

35th Advanced Motion Imaging Conference

February 8-10, 2001

Capitol Hilton Hotel, Washington, DC

*“Ancillary Data, Metadata, and Datacasting”
Enabling Enhancements for Old and New Media*



CONFERENCE PROGRAM

(This program is tentative and subject to change without notice.)

THURSDAY, FEBRUARY 8, 2001

ALL-DAY SEMINAR

The All-Day Seminar provides a strong foundation on the current status and capabilities of broadcast equipment, systems, and standards supporting the development and use of Ancillary Data, Metadata, and Datacasting technologies. The background and frame of reference provided by this seminar prepares participants for the following paper presentations.

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

Chair: *William C. Miller*, ABC/Engineering, Vice-President, SMPTE

Presentations focus on standards, practices, and capabilities of ancillary data elements and systems in use today. It provides a thorough background on Ancillary Data and discusses issues such as sources and uses available, resources, architectures and applications, as well as the challenges in implementing systems.

Applications of Metadata in Television Systems

Chair: *Brad Gilmer*, Gilmer & Associates/AAF Association

While metadata has received much media attention, the problems of learning how to understand and handle this new technology have not. The session features knowledgeable industry leaders and focuses on devel-

oping standards as well as user needs, uses, challenges, and solutions to implementing metadata-based systems.

Datacasting Standards and Implementation

Chair: *Merrill Weiss*, Merrill Weiss Group

This section of the seminar will cover what datacasting architectures look like, what types of datacasting uses exist, and what tools are available to support these uses. Prominent leaders in the industry will bring you up to date on the current technology issues relating to datacasting.

TECHNICAL PROGRAM

In four sessions on Friday and Saturday, experienced industry experts from service providers, users, and manufacturers will explore the issues raised in the seminar in a series of papers that define the current state of the industry. The sessions and a sampling of some of the papers to be presented follow.

FRIDAY, FEBRUARY 9, 2001

MORNING SESSION

Datacasting Applications

Co-Chairs: *Pete Ludé* iBlast, Inc., and *Graham Jones*, Harris Corp.

Managing and Monitoring a Data Broadcast Network, *Sheila Joyce*, Geocast, Menlo Park, CA



Solving the Last Mile Problem by Eliminating It, *Oliver Lockett*, iBlast, Inc., Beverly Hills, CA

Broadband Services Using Databroadcasting and Point-2-Point Networks, *Peter Kruppenacher*, The Fantastic Corp., Bahnhofstrasse, Switzerland, *Hans-Jörg Vögel*, The Fantastic Corp., Mano, Switzerland; and *Erik Troelsen*, The Fantastic Corp., New York, NY

Satellite Datacasting, Author TBD, PanAmSat Corp.

Data Broadcasting to a Trusted Client, *Bhavan Shah* and *Marc Duvivier*, Wavexpress, New York, NY

Panel Discussion

AFTERNOON SESSION

System Architecture in the Plant

Chair: *Walt Lindblom*, NASA DTV Transition Project

Balancing Bandwidth and Bytes: Managing Storage and Transmission Across Data Network, *Peter Ludé* iBlast, Inc., Beverly Hills, CA; and *Dan Radke*, HD-Associates

DHSM Dynamic Hierarchical Storage Manager, *Angelo D'Alessio*, Rome, Italy

Network and Facility Management: Needs, Challenges, and Solutions, *Graham Jones*, Harris Corp.

File Security and Rights Management in a Video Area Network, *Adolfo Rodriguez* and *Alexx Mitaru*, Omneon Video Networks

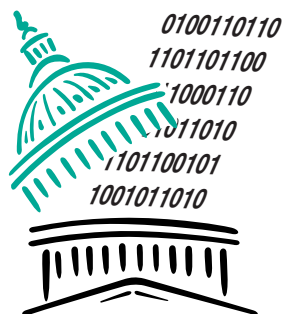
Data Broadcast Content Preparation: a Case Study

An Object Server Supporting Metadata for Video Intensive Internet Based Access, *Christopher C. Woollard*, University of Greenwich, London, U.K.

Continuity Monitoring of Audio, Video, and Data in a Multichannel Facility, *David Strachan*, Evertz Microsystems, Ltd., Burlington, Ont., Canada

Augmenting Video News Programs with Auxiliary Information, *Chris Ward* and *James Janniello*, IBM Corp., Hawthorne, NY

Panel Discussion



SATURDAY, FEBRUARY 10, 2001

MORNING SESSION

Transmission Architecture

Co-Chairs: *Bruce Miller*, WRC, and *Jerry Butler*, PBS

Infrastructure for an NTSC/ATSC-Supported Nationwide Data Broadcasting Service: Present and Future, *David Boroughs*, Director, PBS National Datacast

Transport B for Broadcasters: Boon or Bane? *Bruce Jacobs*, TPT-Twin Cities Public Television

Datacasting Using Existing NTSC Facilities, *Ted E. Hartson* and *Walter S. Ciciora*, Southport, CT

A Nationwide Survey of PSIP Implementation, *Thomas M. Gurley*, WHD-TV, Washington, DC

Update on Phase 1 Comparative Field Testing of 8-VSB and COFDM Transmission Systems, *Dennis Wallace*, Wallace & Associates

Panel Discussion

AFTERNOON SESSION

Standards Issues and Formats

Co-Chairs: *Steve Long*, NIMA, and *Peter Wharton*, PanAmSat Corp.

An SNMP Agent for a DTV Data Server, *David Catapano* and *Gomer Thomas*, Triveni Digital, Inc., Princeton Junction, NJ

Streaming Metadata, Applications, and Challenges, *Robin Rowe*, MovieEditor, Inc., San Diego, CA

Advanced Authoring Format Status Update, *Brad Gilmer*

Metadata for the Long-Term, *Sharon Flank*, eMotion, Inc., Vienna, VA

Assessing the Quality of Digital Motion Picture Cinema Systems—Dynamic Range and Grain, *C.L. DuMont*, *M.A. Maurer*, and *R.R.A. Morton*, Eastman Kodak Co., Rochester, NY

TV Anytime Forum

Designing Data Models for Asset Metadata, *Daniel Hurtubise*, SGI, Mountain View, CA

Agent-Based Architectures for the Seamless Integration of Broadcast and Production Applications, *Steven C. Bilow*, Grass Valley Group, Beaverton, OR



General Conference Information

HOURS:

Seminar and Sessions: 8:00 a.m. – 5:00 p.m.

SMPTE Registration Hours:

Wednesday, February 7:1:00 p.m. – 3:00 p.m.

Thursday, February 8:7:00 a.m. – 5:00 p.m.

Friday, February 9:7:00 a.m. – 5:00 p.m.

Saturday, February 10:8:00 a.m. – 12:00 noon

SMPTE Bookstore Hours:

Wednesday, February 7:1:00 p.m. – 3:00 p.m.

Thursday, February 8:7:30 a.m. – 5:00 p.m.

Friday, February 9:7:30 a.m. – 5:00 p.m.

Saturday, February 10:8:00 a.m. – 12:00 noon

Social Events

Welcome Reception—Thursday, February 8

Get-Together Luncheon—Friday, February 9

Both of these events provide an excellent opportunity to mingle with colleagues, meet new peers, and relax and enjoy the SMPTE experience.

Registration

Attendees can pre-register for the conference by mail or fax. In order to take advantage of the early bird prices, all forms and payments must be received at SMPTE by January 18, 2001. No forms will be processed without payment.

To register by mail or fax, please complete the registration form and return it to SMPTE with your payment, no later than Thursday, February 1, 2001. Registration will be available at the conference; however, to avoid long lines we encourage registration by mail, fax, or online prior to February 1, 2001. After February 1, 2001 you must register on-site at the Capital Hilton. All name badges will be available for pickup at the registration desk.

Save Money by Registering Early!

Early bird discounts apply to those applications post-marked by January 18, 2001.

Press Registration:

SMPTE invites accredited members of the press to participate in the technical sessions on a complimentary basis. If you attended the SMPTE conference last year, please submit a copy of last year's write-up with a press registration form. If this is your first SMPTE

conference, you must submit a signed letter from your editor stating your intention to cover the 35th SMPTE Advanced Motion Imaging Conference in an upcoming publication. If you are unable to obtain either a letter or past article, you must register and pay the attendee price for the conference. For press registration forms or other inquiries, please call Linda Alexander at 914-761-1100 ext. 115.

Cancellations and Refunds: SMPTE's policy for conference registration refunds prior to the conference is as follows:

All cancellations must be made in writing to SMPTE headquarters.

A \$50 administration fee will be incurred on all transactions.

No refunds or cancellations will be accepted if postmarked after January 25, 2001. **Absolutely no exceptions!** Substitutions are allowed and encouraged.

Housing

To make your hotel reservation, please print and complete the hotel form and return it to the Capital

Hilton, or call directly at 1-800-Hiltons and ask for the SMPTE rate. Do not return the form to SMPTE. All reservations must be received by January 18, 2001.

The Capital Hilton is located at 16th and K Streets, NW, Washington DC 20036, Tel: 202-393-1000; Fax: 202-797-5820.

Transportation and Travel Discounts

Rich Worldwide Travel is offering a special discount for the 35th SMPTE Advanced Motion Imaging Conference. Book your arrangements through them and receive 5% off the lowest applicable fare and an additional 5% if booked 60 days in advance. Saturday night stays are NOT required for these specially negotiated low fares. The first 100 people to book arrangements through Rich Worldwide Travel for the 35th SMPTE Advanced Motion Imaging Conference will qualify for a sweepstakes drawing. The winner will receive one free round-trip airline ticket to anywhere within the domestic United States. Contact Rich Worldwide travel at 1-800-333-RICH or 1-212-997-1600 or at www.richtravel.com.

Sponsorships

Sponsorships are a great way to promote your company's products and services while supporting SMPTE's educational activities. The following is a small sample of the options available:

Technical Sessions

Welcome Reception

Get-Together Luncheon

Coffee Breaks

Program Booklet

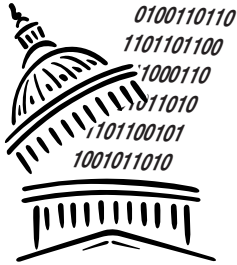
All-Day Seminar

For sponsorship information, please contact Linda Alexander at 914-761-1100 ext. 115, or e-mail laalexander@smpte.org.

Additional Information

If you have any questions regarding the conference, please contact Dianne Gabriele at 914-761-1100 ext. 114, or e-mail: dgabriele@smpte.org.





SMPTE 35th Annual Advanced Motion Imaging Conference

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

February 8-10, 2001 • Capital Hilton • Washington, DC

16th & K Streets NW
Washington, DC 20036

Conference Registration Form

REGISTRATION SELECTION:

Please mark the package and tickets desired.

	Early Bird:		
	On or before 1/18/01	After 1/18/01	
Full Conference: Member	\$500 <input type="checkbox"/>	\$600 <input type="checkbox"/>	
Full Conference: Nonmember	\$700 <input type="checkbox"/>	\$800 <input type="checkbox"/>	
Life Member/Life Fellow	\$ 50 <input type="checkbox"/>	\$ 50 <input type="checkbox"/>	
Seminar Only: Member	\$300 <input type="checkbox"/>	\$400 <input type="checkbox"/>	
Seminar Only: Nonmember	\$500 <input type="checkbox"/>	\$600 <input type="checkbox"/>	
Sessions Only: Member	\$300 <input type="checkbox"/>	\$400 <input type="checkbox"/>	
Sessions Only: Nonmember	\$500 <input type="checkbox"/>	\$600 <input type="checkbox"/>	
Student Member	\$ 50 <input type="checkbox"/>	\$ 50 <input type="checkbox"/>	
Student Nonmember	\$ 75 <input type="checkbox"/>	\$ 75 <input type="checkbox"/>	
Speaker	\$300 <input type="checkbox"/>	\$300 <input type="checkbox"/>	
One Day Registration	Fri. 2/9 <input type="checkbox"/> Sat. 2/10 <input type="checkbox"/> \$300 <input type="checkbox"/>	\$300 <input type="checkbox"/>	

DEADLINE FOR PRE-REGISTRATION IS 02/01/01

EXTRA TICKETS:

Welcome Reception \$ 75
Get-Together Luncheon \$ 50

SMPTE Member?
Yes No

Membership Number: _____

ATTENTION NON-MEMBERS!

Avoid paying \$200 more than members by joining SMPTE now at \$125 annually, and receive the SMPTE Journal, monthly. Check the "New Member" option below and add \$125 to the "Full Conference Member" rate.

Please check one and complete a membership application:

- New Membership \$125
 Renewal \$125
 New Student Membership \$25

Total Amount Due (U.S. Dollars) \$

Special Needs: Please check here if you have a disability and may require special accommodation. We will contact you.

Payment Method (U.S. Dollars)

Check (payable to SMPTE) MC Visa AmEx

Card # _____ Exp. Date: ____/____/____

Print name as it appears on Card:

Signature: _____

Name: _____
of attendee

Name: _____
as you want it to appear on badge

Name: _____
of person completing this form if not the attendee

Company: _____

Title: _____

Address: (company or home) _____

City: _____ State: _____

Zip/Postal Code: _____ Country: _____

Phone: _____

Fax: _____

E-mail: _____

REGISTRATION PACKAGES

- **Full Conference Registration, Students and Speakers:** Includes all sessions, Thursday Seminar (including Box Lunch), the Welcome Reception and Get-Together Luncheon. Speakers must register for a badge whether attending the conference or not.
- **Seminar Only:** Includes admission to the Thursday Seminar including Box Lunch.
- **Sessions Only:** Includes all sessions, the Welcome Reception and the Get-Together Luncheon.
- **Life Members & Life Fellows:** Includes Thursday Seminar (including Box Lunch) and all sessions. *Tickets to the Welcome Reception and Get-Together Luncheon are extra.*

CHANGES & CANCELLATIONS

- Cancellations must be requested in writing and sent to SMPTE via mail or fax.
- A \$50 administrative fee will be incurred on all cancellations.
- No REFUNDS or CANCELLATIONS will be accepted if postmarked after February 1, 2001. **ABSOLUTELY NO EXCEPTIONS!** Substitutions are allowed and encouraged.

Return Completed Form to SMPTE:

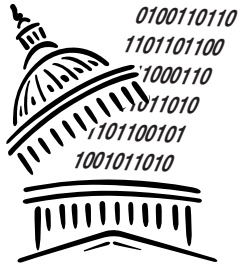
Via fax: (914) 761-3115



or via mail to: 595 West Hartsdale Ave.
White Plains, NY 10607

For the most updated conference information, visit our web site at www.smpte.org.

**No Registrations will be accepted at headquarters after February 1, 2001.
All registrations after that date must be purchased on site.**



SMPTE 35th Annual Advanced Motion Imaging Conference

Ancillary Data, Metadata, and Datacasting—
Enabling Enhancements for Old and New Media
February 8-10, 2001 • Capital Hilton • Washington, DC

Hotel Reservation Form

To make your hotel reservation for the 35th SMPTE Advanced Motion Imaging Conference, you must return this completed form to the Capital Hilton via mail or fax, or you may call the hotel directly at 1-800-HILTONS (445-8667). If you are calling the hotel directly, please make sure that you mention SMPTE to assure you receive the SMPTE special rate.

ALL reservations MUST be received by January 18, 2001. Reservations received after this date will be accepted on a space and rate availability basis only. Mail or fax this page with your deposit directly to:
(Please print or type)

Capital Hilton

16th & K Streets NW
Washington, DC 20036
Phone: (202) 393-1000
Fax: (570) 450-1588

Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____ Country: _____

Phone: () _____ Fax: () _____

(All reservations will be accepted on a first come, first served basis.)

ROOM TYPES AND RATES

(Please check your desired room type)

- Single \$159
- Double \$181
- Towers \$189
- Towers Double \$211

- Smoking Non Smoking
- King/Queen bed (2) Double beds

Additional persons: \$25 per room per night. Maximum 4 persons in a room.
Check In Time: 3:00 p.m. Checkout Time: 12 Noon

Arrival Date: _____

Departure Date: _____

Name(s) of person(s) sharing accommodations: _____

No. of people in room: _____

Special Accommodations Requests: _____

The hotel will try to meet all requests, but there is no guarantee.

PAYMENT INFORMATION

(Please check payment type)

* All reservations not guaranteed by a credit card or a one-night deposit are subject to cancellation.

Enclosed check or money order
(made payable to the Capital Hilton) Amount: \$ _____

- Visa Mastercard
- American Express Diners Club
- Discover

Credit Card Number: _____

Expiration Date: ____ / ____

Print name as it appears on the card:

Signature: _____

Cancellation of this reservation must be made 72 hours prior to arrival, or deposit could be forfeited. Room rates do not include Bed Tax of 14.5%



ALL RESERVATIONS AND DEPOSITS MUST BE RECEIVED BY FRIDAY, JANUARY 18, 2001

Reservations received after this date will be accepted on a space and rate availability basis.

Reservations will be accepted until the group room block has been filled.

If the rate requested is not available, the next available rate will be confirmed.