

36th Annual Advanced Motion Imaging Conference



February 7-9, 2002
Fairmont Hotel at the Arts District
1717 North Akard Street, Dallas, TX 75201

Theme: Image Quality—Theory and Application

Dallas, Texas, will be the place for motion imaging professionals in February. The 36th Annual Advanced Motion Imaging Conference is sure to be informative, educational, and enlightening.

At a time when competitive pressures are forcing increases in channel capacity and reductions in hardware and personnel costs, this conference focuses on the dying art and science of recognizing and maintaining image quality. In this era of increasing compression ratios and the use of less-than-optimum equipment in professional situations, we must be able to make intelligent and informed tradeoffs that benefit the supply-side providers, as well as present and future consumers. Conference Co-Chairs *Charles Pantuso*, DTVIR.Com, and *Greg Coppa*, CBS, are working with the session chairs to collect a range of presentations and demonstrations that are technically rigorous and based on practical experience.



All-Day Tutorial Thursday, February 7

Assessing and Maintaining Image Quality

The tutorial will focus on evaluating and controlling image quality and understanding the effects of each stage of the production system on the final quality presented to the consumer. The presentation of the program will be exciting and dynamic with examples of seminar topics presented on high-quality projectors and displays. The tutorial will be loosely organized by the following topics:

Image Capture, with attention to spatial and temporal format selection, lens limitations, sensor capabilities, electronic optimization and correction, the difficulty of maintaining optical focus, and the effects of real-world atmospheric and exposure conditions.

Synthetic Image Generation and the state-of-the-art in simulating real-world images, with emphasis on why real images look the way they do and how modern rendering processes attempt to mimic that reality.

A review of legacy analog coding, storage, and display, including the technological and physiological

tradeoffs that were the basis of the original and still eminently serviceable NTSC and PAL encoding (analog compression) systems.

An analysis of the tradeoffs in image quality that are associated with specific forms of digital coding, compression, and storage, including subjective and objective evaluation techniques, and a broad overview of transport technology data-rate constraints and their effects on the choice of coding and compression algorithms.

Example-heavy presentations of a broad range of conversion technologies and the tradeoffs inherent in each application, including the underlying theory of why conversion is not as quality-transparent as was once thought, and where theory will take us in the future.

And last, but certainly not least, a presentation of past, present, and future displays and the difficulty of maintaining creative and technical integrity across so many different presentation platforms and technologies.

Friday Morning, February 8

Session: Image Acquisition and Creation
Chair: *Tim Jennison*, Newtek

Papers in this session will focus on the products and processes of the first stage of the production process. New technologies will be uncovered and explained, and practical experience garnered during the shooting of today's popular movie and television programs will be chronicled.

Papers will be presented by, and relevant to, equipment designers and manufacturers, directors of photography, animators and animation program software creators, video engineers, camera operators and assistants, as well as producers and directors.

Friday Afternoon, February 8

Session: Conversion and Compression
Chair: *Kevin Stec*, DemoGraFX

This session will focus on innovations in compression and conversion technologies, including practical examples of the technologies used today in a variety of applications both within, and outside of, the traditional broadcast and consumer distribution channels.

Saturday Morning, February 9

Session: Encryption, Storage, and Transport
Chair: *Fred Huffman*, Worldcom

Solicited contributions will discuss emerging technologies that deal with the simultaneous realities of unrestricted fiber backbone bandwidth, the incredibly limited and fragile bandwidths of personal wireless devices, and all the bandwidths in between. Additional information will be presented on the quality, accessibility, longevity, technology, and cost of archival storage systems.

Saturday Afternoon, February 9

Session: Display Technology
Chair: *Keith Elliott*, Texas Instruments

Advances in displays will be addressed in the final session. The best of current technology will be presented, in monographs and in real hardware. Future technologies will also be covered.

Display technology ultimately determines the goals we ascribe to in other links in the imaging chain. In many ways, this is the most important session of all.

Bring your vision, your eyes, and your minds. It should be a fun and educational experience for all.





SMPTE 36TH Annual Advanced Motion Imaging Conference

Image Quality: Theory and Application

February 7-9, 2002 • Fairmont Hotel at the Arts District
1717 North Akard Street
Dallas, TX 75201

Conference Registration Form

REGISTRATION SELECTION:

Please use one form per person. Registration credentials will be available for pickup on site. Please mark the package and tickets desired

- Full Conference: Member \$500
- Full Conference: Nonmember \$635*
- Sessions Only: Member \$300
- Sessions Only: Nonmember \$435*
- Seminar Only: Member \$200
- Seminar Only: Nonmember \$335*
- Life Member/Life Fellow \$ 50
- Student Member \$ 25
- Student Nonmember \$ 60*
- Speaker \$200
- One Day Registration \$150

Please indicate day: Friday Saturday

Membership Number: _____

EXTRA TICKETS:

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

*ATTENTION NON-MEMBERS!

When you register for the 36th AMI, you're no longer a non-member! That's right, your conference registration fee also includes a full-year membership to SMPTE. This means you'll get all of SMPTE's benefits, discounts, the delivery of the award-winning SMPTE Journal, and more! Just complete the following, and welcome to SMPTE!

Please check one:

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

Payment Method (U.S. Dollars)

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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, Students, and Speakers Registrations:** 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 to be purchased.*

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, 2002. **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, 2002.
All registrations after that date must be purchased on site.**

