



35th SMPTE Advanced Motion Imaging Conference

February 8-10, 2001

Capitol Hilton Hotel, Washington, DC

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.

8:00 - 8:15 a.m.
Introduction

8:15 - 10:00 a.m.
**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.

10:00 - 10:15 a.m.
Break

10:15 - 12:00 noon
**Applications of Metadata in
Television Systems**

Chair: *Brad Gilmer*, Gilmer & Associates/AAF Assoc.

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 developing standards as well as user needs, uses, challenges, and solutions to implementing metadata-based systems. Including *The Metadata Flow* (paper S1) by Gail Gleeson of Turner Entertainment, and *Standards Beyond Broadcast* (paper S2) by Peter Thomas of Tecmath AG.

12:15 - 2:00 p.m.
Lunch

2:00 - 4:00 p.m.
**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.

5:00 - 7:00 p.m.
Welcome Reception

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, and *Graham Jones*, Harris Corp.

- 8:00 - 8:15 a.m.** Introduction
- 8:15 - 8:45 a.m.** Content Processing for Data Broadcasting
Ed Casaccia, Geocast Network Systems, Menlo Park, CA
- 8:45 - 9:15 a.m.** Solving the Last Mile Problem by Eliminating It
Oliver Luckett, iBlast, Beverly Hills, CA
- 9:15 - 9:45 a.m.** Broadband Services Using Databroadcasting and Point-to-Point Networks
Peter Krummenacher, The Fantastic Corp., Bahnhofstrasse, Switzerland, *Hans-Jörg Vögel*, The Fantastic Corp., Mano, Switzerland, and *Erik Troelsen*, The Fantastic Corp., New York, NY
- 9:45 - 10:00 a.m.** Break
- 10:00 - 10:30 a.m.** Satellite Datacasting
Peter Wharton, Technical Production PanAmSat/Net-36
- 10:30 - 11:00 a.m.** Data Casting Applications: Real World Experience
Fredrick Grenier and *Bret Jenkins*, Thomcast Communications, Inc., Southwick, MA
- 11:00 - 11:30 a.m.** Data Broadcasting to a Trusted Client
Bhavan Shah and *Marc Duvivier*, Wavexpress, NY
- 11:30 - 12:00 noon** Panel Discussion

Get-Together Luncheon and Reception

12:00 noon - 2:00 p.m.

AFTERNOON SESSION

System Architecture in Plant

Co-Chairs: *Jim Edwards*, Tektronix, *Walt Lindblom*, NASA DTV Transition Project

- 2:00 - 2:25 p.m.** Balancing Bandwidth and Bytes: Managing Storage and Transmission Across Data Networks.
Pete Ludé, iBlast, Beverly Hills, CA, and *Dan Radke*, HD-Associates, Torrance, CA
- 2:25 - 2:50 p.m.** Media Management for Audiovisual Digital Archiving
Angelo D'Alessio, SHS Multimedia, Rome, Italy
- 2:50 - 3:15 p.m.** Network and Facility Management: Needs, Challenges, and Solutions
Graham Jones, Harris Corp., McLean, VA
- 3:15 - 3:40 p.m.** File Security and Rights Management in a Video Area Network
Adolfo Rodriguez and *Alex Mitaru*, Omneon Video Networks, Beaverton, OR
- 3:40 - 4:00 p.m.** Break
- 4:00 - 4:25 p.m.** Managing and Monitoring a Data Broadcast Network
Sheila Joyce, Geocast, Menlo Park, CA
- 4:25 - 4:45 p.m.** An Object Server Supporting Metadata for Video Intensive Internet-Based Access
Christopher Woollard, University of Greenwich, London, U.K.
- 4:45 - 5:10 p.m.** Continuity Monitoring of Audio, Video, and Data in a Multichannel Facility
David Strachan, Evertz Microsystems, Ltd., Burlington, Ont., Canada
- 5:10 - 5:35 p.m.** The Role of a DTV Edge Server in Support of Data Broadcasting Applications
James Janniello, IBM Corp., Hawthorne, NY, and *Chris Ward*, IBM Corp., Glen Ridge, NJ
- 5:35 - 6:00 p.m.** Panel Discussion

Saturday, February 10, 2001

MORNING SESSION

Transmission Architecture

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

8:00 - 8:30 a.m. Infrastructure for an NTSC/ATSC-Supported Nationwide Broadcasting Service: Present and Future
David Boroughs, PBS National Datacast, Alexandria, VA

8:30 - 9:00 a.m. Transport B for Broadcasters: Boon or Bane?
Bruce Jacobs, TPT-TwinCities Public Television, St. Paul, MN

9:00 - 9:30 a.m. To be announced

9:30 - 10:00 a.m. Datacasting Using Existing NTSC Facilities
W. Leo Hoarty, Dotcast, Inc., Mountain View, CA

10:00 - 10:15 a.m. Break

10:15 - 10:45 a.m. A Nationwide Survey of PSIP Implementation
Thomas Gurley, WHD-TV, Washington, DC

10:45 - 11:15 a.m. Update on Phase I of Comparative Field Testing of 8-VSB and COFDM Transmission Systems
Dennis Wallace, Wallace & Wallace Associates, Indianapolis, IN

11:15 - 11:45 a.m. Panel Discussion

11:45 a.m. - 1:00 p.m. Lunch

AFTERNOON SESSION

Standards Issues and Formats

Co-Chairs: *Steve Long*, NIMA, and *Peter Wharton*, PanAmSat/Net-36

1:00 - 1:30 p.m. An SNMP Agent for a DTV Data Server
Dinkar Bhat, *David Catapano*, *James Kenealy*, and *Gomer Thomas*, Triveni Digital, Inc., Princeton Junction, NY

1:30 - 2:00 p.m. Streaming Metadata: Applications and Challenges
Robin Rowe, MovieEditor, Inc., San Diego, CA

2:00 - 2:30 p.m. Advanced Authoring Format Status Update
Brad Gilmer, AAF Association, Atlanta, GA

2:30 - 3:00 p.m. Metadata for the Long Term: The University of Language vs. Fixed Processes
Sharon Flank, and *David Forbers*, eMotion, Inc., Vienna, VA

3:00 - 3:15 p.m. Break

3:15 - 3:45 p.m. Assessing the Quality of Digital Motion Picture Cinema Systems: Dynamic Range and Other Metrics
C.L. DuMont, *M.A. Maurer*, and *R.R.A. Morton*, Eastman Kodak, Rochester, NY

3:45 - 4:15 p.m. To be announced

4:15 - 4:45 p.m. Designing Data Models for Asset Metadata
Daniel Hurtubise, SGI, Mountain View, CA

4:45 - 5:15 p.m. Agent-Based Architectures for Seamless Integration of Broadcast and Production Applications
Steven Bilow, Grass Valley Group, Inc., Beaverton, OR

General Conference Information

Seminar and Sessions: 8:00 a.m. – 5:30 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.