

35th SMPTE Advanced Motion Imaging Conference

February 8-10, 2001



SPECIAL REPORT

The 35th SMPTE Advanced Motion Imaging Conference themed “Ancillary Data, Metadata, and Datacasting-Enabling Enhancements for Old and New Media,” was held in Washington’s elegant 60-year-old Capital Hilton, Washington, DC.

All-Day Seminar

An exciting All-Day Seminar kicked off the event and provided 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. Three sessions were held at the All-Day Seminar, chaired by William C. Miller, ABC/Engineering VP, and SMPTE’s Engineering VP; Brad Gilmer, Gilmer & Associates/AAF Association; and Merrill Weiss, The Merrill Weiss Group.

Miller’s session, entitled Ancillary Data—What is it and Where is it Used? focused on standards, practices, and capabilities of ancillary data elements and systems in use today. Providing a thorough background on ancillary data, the session also delved into sources and uses available, resources, architectures, and applications, as well as the challenges in implementing systems.

Gilmer, no stranger to metadata or SMPTE conferences, led his session on the topic of Applications of Metadata in Television Systems, which discussed the problems of learning how to understand and handle this new technology. The session featured papers such as The Metadata Flow by Gail Gleeson, Turner

Special thanks to the following individuals for their time and expertise:

Clyde Smith, Program Co-Chair
David Walters, Program Co-Chair
Rudy Niznansky, General Arrangements Co-Chair
Ed Williams, General Arrangements Co-Chair
Richard Fleeson, Audio/Visual Chair
Bruce Miller, Sponsorships Chair

Entertainment; and Standards Beyond Broadcast by Peter Thomas, TecmathAG. Others focused on developing standards as well as user needs, uses, challenges, and solutions to implementing metadata-based systems.

Weiss chaired his session on Datacasting Standards and Implementation, which covered what datacasting architectures look like, the types of datacasting uses that exist, and what tools are available to support these uses. Prominent leaders in the industry brought attendees up-to-date on the current technological issues relating to datacasting.

Welcome Reception

After the day’s sessions, attendees enjoyed wine and hors d’oeuvres at the Welcome Reception. Discussion centered on the informative seminar earlier that day,

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and expectations of the next two days of technical sessions.

Technical Program

The Technical sessions started on Friday morning, with experienced industry experts from service providers, users, and manufacturers exploring the topics raised in the seminar. Sessions for Friday and Saturday were *Datacasting Applications*, chaired by Pete Ludé, iBlast, and Graham Jones, Harris Corp; *System Architecture in the Plant*, chaired by Jim Edwards, Tektronix, and Walt Lindblom, NASA DTV Transition Project; *Transmission Architecture*, chaired by Bruce Miller, WRC, and Jerry Butler, PBS; and *Standards Issues and Formats*, chaired by Steve Long, NIMA, and Peter Wharton, PanAm Sat.

The conference was a wonderful

success, and all walked away considerably more knowledgeable on matters of Ancillary Data, Meta-data, and Datacasting—Enabling Enhancements for Old and New Media.

Get-Together Luncheon and Reception

The Get-Together Luncheon, held on Friday afternoon in the Congressional Ballroom, gave attendees a chance to enjoy a wonderful meal and discuss what they had learned since the conference began, as well as network with fellow motion imaging colleagues. The keynote speaker was Andrew C. Wilk, executive president programming, production and news of the National Geo-graphic Channel's "National Geographic Today."

SMPTE would like to thank the following for their support in making the 35th AMI such a success:

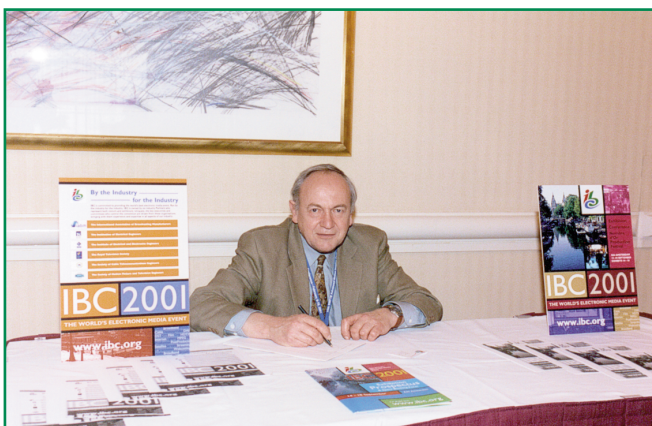
Communications
Engineering, Inc.
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Attendees listen intently during one of the informative sessions of the 35th Advanced Motion Imaging Conference.



SMPTE's Michael Dolan and Merrill Weiss "on the podium."



IBC's Graham Roe displays brochures for IBC 2001. SMPTE will be giving an All-Day Seminar on Metadata at IBC 2001. Keep watching the Journal for more information.



Usually too busy to find themselves in one place at the same time, SMPTE folk take the rare occasion to pose for the camera. The men: L-R, Bob Kisor, Financial Vice-President; John Mason, President; Fred Moits, Executive Director; David Juhren, Director of Publications. The women: Linda Alexander, Marketing Manager; Dianne Gabriele, Meetings Manager; Zoila Figueroa, Administrative Assistant.

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SMPTE Executive Vice-President Gavin Schutz (left), takes a second to pose with SMPTE Executive Director Fred Motts.



SMPTE President John Mason and Executive Director Fred Motts discuss the day's itinerary.



Bhavani Shah of Wavexpres, giving his presentation on Data Broadcasting to a Trusted Client.



The SMPTE Bookstore—open and ready for business.



The Capital Hilton's Presidential Ballroom was the perfect venue for three days of intense sessions.



SMPTE's 35th AMI Chairs and Executive Committee members. Back row: L-R, John Mason, SMPTE President; Andrew C. Wilk, Keynote Speaker; Clyde Smith, Program Co-Chair; Rudy Niznansky and Edmund A. Williams, General Arrangements Co-Chairs. Front row: L-R, William Miller, Engineering VP; Edward Hobson, Editorial VP; René Villeneuve, Sections VP; Robert Kisor, Financial VP; Gavin Schutz, Executive VP; and Thomas Jordan, Conference VP.



Conference Vice-President Thomas Jordan welcomes attendees to the 35th SMPTE AMI Conference.

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One of the many panel discussions that ended each session. Question and answer periods always strengthen the sessions by amalgamating the talents of those who presented papers into one body.



Program Chair Clyde Smith chats with SMPTE President John Mason and keynote speaker Andrew Wilk.



The Get-Together Luncheon gave everyone a chance to sit down and discuss what they had been learning at the sessions, and afforded attendees a chance to network with peers.



Before introducing the keynote speaker, SMPTE President John Mason addresses attendees at the Get-Together Luncheon.



Keynote speaker Andrew Wilk tells attendees about his work with the National Geographic Channel's "National Geographic Today" program.



Keynote speaker Andrew Wilk talks with SMPTE Editorial VP Ed Hobson, while SMPTE President John Mason prepares to address Luncheon attendees.

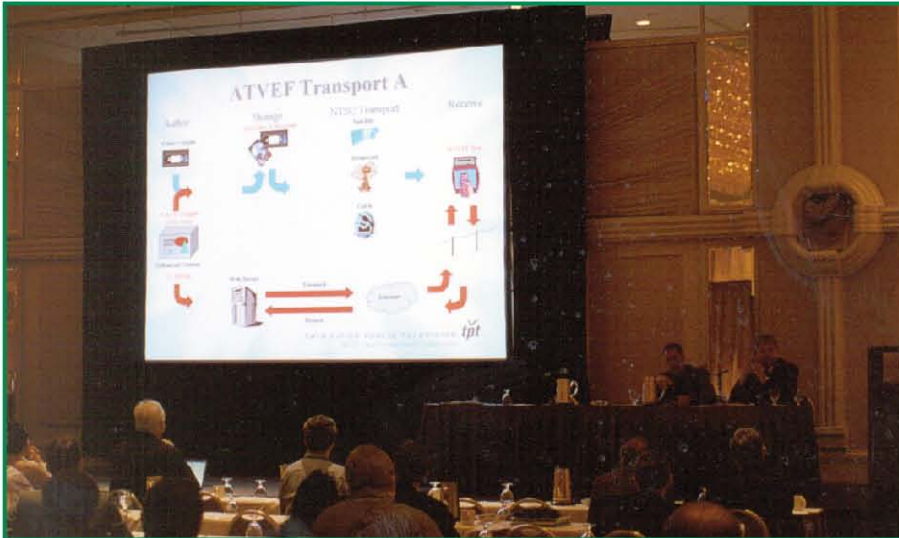
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SMPTE President John Mason, and Conference VP Thomas Jordan, converse with SMPTE Governor and General Arrangements Co-Chair Edmund Williams.



Speaker David Boroughs discusses Infrastructure for an NTSC/ATSC-Supported Nationwide Broadcasting Service, during the session on Transmission Architecture.



Presentations were cleaner and clearer with the sponsorship of equipment by Sony and Panasonic. Richard Fleeson, Audio/Visual Chair, made sure presentations ran smoothly and on schedule.



Angelo D'Alessio, SMPTE's Director of International Sections, delivering a presentation.



A Conference Assistant rephrases a question posed to a panel member.



Attendees applaud speakers after one of the conference's many informative sessions.