



SMPTE All-Day Seminar at NAB2001

Las Vegas Hilton, Las Vegas, NV
Saturday, April 21, 2001

MPEG-4

MPEG-4 will be the focus of this year's SMPTE Seminar, taking place at NAB2001 in Las Vegas. Chaired by Richard Mizer, Digital Ventures Diversified, this technical seminar is intended for engineers and technical and general management involved in the development and implementation of products that will use MPEG-4. End users of these products, and the creative community whose work will be produced, distributed, and presented via MPEG-4 processes will also benefit by attending.

9:00 – 11:00 a.m.

Overview of the MPEG-4 Standard

Presented by Member(s) of the MPEG-4 Committee and Academia, this section will provide a synopsis of MPEG-4 technology including:

- Scope and Features of the MPEG-4 Standard
- Profiles in MPEG-4
- Verification Testing: Checking MPEG's Performance
- Detailed Description of MPEG-4 Delivery Multimedia Integration Framework and Systems, Visual and Audio
- Summary and Questions

11:00 a.m. – 12:30 p.m.

What is MPEG-4... Various Perspectives

Presented by representatives from Microsoft, CCube, Philips, and Intertrust, this section answers the question by exploring various perspectives such as how MPEG-4 differs from MPEG-2 and MPEG-1, The Object Oriented Nature of MPEG-4, H.263 ++, Microsoft Media Player, Digital Rights Management, and MPEG-4 and Metadata (MPEG-7 and MPEG-21).

12:30 – 1:30 p.m.

Break

1:30 – 3:30 p.m.

Applications and Implementations

Presented by representatives from companies with MPEG-4 products, this section will provide an overview of application areas and examples of products implementing the technology:

- **Very Low Bit Rate for Cellular**
 - Packet Video: products that provide streaming video to cellular phones
- **Low Bit Rate for the Internet**
 - Philips: MPEG-4 encoder that implements the object oriented capabilities
- **High Bit Rate for Studio Production**
 - Sony: the first compliant studio profile encoder
- **Lossless and Visually Lossless for Digital Cinema**
 - Sarnoff and others are submitting algorithms for testing this summer

3:30 – 5:00 p.m.

Panel Discussion

Moderated by Richard Mizer, this panel will allow for a chance to go into more detail on the various topics discussed during the day, along with some debate on some of the controversial issues.

Registration for this Seminar must be done through NAB. For more information, visit www.nab.org.