

36th Annual Advanced Motion Imaging Conference

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



Theme: Image Quality—Theory and Application

ALL-DAY TUTORIAL

THURSDAY, FEBRUARY 7

Topic: ASSESSING AND MAINTAINING IMAGE QUALITY

Chair: *Charles Pantuso*, DTVIR.com

Introduction and Tutorial Overview, *Charles Pantuso*

DLP Presentation, *Bill Werner*, Texas Instruments, Plano, TX

Multiple Aspect-Ratios, Resolutions, and Frame Rates and How We Got That Way, *Mark Schubin*, Consultant, New York, NY

Image Capture Theory—Dynamic Luma and Chroma, Spatial, Temporal, Motion Fusion, Flicker, *Charles Poynton*, Consultant, Toronto, Ont., Canada

Camera and Telecine Design and Performance Limitations in Multiformat Environments, *Dave Bancroft*, Thomson multimedia, Reading, Berks, U.K.

Major Milestones in Computer Animation, Contemporary Techniques, and Dealing with Interlace, 3:2 Pull-down, and Sub-Optimum Frame Rates, *Tim Jenison*

Lens Performance Characteristics and Camera Setup for Transfer to Film, *John Galt*, Panavision, Woodland Hills, CA

Typical Conversion Requirements for Program Production, Distribution, and Exhibition, *Charles R. Caillouet*, Vision Unlimited, Prairieville, LA

Conversion Theory—Spatial and Temporal Filtering, Color Space Conversion, Chroma Decoding, *Charles Poynton*

Compression Theory and Failure Modes—Pre-Processing JPEG, MPEG-2, and Statistical Multiplexing, *Author TBA*

Real-World Chroma Decoder, Standards Converter, and Compression Performance Demonstration, *Greg Coppa* and *Henry W. Mahler*, CBS, New York, NY

Image Display Theory and Technology, *Charles Poynton*

Practical Limitations in Consumer Display Technology and the State-of-the-Art in Consumer Display, *Sam Runco*, Runco International, Haywood, CA

Panel Discussion and Audience Question-and-Answer Session, *Mark Schubin*, Moderator

FRIDAY MORNING, FEBRUARY 8

Session: ACQUISITION AND PRODUCTION

Chair: *Tim Jenison*, Newtek

Co-Chair: *C. R. Caillouet*, Vision Unlimited

A 1920 x 1080 60P System that is Compatible with a 1920 x 1080 30I Format, *William Glenn*, Florida Atlantic Univ., Boca Raton, FL

The Importance of a Real-Time Media Sub-System for Collaborative Visual Effects and Editorial Workflow, *Bill Roberts* and *Patrick Byrne*, Discreet, San Francisco, CA

NASA Imaging for Safety, Science, and History, *Rodney Grubbs* and *Walt Lindblom*, NASA Marshall Space Flight Center, Huntsville, AL

BREAK

Post-Production of Variable Frame Rate High-Definition Camera Footage, *Michael Brinkman*, Panasonic

Reelworld HD in the Unreal World of Serial Television, *Minnerly*

LUNCH, KEYNOTE ADDRESS

FRIDAY AFTERNOON, FEBRUARY 8

SESSION: CONVERSION AND COMPRESSION

Chair: *Kevin Stec*, DemoGraFX

Co-Chair: *Michael Guthrie*, Harmonic, Inc.

Objective Image Quality Metric for DCT-Based Video Compression, *S. Oguz, A. Faibish, S. Faibish, and G. Cotter*, EMC Corp., Milford, MA

Image Quality in FootageQuest: An Online Footage Archive, *C. Watts*, Gen3TV, Manassas, VA; *R. Bender* and *S. Flank*, eMotion, Inc., Vienna, VA

Aspects of Objective Video Quality Measurements, *David K. Fibush*, Consultant—Tektronix, Rocklin, CA

Break

Real-Time Single-Ended Algorithm for Objective Quality Monitoring of Compressed Signals, *K. G. Woerner*, Rohde & Schwarz, Columbia, MD

Noise Reduction for MPEG Compression, *Patrick J. Waddell* and *Neil Brydon*, Harmonic, Inc., Santa Clara, CA

Realtime Interframe Wavelet Coding for High-Quality Moving Images, *Kenbe Goertzen*, QuVis, Inc., Topeka, KS

SATURDAY MORNING, FEBRUARY 9

SESSION: ENCRYPTION, STORAGE, AND TRANSPORT

Chair: *Fred Huffman*, Worldcom

Co-Chair: *Vanessa Ogle*, Enseco

Mapping KLV Packets Into Synchronous MPEG-2 Program Streams, *Winnie H. Liang*, Northrop Grumman Information Technology, TASC, Reading, MA

Maintaining Image Quality in Archives and Implementing Related Tools, *Juergen Heitmann*, AV Media Technology, Seeheim, Germany, and *Rainer A. Kellerhals*, tecmath AG, Kaiserslautern, Germany

Image Transport Quality? No Problem! Who Will Pay for It? *Heneghan*, Fuji Photo Film, USA, Elmsford, NY

BREAK

Physical Layer Design and Installation Issues: How Far Will the Signal Travel? *Carl Dole*, Richmond, IN

Issues in Transporting MPEG Over IP, *Ciro Aloisio Noronha*, SkyStream Networks, Sunnyvale, CA

LUNCH, KEYNOTE ADDRESS

SATURDAY AFTERNOON, FEBRUARY 9

SESSION: DISPLAY TECHNOLOGY

Chair: *Keith Elliott*, TI

Co-Chair: *Richard Wolfe*, Hi-Vision America

The Importance of Contrast for Rear Projection Televisions and its Effect on Image Quality, *D. J. Segler*, Texas Instruments Inc., Plano, TX

DLP Cinema Color Management, *Greg Pettitt* and *Brad Walker*, Texas Instruments, Inc., Plano, TX

Innovations in Consumer Display Technology, *Phillip Livingston*, Panasonic, Secaucus, NJ

Color Processing for Diverse Display Devices, *Charles Poynton*

SPECIAL EVENTS

FRIDAY, FEBRUARY 8

GET-TOGETHER LUNCHEON

The Get-Together Luncheon is open to all full-conference registrants, and extra tickets can also be purchased (see registration form). The luncheon features a recognized industry leader as guest speaker.

FRIDAY, FEBRUARY 8

WELCOME RECEPTION

This nighttime event is where conference delegates get to relax and enjoy networking opportunities. Come, mingle, be seen!

Discount Car Service

SMPTE is pleased to announce a special discount agreement with 360Limo, Inc., available for attendees of the 36th Annual Advanced Motion Imaging Conference.

By contacting 360Limo, Inc., and using the promotional code listed below, you qualify for a special fare.

Airport Rate for Sedan

\$59.00 including gratuity and applicable fees.

Nationwide toll-free number

1-800-360-LIMO (5466)

Website: www.360limo.com

E-mail: info@360limo.com

Promotional Code: **SMPTE**

Call now for reservations, and don't forget to use the Promotional Code!

THE ABOVE PROGRAM IS SUBJECT TO CHANGE WITHOUT NOTICE



SMPTE 36TH Annual Advanced Motion Imaging Conference

Image Quality: Theory and Application

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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:

- New Membership Date of Birth _____
- New Student Membership Date of Birth _____
Name of School _____
Date of Graduation _____

- Membership Renewal \$135
 - Student Renewal \$ 35
- 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: _____

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. You must purchase a ticket to attend the Welcome Reception and Get-Together-Luncheon.

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.



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Hotel Reservation Form

To make your hotel reservation for the 36th SMPTE Advanced Motion Imaging Conference, you must return this completed form to the Fairmont Hotel, via mail or fax, or you may call the hotel directly at 214-720-2020. If you are calling the hotel directly, please make sure that you mention SMPTE to assure you receive the SMPTE special rate.

Mail or fax this page with your deposit directly to:

(Please print or type)

Fairmont Hotel

1717 North Akard St.

Dallas, TX 75201

Phone: 214-720-2020

Fax: 214-720-7403

Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____ Country: _____

Phone: () _____ Fax: () _____

ROOM TYPES AND RATES

(Please check your desired room type)

- Single/Double \$175
- Triple \$195
- Quad \$215
- Smoking Non Smoking
- King/Queen bed (2) Double beds

Check In Time: 3:00 p.m. Checkout Time: 12 Noon

Arrival Date: _____

Departure Date: _____

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 INFORMATION

(Please check payment type)

Reservations are subject to cancellations unless guaranteed by a deposit or major credit card.

Enclosed check or money order
(made payable to Fairmont Hotel) Amount: \$ _____

- Visa Mastercard
- American Express Diners Club
- Discover

Credit Card Number: _____

Expiration Date: ____ / ____

Print name as it appears on the card:

Signature: _____

If you are unable to keep your reservation, please cancel 24 hours prior to check-in time to avoid a cancellation fee. Room rates do not include Bed Tax of 15%.

