



# 143rd SMPTE Technical Conference and Exhibition

Hilton New York, November 4-7, 2001

**Pixels, Packets, Processing, and Infrastructure**

November is quickly approaching, and the program\* for the 143rd Technical Conference and Exhibition is now complete. This year's event is being chaired by *Chuck Phelan*, National TeleConsultants, and *Philip Livingston*, Azcar. It includes an all-day seminar, followed by three days of paper presentations, and promises to be extremely informative.

## ALL-DAY SEMINAR

NOVEMBER 4

SUNDAY

### Packets and Streaming Media

Chairs: *Chuck Dages*, Warner Bros., New Media, and *David Colter*, Warner Bros.

### SUNDAY MORNING SESSION

#### Systems, Servers & Devices

Distributed Broadcast Architectures, *Al Kovalick*, Pinnacle Systems, Mountain View, CA

Media Friendly Microprocessor Architectures and Tools, *Ralph Biesemer*, Intel Corp., Beaverton, OR

Case Study—*www.CTVNEWS.com*, *Jamie Olliver*, Blue Zone, Vancouver, BC, Canada

16-Channel Central Casting Facility, *Keith DeBelius* and *Jay Fine*, National TeleConsultants, Inc., Glendale, CA

### SUNDAY AFTERNOON SESSION

#### Coding, Codec, and Players

Content on the Web: Downloading vs. Streaming, *David Colter*, Warner Bros., Burbank, CA

\* This program is subject to change without notice.

Alternate Content Delivery and Encoding, *Declan Caulfield*, Kamera, Stockholm, Sweden

Digital Rights Management in a Multimedia Environment, *Marcus Peinado*, Microsoft Corp., Redmond, WA

Enabling Children to See a Better World with Multimedia Tools, *Eliot I. Bernstein*, iviewit Technologies, Inc., Glendale, CA

The MPEG Legacy and its Future in the Convergence of the Broadcast and IT Industries: A Brief Look at the Past and a Peek at the Future, *Peter Schirling*, IBM Research, Yorktown Heights, NY

## TECHNICAL PROGRAM

NOVEMBER 5

MONDAY MORNING

### Opening Session and Guest Speaker

#### Broadband, Internet, and New Distribution Methods

Chair: *Pete Ludé*, iBlast Networks

Getting the Picture: How Will Interactive TV Services be Displayed in the Home? *Skip Pizzi*, Microsoft Corp., Wellesley, MA

Delivery of Broadcast Services Over ADSL or VDSL Services, Constraints, and Issues, *Jean Chatel* and *David Mouen Makoua*, Thomson multimedia Broadcast & Network Solutions/Nextream, Sevigne Cedex, France

Satellite Broadband Internet for Production and Post-Production, *Martin J. Stein*, Motorola, Inc., San Diego, CA

Encrypted Satellite Multicast: Quality, Security, and Reliability Considerations Attending the Distribution of Television as Addressable Data, *Dom Stasi*, TVN Entertainment, Burbank, CA

## Audio

Chair: *Richard Hess*, National TeleConsultants, Inc., and *Jim DeFilippis*, News Technology Group

Monitoring and Control of Audio-to-Video Delay in Broadcast Systems, *Tom Tucker* and *Dan Baker*, Tektronix, Beaverton, OR

AES 31—Facts and Features, *Brooks Harris*, Brooks Harris Film & Tape Inc., New York, NY

Overview of the CBC Radio Digital Archiving System

## MONDAY AFTERNOON

### Servers and Networking

Chair: *Al Kovalick*, Pinnacle Systems

Streaming Doesn't Fly for Video—Download-and-Play is the Better Alternative, *Joe Bezdek*, DiviXNetworks, Inc., San Diego, CA

Content Creation Utilizing Large-Scale Archive with Content ID and Original Time Code, *H. Hiki*, *Y. Ishibashi*, *M. Kawabata*, and *F. Hasegawa*, Telecommunications Advancement Organization of Japan, Yamagata, Japan

DOTS—A New Roadmap for High-Speed Archival Storage, *Alan Marchand* and *Art Cosgrove*, Eastman Kodak Co., Rochester, NY

Characteristics of Unprotected and Protected Storage Area Networks (SANs) in Broadcast Environments, *C. Jason Mancebo*, SGI, Mountain View, CA

Fault Tolerance in a Distributed Media Server, *Donald C. Craig*, Omneon Video Networks, Sunnyvale, CA

“Central Casting:” Panacea or Peril? *Jerry Berger* and *Rick Post*, AgileVision, Princeton, NJ

### File Formats for Interchange

Chairs: *Brad Gilmer*, Gilmer & Associates, Inc., and *Hans Hoffmann*, EBU (European Broadcasting Union)

Enabling Network Interoperability Between Video File Servers: The SMPTE 360M General Exchange Format (GXF), *Ray Baldock*, Grass Valley Group, Nevada City, NV

Stream and File Formats—Where Are We Now? *Bob Edge*, Grass Valley Group, Beaverton, OR

User Requirements for File Formats, Associated Metadata, and Transfer Options in Future IT-Based TV Production, *Hans Hoffmann*, EBU, Geneva, Switzerland

The MXF Wrapper and its Application, *James H. Wilkinson*, Sony BPE, Hants, U.K., and *Bruce Devlin*, Snell & Wilcox, Hants, U.K.

Technical Aspects of the Advanced Authoring Format, *James Cain*, Quantel, Newbury, Berkshire, U.K.

Round-Table Discussion

### Welcome Reception

6:00-8:00 p.m.

## NOVEMBER 6

### TUESDAY MORNING

#### Case Studies: New Digital Facilities

Chairs: *David Horowitz*, Horowitz Television Technology, and *Randall Hoffner*, ABC, Inc.

Centralized Network Origination (CNO) White Paper, *Adam Semchen*, The Systems Group, Hoboken, NJ

Achievements by the Hi-Vision (HDTV) Virtual Studio System at the NHK News Center, *S. Mikami*, *K. Hasimoto*, and *K. Tomiyama*, NHK, Tokyo, Japan

Leading-Edge Technology, Multiple Vendors, and User-Friendly Solutions—It Can Be Done, *Jim McGrath*, A.F. Associates, Inc., Northvale, NJ

Intelligent Infrastructure for New Digital Installations, *M. Snell*, *M. Holmes*, and *John Shike*, Snell & Wilcox, Santa Clara, CA

Design of a Local Centralized Multistream Playout Facility, *John Luff* and *Karl Paulsen*, Azcar USA Inc., Canonsburg, PA

Controlling Complex Broadcast Infrastructures, *Julian Williams*, BBC Technology, London, U.K.

#### Film Acquisition and Processing: Emulsions, Cameras, and Facilities

Chair: *Timothy Spitzer*, Tapehouse Editorial Co.

Color Space Conversion with 3D-LUT for Laser Film Recorder, *Ado Ishii*, Imagica Corp., Tokyo, Japan

A Tour Up the Gray-Scale Vector of the RGB Color Cube: How Computer Graphics Color Spaces Relate to Digital Video Color Difference Space, *Leonard J. Reder*, Arete Entertainment, Sherman Oaks, CA, and *Michael Farris*, Innoveda Inc., Camarillo, CA

Application of the Latest Technologies to a New Fujicolor Negative Film, *K. Kawai*, *K. Makino*, *H. Murakami*, and *S. Yamaryo*, Fuji Photo Film Co., Ltd., Ashigara Research Lab, Minami-Ashigara, Kanagawa, Japan

Design Improvements for Motion Picture Film Projectors, *C. L. DuMont*, *A.F. Kurtz*, *B. D. Silverstein*, and *D. H. Kirkpatrick*, Eastman Kodak Co., Rochester, NY

Realtime Restoration of Film and Video-Originated Archives, *S. Crane*, *M. Holmes*, and *J. Shike*, Snell & Wilcox Inc., Santa Clara, CA

Using Digital Intermediate to Provide the 70mm Quality in Theaters—A Progress Report, *R. A. Morton*, *M. A. Maurer*, *G. Fielding*, and *C. L. DuMont*, Eastman Kodak Co., Rochester, NY

## TUESDAY AFTERNOON

### New Standards for New Media: MPEG-4 and 7

Chairs: *Rich Mizer*, Digital Ventures Diversified, Inc., and *Rob Keonen*, Intertrust Technologies Corp.

Technical Details of MPEG-4: System Specification, *Dave Singer*, Apple Computer, Cupertino, CA

Authoring for MPEG-4: Technologies and Techniques, *Pamela Arthur*, LSI Logic, Milpitas, CA

Advanced Audio Coding, *Schuyler Quackenbush*, AT&T Labs

Architectures for MPEG-2 Transcoding from the Production Format into MPEG-4 Internet Video Format, *Rolf Hedke* and *Matthias Schnoll*, Fachhochschule Wiesbaden, University of Applied Sciences, Wiesbaden, Germany

Intellectual Property Management and Protection, *Author TBD*, InterTrust Technologies Corp., Santa Clara, CA

MPEG-4 for Broadcast Television, *Author TBD*, Envivio

Special Update: MPEG-4 Studio Profile

### Archive and Asset Management

Chairs: *Janet Gardner*, Perspective Media Group, and *Gary Morse*

Effective Use of Grouping Capabilities in Archive Management, *Steve Atkinson*, SGL, Lafayette, CO, and *Bernie Walsh*, Software Generation, Ltd., Southampton, Hants, U.K.

Need for Integration of Physical and Virtual Media Asset Systems, *Hugh R. Heinsohn*, Xytech Systems Corp., Burbank, CA

Review of Enterprise Content Management Installations at European Broadcasters, *Per Sjöfors*, Tecmath AG, CMSD, Woodland Hills, CA

The Content Supply Chain for Media Asset Management, *Joshua Duhl*, International Data Corp. (IDC), Winchester, MA

Practical Applications of Agent-Based Asset Management Technology to Digital Media Distribution Systems, *Steven C. Bilow*, Grass Valley Group, Beaverton, OR

Media Asset Management: Making Sense Out of Digital Chaos, *Jennifer Neumann*, Canto Software AG, Berlin, Germany

Pulling It All Together with Asset Management, *Robin Wang* and *Ken Tankel*, Dalet Digital Media Systems, New York, NY



## NOVEMBER 7

### WEDNESDAY MORNING

#### 24P: An Update

Chair: *Gavin Schutz*, Liberty Livewire Corp.

P24...The Next Generation, *Jim DeFilippis*, News Technology Group, Los Angeles, CA

The Search for a Universal Timing Reference Signal, *Peter Symes*, Grass Valley Group, Nevada City, CA

Advanced Techniques for Conversion To and From 1080p 24, *Jed Deame*, Teranex, Orlando, FL

1080P/24...Don't Forget the Metadata! *David Strachan*, Evertz Microsystems Ltd., Burlington, Ontario, Canada

Presentation, *John Galt*, Panavision, Woodland Hills, CA

Presentation, *Mike Phillips*, Avid Technology, Melrose, MA

HSDL and 10-Bit Log 2K Data Transfer Utilizing HDTV Dual Link Carrier, *Frazier Morrison*, DaVinci, Ft. Lauderdale, FL

#### Metadata: Case Studies, Expectations, Realities, Lessons Learned

Chair: *Robert Slutske*, National TeleConsultants, Inc., and *Bill Harris*, IBM, Global Services

Video Content Management in Broadcast, *Derek Gascon*, Convera, Carlsbad, CA

Case Study of an Early Adopter: The CNN Digital News Archive, *Samuel R. Shore*, Concadia Solutions, LLC, San Jose, CA

Creating Access and Usability in a Digital Video Archive, *John Phillips*, Survivors of the Shoah Visual History Foundation, Los Angeles, CA

Presentation, *Bob Seidel*, CBS

Media and Assets Exploited with the Metadata Fabric, *Dipto Chakravarty*, Artesia, Rockville, MD

UMID Watermarking for Managing Metadata in Content Production, *Jason Pelly*, *Daniel Tapson*, *John Stone*, and *Stephen Keating*, Sony Broadcast & Professional Europe, Basingstoke, Hampshire, U.K.



### WEDNESDAY AFTERNOON

#### D-Cinema

Chair: *William C. Miller*, ABC, Inc.

Experimental Ultrahigh-Definition Color Camera System with Three 8M-Pixel CCDs, *K. Mitani*, *M. Sugawara*, and *F. Okano*, NHK Science & Technical Research Laboratories, Tokyo, Japan

In Pursuit of the "Agile Codec"—Parallel Processing Enables Flexible, Low-Cost Digital Cinema Solutions, *B. Jason Crew*, Teranex, Inc., Orlando, FL

The Laser Cathode Ray Tube—A Paradigm Shift in Illumination, *Michael D. Tiberi* and *Glenn H. Sherman*, Principia Light Works, Inc., Marina Del Rey, CA

The White Paper: Theory and Practice of White Points for Digital Cinema, *Matt Cowan* and *H. Loren Nielsen*, Entertainment Technology Consultants, Los Angeles, CA

The Business of Digital Cinema—The Exhibitor's Perspective, *John Fithian*, National Association of Theatre Owners, North Hollywood, CA

#### Video and IP

Chairs: *Darcy Antonellis*, Warner Bros., and *Gary Washauer*, Pinnacle Systems

Applying DRM Technologies to Video on the Net, *Eric Grab*, DivXNetworks, San Diego, CA

Satellite, Broadcast, and Broadband Networks Powered with Storage Area Networks (SAN), *Greg Reitman*, LSI Logic Storage Systems, Inc., Los Angeles, CA

Realtime Video and Audio Content Delivery Over IP Packet Networks—TrueCircuit Implementations, *Carsten Baumann*, Leitch, Inc., Burbank, CA, and *Yendo Hu*, Path 1 Network Technologies, San Diego, CA

Extending Video Networks with IP and Ethernet, *Ted Brunner*, Omneon Video Networks, Sunnyvale CA

The Battle Over Wireless Open Streaming Standards, *Sorin V. Papuc*, Luxxon Corp., Mountain View, CA

## THE WELCOME RECEPTION

This event has always been successful, and expectations are no different for this year. The Welcome Reception is the perfect opportunity to get to know the colleagues with whom you'll be sharing the next few days, and to get re-acquainted with friends from previous SMPTE conferences. Join us for a relaxed evening of good company and hors d'oeuvres.

## INDUSTRY LUNCHEON

Sit down to a banquet with your colleagues; share information, business cards, and a good meal. The event is capped by the conference's keynote address, as a mover and shaker in the motion imaging industry speaks to attendees. Previous luncheon speakers include: Jack Valenti, Motion Picture Association of America; Michael Sherlock, NBC; Saul Shapiro, ABC; Roger Mayer, Turner Entertainment, and a host of principal players in the field of motion imaging.

## HONORS AND AWARDS RECEPTION

Annually, SMPTE gives awards to those in the industry who have demonstrated great achievement and contribution to motion imaging. Awards include Honorary Membership, the Citation for Outstanding Service, the Eastman Kodak, John Grierson/Technicolor, Fuji, and SMPTE Journal awards, and the new Leitch award.

## REGISTRATION AND FURTHER CONFERENCE DEVELOPMENTS

If you are a SMPTE member, registering early saves you money. If you're not a member, becoming one more than pays for itself in early registration fees for the Technical Conference. Keep monitoring the *Journal* and SMPTE's website ([www.smpte.org](http://www.smpte.org)) for the latest in new sessions, program developments, speakers, and more.

## AIR TRAVEL DISCOUNTS

SMPTE is pleased to announce a special discount agreement with American Airlines available for attendees to the Conference. By contacting American Airlines Meeting Services at (800) 433-1790, and using authorization number A68N1AG you will qualify for special fares and discounts. Meeting Services is open daily between 5 a.m. and 12 midnight, central time.

## EXHIBITION

It is not too late for companies wishing to participate in SMPTE's Exhibition. Contact Steve Antolick, Exhibit Coordinator, SMPTE, 2025 M St. NW, Ste. 800, Washington, DC 20036. Tel: 202-367-2311, fax: 202-429-5112, or e-mail: [Steven\\_Antolick@dc.sba.com](mailto:Steven_Antolick@dc.sba.com).

### THE FOLLOWING IS A LIST OF EXHIBITORS AS OF AUGUST 9, 2001

Acterna	Leitch, Inc.
ADC	LSI Logic Storage Systems, Inc.
AgileVision	Microwave Radio Communications
AJA Video	Miranda Technologies, Inc.
Astro Systems, Inc.	Newpoint Technologies, Inc.
Audio Accessories, Inc.	OmniBus Systems
Avica Technology Corp.	Panasonic Broadcast
Axon Digital Design B.V.	ParkerVision, Inc.
BarcoNet	PESA Switching Systems, Inc.
BBC Technology	Quantel Inc.
Belden Electronics Division	Quartz Electronics Ltd.
Bittree, Inc.	Rohde & Schwarz, Inc.
Broadcast Store, Inc.	Ross Video Ltd.
Chyron Corp.	Snell & Wilcox
Convera	Sony Electronics Inc.
DNF Controls	SyntheSys Research, Inc.
Dolby Laboratories, Inc.	Tandberg Television
DVS Digital Video, Inc.	Tektronix, Inc.
Encoda Systems Inc.	TeraNex
Evertz Microsystems Ltd.	Trompeter Electronics
Force, Inc.	Video Products Group, Inc.
GEPCO	Videotek, Inc.
Grass Valley Group	West Penn Wire/CDT
Innovation TK Ltd.	Wohler Technologies
Leader Instruments Corp.	

# 143RD SMPTE TECHNICAL CONFERENCE AND EXHIBITION

November 4-7, 2001  
Hilton New York • New York, NY

## "Pixels, Packets, Processing, and Infrastructure"

### REGISTRATION SELECTION:

Please use one form per person.

Registration Credentials will be available for pickup on site.

(Please check appropriate box) Please mark the package and tickets desired.

Early Bird:

	On or before 10/1/01	After 10/1/01
Full Conference: Member	\$700 <input type="checkbox"/>	\$ 800 <input type="checkbox"/>
Full Conference: Nonmember	\$900 <input type="checkbox"/>	\$1,000 <input type="checkbox"/>
Life Member/Life Fellow	\$ 50 <input type="checkbox"/>	\$ 50 <input type="checkbox"/>
Sessions Only: Member	\$500 <input type="checkbox"/>	\$ 600 <input type="checkbox"/>
Sessions Only: Nonmember	\$700 <input type="checkbox"/>	\$ 800 <input type="checkbox"/>
Seminar Only: Member	\$400 <input type="checkbox"/>	\$ 500 <input type="checkbox"/>
Seminar Only: Nonmember	\$600 <input type="checkbox"/>	\$ 700 <input type="checkbox"/>
Student Member	\$ 50 <input type="checkbox"/>	\$ 50 <input type="checkbox"/>
Student Nonmember	\$ 75 <input type="checkbox"/>	\$ 75 <input type="checkbox"/>
Speaker	\$500 <input type="checkbox"/>	\$ 500 <input type="checkbox"/>
One Day (Please indicate day below.)	\$400 <input type="checkbox"/>	\$ 400 <input type="checkbox"/>
	<input type="checkbox"/> Monday <input type="checkbox"/> Tuesday <input type="checkbox"/> Wednesday	

Deadline for pre-registration is October 22, 2001

### ADDITIONAL TICKETS:

Welcome Reception	\$75 <input type="checkbox"/>
Industry Luncheon	\$50 <input type="checkbox"/>
Fellows Luncheon (Fellows/Life Fellows only)	\$50 <input type="checkbox"/>
Honors and Awards Reception	\$75 <input type="checkbox"/>
Exhibits Only	\$25 <input type="checkbox"/>

### 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.

- New Membership \$125  
Date of Birth \_\_\_\_\_
- Renewal \$125
- New Student Membership/Renewal \$ 25  
Date of Birth \_\_\_\_\_

Name of School: \_\_\_\_\_

Date of Graduation: \_\_\_\_\_

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: \_\_\_\_\_

## CONFERENCE REGISTRATION FORM

Full Name: \_\_\_\_\_  
of attendee

Badge Name: \_\_\_\_\_  
as you want it to appear on badge

Processor Name: \_\_\_\_\_  
of person completing this form if not the attendee

Company: \_\_\_\_\_

Title: \_\_\_\_\_

Address: (company \_\_\_\_ home \_\_\_\_)

City: \_\_\_\_\_ State: \_\_\_\_\_

Zip/Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ Web site: \_\_\_\_\_

SMPTE Member?  Yes  No Membership Number: \_\_\_\_\_

### REGISTRATION PACKAGES

- **Full Conference Registration:** Includes admission to the all-day seminar on Sunday, November 4 (box lunch), all of the technical sessions, admission to the exhibit hall, the Welcome Reception, the Industry Luncheon, and the Honors and Awards Reception.
- **Sessions Only:** Includes admission to all of the technical sessions, the exhibit hall, the Welcome Reception, the Industry Luncheon, and the Honors and Awards Reception.
- **Seminar Only:** Includes admission to the all-day seminar on Sunday, November 4 and a box lunch.
- **Life Members & Life Fellows:** Includes admission to the all-day seminar on Sunday, November 4 (box lunch), all of the technical sessions, and the exhibit hall. Additional tickets are required for admission to the Welcome Reception, Industry Luncheon, and the Honors and Awards Reception.
- **Students:** Includes admission to the all-day seminar on Sunday, November 4 (box lunch), all of the technical sessions, admission to the exhibit hall, the Welcome Reception, the Industry Luncheon, and the Honors and Awards Reception.
- **Speakers:** Includes admission to the all-day seminar on Sunday, November 4 (box lunch), all of the technical sessions, admission to the exhibit hall, the Welcome Reception, the Industry Luncheon, and the Honors and Awards Reception.

### CHANGES & CANCELLATIONS

- Cancellations must be requested in writing and sent to SMPTE via mail or fax.
- A \$75 administrative fee will be incurred on all cancellations.
- No REFUNDS or CANCELLATIONS will be accepted if postmarked or faxed after October 22, 2001.

### RETURN COMPLETED FORM TO SMPTE:

Via fax: (914) 761-3115

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

For more information contact SMPTE at (914) 761-1100.

No Registrations will be accepted at Headquarters after Monday, October 22, 2001.  
All registrations after that date must be purchased on site.

# 143RD SMPTE TECHNICAL CONFERENCE AND EXHIBITION

November 4-7, 2001  
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***"Pixels, Packets, Processing,  
and Infrastructure"***

## HOUSING RESERVATION FORM

Reservations must be made by October 15, 2001, but please confirm your room as soon as possible, since there are a limited number of rooms blocked at the group rate. After October 15, 2001 rooms will be confirmed on a space and rate availability only. Reservations must be accompanied by a first night's deposit via credit card or by company or personal check. *Reservations may be canceled prior to 72-hours to arrival without penalty.*

Read Carefully. Please print neatly or type all information, abbreviating as necessary.

Guest Name: \_\_\_\_\_

Sharing room with: \_\_\_\_\_

Agency/Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Arrival Date: \_\_\_\_\_ Time: \_\_\_\_ a.m. \_\_\_\_ p.m. Departure Date: \_\_\_\_\_

### MAIL RESERVATIONS TO:

Hilton New York  
Reservations Dept. / HRW  
Humboldt Industrial Park  
Maplewood Drive  
Hazelton, PA 18201

### PHONE RESERVATION:

1-800-Hiltons (445-8667)  
1-212-586-7000  
1-570-450-1582 (fax)

**Check-in: 3:00 p.m. Check-out: 12:00 Noon**

### ACCOMMODATION PREFERENCES:

*(Please check your desired room type)*

- Single \$254.00  
 Double \$265.00

Rollaways are \$30 additional.

All rates are plus tax: 13.25% plus 2.00 per night.

### ROOM PREFERENCE

Smoking  Non Smoking  ADA

One Bed  Two Bed

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 METHOD:

Enclosed check  
(made payable to the Hilton New York) Amount: \$ \_\_\_\_\_

- Visa  Mastercard  
 American Express  Diners Club  
 Discover

Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_ / \_\_\_\_

Print name as it appears on the card: \_\_\_\_\_

Signature: \_\_\_\_\_

**SMPTE Italian Section**  
**Digital Library & Media Asset Management Forum**  
**IBTS, Congress Centrum of Milan Fair**  
**October 5-6, 2001**

The audiovisual production world has realized the growing importance of video libraries. Strategic management of these libraries allows production of more creative content at lower costs. Media asset management is the response to a wide request from broadcasters confronted with the proliferation of channels

induced by new digital television technologies. The two-day forum, to be attended by top European and American experts, will examine the current archives situation, users requirements, and opportunities offered by advanced recording and managing technologies.

## PROGRAM

### FRIDAY, OCTOBER 5

#### Opening Session *Welcome & Coffee*

- 10:00 a.m. Introduction: *Franco Visintin*, SMPTE Italian Section, Milan;  
*Angelo D'Alessio*, SMPTE Director of International Sections, Rome
- 10:15 a.m. Keynote Address: "Archiving and Retrieval, Essential Tools for the Audiovisual Future," *Vittorio Storaro*, cinematographer, Rome

#### First Session: "User Requirements," Chair: *Peter Dusek*, president of FIAT-Fédération Internationale des Archives de Television, Vienna

- 11:00 a.m. "Television Archive Requirements," *Peter Dusek*
- 11:30 a.m. "Cinema Archive Requirements," *Adriano Apra*, National Film Library, Rome; with a contribution by *Paul Read*, Soho Images, London
- 12:00 noon "Multimedia Library Requirements," *Lynn Ann Underwood*, Guggenheim Foundation, N.Y.
- 12:30 p.m. "User Expectations in the Role of Metadata for Archiving and Retrieval," *Michael A. Chamberlain*, IBM Global Services EMEA, London

1:00 p.m. *Lunch*

#### Second Session: "Technological Support," Chair: *Maurizio Ardito*, RAI Turin

- 2:30 p.m. "Technological Tools for Archiving and Retrieval," *Maurizio Ardito*
- 3:00 p.m. "The Future Television Archive (FTA) Project," *Horst Schachlbauer*, IRT Munich
- 3:30 p.m. "Retrieval—Metadata Standardization," *Carol Owens*, BBC Technology Media Data Group, London
- 4:00 p.m. "The Media Exchange Framework

Standardization (SMEF)," *Giovanni Soldi*, SHS, Brescia

4:30 p.m. *Coffee Break*

4:45 p.m. Round Table on the Future of Multimedia Archiving—Moderator: *Franco Visintin*

### SATURDAY, OCTOBER 6

(open to SMPTE Student Chapters)

#### Third Session: "Media Asset Management," Chair: *Manlio Cruciatti*, Mediaset, Milan

- 10:00 a.m. "The RAI New Archiving Organization and Management," *Roberto Cecatto*, RAI, Rome
- 10:30 a.m. "The BBC Archiving Organization and Management," *Mike Wood*, BBC Archives, London
- 11:00 a.m. *Coffee Break*
- 11:15 a.m. "The Spanish Experience," *Jose Luis Romero*, Telecinco, Madrid
- 11:45 a.m. "The Italian Experience: Mediaset Digital Archive," *Marco Pellegrinato*, Mediaset, Milan
- 12:15 p.m. Q & A Session with students

Closing of the Forum

#### Technical Committee

Chairman: *Franco Visintin*

Members: *Maurizio Ardito*

*Manlio Cruciatti*,

*Angelo D'Alessio*

*Federico Savina*

via Savona, 67A - 20144 Milano

tel/fax: 0039-02-423.6740; e-mail: fravisi

#### Organizing Committee

Laura Pinna Berchet – IBTS'01

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<http://www.assoexpo.com>