reveals that production automation systems are no longer just for news broadcast stations.

Endicott College in Beverly, MA, has been automated with a digital Studio News system for more than one year.

"When we first started, the ParkerVision system was meant to strengthen our communications department, then all of a sudden, distance learning came into vogue here at the college. Now it's opening up a world to us, connecting our multiple campuses. We're looking at the world with a whole new perspective," said Dick Wylie, Endicott College President.

Assistant Professor Eileen M. McLaughlin uses the Studio News automation system to teach studio production to her television production and advertising students. "This is new technology indicative of where production is heading in the future. Students that gain an understanding of this system are in a much better position to get a job when they graduate."

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

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

DALLAS, TX—36th Advanced Motion Imaging Conference. *February 7-9, 2002.*

PASADENA, CA—144th Technical Conference & Exhibition. *October 23-26, 2002.*

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

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.*

109th Audio Engineering Society Convention, Los Angeles, CA. Info: Audio Engineering Society, 60 E. 42nd St., Rm. 2520, New York, NY 10165; tel: (212) 661-8525; fax: (212) 682-0477; e-mail: HQ@aes.org; website: www.aes.org. *September 22-25, 2000.*

OCTOBER

DV Expo and Web Video Expo, Long Beach, CA. Info: www.dvexpo.com or

www.webvideoexpo.com. *October 2-6, 2000.*

LDI 2000, Las Vegas, NV. Info: Intertec Exhibitions/LDI 2000 Registration, 5680 Greenwood Plaza Blvd., Ste. 100, Englewood, CO 80111; tel: (800) 288-8606; fax: (800) 601-3858; e-mail: trade_showsintertec.com; website: www.Idishow.com or www.etcnyc.net. *October 20-22, 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.*

JANUARY

2001 International CES, Las Vegas, NV. Info: International CES, 2500 Wilson Blvd., Arlington, VA 22201; tel: (703) 907-7600; fax: (703) 907-7602; e-mail: cesinfo@ce.org; website: www.CES.org. *January 6-9, 2001.*