

SMPTE WELCOMES YOU

To The 144th SMPTE Technical Conference and Exhibition October 23-26, 2002

“Progress and Pragmatism”

Why Progress and Pragmatism? Well, motion imaging technology has certainly seen a lot of progress over the past few years, but the need still exists to assimilate and organize all this new information into a pragmatic whole. Conversely, there is also greater need to pragmatically steer progress, so professionals in the field can move in directions that are both evolutionary and creative, but not at the expense of usefulness and profitability. SMPTE will combine these two fundamental ideas into a full-scale conference that is sure to be informative, educational, and enlightening, and we want you to be a part of it!

Program Chairs *Bruce Berke*, Eastman Kodak Co., and *Al Kavolick*, Pinnacle Systems, are putting together an enlightening program. We're pulling out all stops to give you the knowledge and information necessary to stay ahead! Just look at the tentative seminar and session line-up.

All-Day Seminar/Tutorial

Wednesday, October 23

Morning Session: Digital Rights Management

Box Luncheon

Afternoon Session: Encryption Systems

Technical Sessions

Thursday, October 24

Morning Session A: Advanced Digital TV I: Progress Reports

Chair: *Brett Jenkins*, Thales

Morning Session B: Special Effects for Film and Video: New Systems and Processes

Chair: *Todd Hess*, Santa Monica Studios

Afternoon Session A: Advanced Digital TV II: Future ATSC

Chair: *Peter Ludé*, iBlast

Afternoon Session B: The “New” Film Laboratory—More than Chemistry!

Welcome Reception

Friday, October 25

Morning Session A: Storage Systems 1—Discs, SANs, NAs, RAID5—The Next Generation
Chair: *Clyde Smith*, Turner Entertainment Networks

Morning Session B: Acquisition for Videos—New Cameras for Advanced Digital Television
Chair: Chair: *Laurence Thorpe*, Sony Electronics

Industry Luncheon

Afternoon Session A: Storage Systems 2—Tape-Based Recording, Storage, and Archive Systems
Chair: *Michael Brinkman*, Panasonic

Afternoon Session B: Display Technology—Professional and Consumer
Chair: *TBA*

Honors and Awards Ceremony and Reception

Saturday, October 26

Morning Session A: Digital Cinema—Progress Report
Chair: *TBA*

Morning Session B: Distribution Systems—New Models for a Changing Business Model
Chair: *Brad Gilmer*, Gilmer Associates, Inc.

Fellows Luncheon

Afternoon A & B combined Session: Digital Cinema Part II—Presentations and Panel Discussion
Chairs: *Ed Hobson*, National TeleConsultants, *Peter Symes*, Grass Valley Group

This program is tentative and is subject to change without notice.

The Welcome Reception

Thursday, October 24

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

Industry Luncheon

Friday, October 25

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, and this year's speaker is Eastman Kodak's Chief Technical Officer, *Jim Stoffel*. Don't miss this grand event!

Keynote Speaker, Jim Stoffel

Jim Stoffel joined Kodak in 1997, in the newly created position of vice-president and director, Electronic Imaging Products Research & Development. Following numerous promotions, he is currently chief technical officer and an elected senior vice-president. He also has responsibility for Kodak Ventures and the new Kodak Display Business Unit. Prior to Kodak, Stoffel worked for Xerox Corp. where he also held various positions of increasing responsibility in research, product development, manufacturing, and marketing.

Stoffel received a BSEE degree from the University of Notre Dame. As a NDEA Fellow at Syracuse University, he received a MSEE degree in 1970 and a Ph.D. in 1972. He is the author/editor of "Binary and Graphical Image Processing" and holds over 25 U.S. patents and numerous international patents.

Stoffel is currently on the board of directors of NexPress Solutions LLC and Phogenix Imaging. He is also a member of the advisory board at Stanford University Electrical Engineering Department, and the Research Board at the University of Notre Dame. He also serves on the Executive Committee and Board of the Information Technologies Industries Association, Washington, D.C.

Honors and Awards Reception

Friday, October 25

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, *SMPTE Journal* award, and the Leitch award.

SMPTE Exhibition

Here's a list of companies that will be participating in SMPTE's Exhibition. This list is current as of June 16, 2002, and continues to grow weekly. Don't forget, we're extending our breaks during the conference to give you more time to spend in the Exhibition Hall. See below for more information on how your company can participate in the Exhibition.

ADC
AheadTEK
AJA Video
Astro Systems, Inc.
Audio Accessories, Inc.
Avid Technology
Axon Digital Design B.V.
Barco Projection Systems
Belden Electronics
Bittree, Inc.
Broadcast Microwave Services
Delphi Connection Systems
Digital Audio & Video
DNF Controls
Dolby Laboratories
Encoda Systems
Evertz Microsystems Ltd.
Focal Press
Innovation TK Ltd.
Leader Instruments Corp.
Leitch, Inc.
Linear Acoustic, Inc.
LSI Logic Storage Systems
Microwave Radio Communications
Miranda Technologies, Inc.
N Systems Inc. (NSI)



Network Electronics ASA
ParkerVision, Inc.
Pesa Switching Systems, Inc.
Pixelmetrix
Quartz Electronics Ltd.
Rohde & Schwarz, Inc.
Ross Video Ltd.
Scientific Atlanta
SeaChange International
Snell & Wilcox
Sundance Digital, Inc.
Tandberg Television Inc.
Tektronix
Teranex
Trompeter Electronics
Utah Scientific, Inc.
Video Products Group, Inc.
Videotek, Inc.
Wohler Technologies

For more information on exhibiting at the 144th Technical Conference and Exhibition, please contact Steven Antolick, Exhibits Coordinator, at 202-367-2311, 202-367-2171 (fax), or via e-mail at steven_antolick@dc.sba.com.

Sponsorships

Sponsorships of seminars, receptions, coffee breaks, and registration materials are just a few ways to promote your company's products and services, and heighten customer awareness. We can tailor any sponsorship package or create new sponsorship opportunities to suit your company's needs. Contact Dianne Gabriele, at dgabriele@smpte.org, for a complete list of options.

Conference Developments

Keep monitoring the *Journal* and SMPTE's Website (www.smpte.org) for the latest on new program developments, speakers, and more.



HOTEL RESERVATION FORM

144th SMPTE Technical Conference and Exhibition Pasadena, CA • October 23-26, 2002

HOTEL REQUEST FORM MUST BE RECEIVED BY: October 7, 2002

(All reservations will be accepted on a first come, first served basis)

Read the information below before completing the form.

The Pasadena Convention and Visitors Bureau will make hotel assignments upon receipt of this official hotel reservation form. Reservations must be made through the Housing Bureau to receive the conference-discounted rates. Reservations will be assigned with consideration of date received and your expressed hotel preference. Please print or type all information and return promptly via fax (626) 844-0790 or mail to the Pasadena Convention & Visitors Bureau offices at the address below. Absolutely no telephone reservations. Thank you.

HOTEL	SINGLE 1 bed, 1 person	DOUBLE 1 bed, 2 person	DOUBLE/DOUBLE 2 beds, 2 person	TRIPLE 2 beds, 3 person	QUAD 2 beds, 2 person
Sheraton 303 E. Cordova [Parking for overnight guests is currently \$7.00 (self-park) per day.]	\$129.00	\$129.00	\$129.00	\$144.00	\$159.00
Hilton Pasadena 168 S. Los Robles Ave. [Parking for overnight guests is currently \$10.00 (self-park) and \$12 (Valet) per day.]	\$149.00	\$149.00	\$149.00	\$174.00	\$199.00
Doubletree 191 N. Los Robles Ave. [Parking for overnight guests is currently \$6.00 (self-park) and \$11 (Valet) per day.]	\$159.00	\$159.00	\$159.00	\$174.00	\$189.00

144th SMPTE TECHNICAL CONFERENCE AND EXHIBITION OCTOBER 23-26, 2002

IMPORTANT: Fill in all information and fax or mail immediately.
Use only one form per room (**Deadline: October 7, 2002**).

Name _____
(first name) (last name)

Daytime Phone# (____) _____ Fax# (____) _____

Home Address: _____

City: _____ State: _____ Zip Code: _____

Arrival Date: _____ Departure Date: _____

Room Occupied by: _____

(California State Law requires all occupants to be registered)

Accommodations Desired:

- Single (one person) Double (1bed/2 people) Triple (2 beds/3 people)
 Double/Double (2 beds/2 people) Quad (2 beds/4 people) Other (specify) _____

Hotel Preference: 1st _____ 2nd _____ 3rd _____

Special Request(s) (Based on availability): _____

A deposit for the first night's lodging must accompany this request. The deposit will be credited to your account and will assure reservations being held. Cancellation or alteration of this reservation must be made 3 days prior to arrival; or deposit could be forfeited. Room rate does not include Bed Tax of 12.11%.

Visa Mastercard American Express

Card No: _____ Exp. Date: _____ / _____

Signature (required): _____

Print Cardholders Name: _____

Credit Card Billing Address: _____ Zip Code: _____

IMPORTANT HOUSING NOTES

- Reservations cannot be accepted by phone.
- Maximum of three (3) reservations per person. Occupants' names must be received by deadline, no exceptions.
- Housing request must be received by **October 7, 2002** in order to obtain the discounted rate.
- Please submit one form per room. Forms may be duplicated if necessary.
- If two or more individuals occupy the same room, submit one form listing all additional names.
- No reservations can be accepted without a check or credit card guarantee.
- Credit cards are preferred, but checks are also acceptable. Please make checks payable to **THE HOUSING BUREAU**.
- Alteration or cancellation of this registration after October 7, 2002 must be made directly with the hotel. Cancellations must be made 3 days prior to arrival date or **deposit will be forfeited**.
- Please contact the Housing Bureau at (626) 795-9311 if you have not received an acknowledgment within 30 days of submitting your application.
- Once acknowledgment letters have been received please call the hotel directly for a confirmation number.
- Room rates are subject to room tax of 12.11%.
- Hotel check-in is 3:00 p.m. Hotel check-out is noon. A credit card may be required.
- If a rooming list is being used, all information must be accurate and received by the deadline. A credit card guarantee must be used when submitting a room list.
- The Housing Bureau cannot be responsible for requests received after the cut-off date (October 7, 2002) or for room reservations made directly with hotels.

Fax or Mail your housing request with your deposit guarantee no later than **October 7, 2002** to:

PASADENA CONVENTION AND VISITORS BUREAU, Housing Department 171 S. Los Robles, Pasadena, CA 91101.

Tel: (626) 795-9311 Fax: (626) 844-0790

Please make your check payable to **THE HOUSING BUREAU**.

The Pasadena Convention & Visitors Bureau will send out an acknowledgement once reservations are received.

144th SMPTE TECHNICAL CONFERENCE AND EXHIBITION

October 23-26, 2002
Pasadena Center • Pasadena, CA

"Progress and Pragmatism"

CONFERENCE REGISTRATION FORM

REGISTRATION SELECTION:

Please use one form per person.

Registration Credentials will be available for pickup on site.

(Please check appropriate box)

	Registration Fee	
Full Conference: Member	\$700	<input type="checkbox"/>
Full Conference: Nonmember	\$900	<input type="checkbox"/>
Life Member/Life Fellow	\$ 50	<input type="checkbox"/>
Sessions Only: Member	\$500	<input type="checkbox"/>
Sessions Only: Nonmember	\$700	<input type="checkbox"/>
Seminar Only: Member	\$400	<input type="checkbox"/>
Seminar Only: Nonmember	\$600	<input type="checkbox"/>
Student Member	\$ 50	<input type="checkbox"/>
Student Nonmember	\$ 75	<input type="checkbox"/>
Speaker	\$500	<input type="checkbox"/>
One Day (Please indicate day below.)	\$400	<input type="checkbox"/>
<input type="checkbox"/> Wednesday <input type="checkbox"/> Thursday <input type="checkbox"/> Friday		

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 \$135 annually, and receive the SMPTE Journal, monthly. Check the "New Member" option below and add \$135 to the "Full Conference Member" rate.

New Membership \$135

Date of Birth _____

Renewal \$135

New Student Membership/Renewal \$ 35

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: _____

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 Wednesday, October 23 (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 Wednesday, October 23 and a box lunch.

• **Life Members & Life Fellows:** Includes admission to the all-day seminar on Wednesday, October 23 (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 Wednesday, October 23 (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 all of the technical sessions on day of presentation, 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 9, 2002.

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.

Registration forms must arrive at Headquarters no later than Friday, October 18, 2002