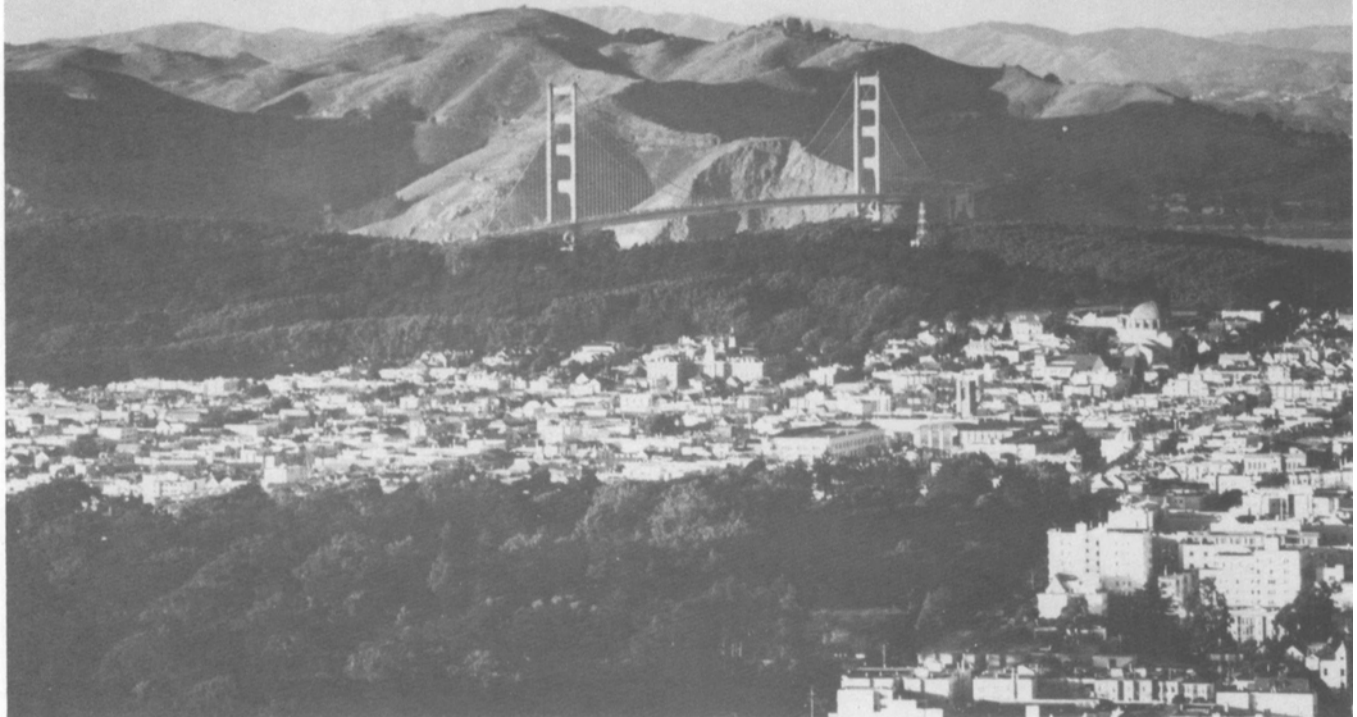


The 19th Annual SMPTE Television Conference San Francisco, February 15-16, 1985



San Francisco's Golden Gate Bridge is seen in a rare view from Twin Peaks with the woodlands of Golden Gate Park in the foreground and the Presidio in the background. Beyond the bridge are the hills of Marin County.

Components of the Future

Once again, San Francisco will be the host city for the 19th Annual SMPTE Television Conference, scheduled for Friday and Saturday, February 15 and 16, 1985, at the Westin St. Francis Hotel. This prestigious conference, whose theme this year is "Components of the Future," traditionally deals with the cutting edge of television technology. It will provide delegates with a superb combination of carefully selected and topical lectures, pleasant social events, and the usual bright and balmy winter weather for which the area is famous.

SMPTE Conference Vice-President Charles A. Ahto, Tape-Film Industries, has announced the appointment of the following chairmen: *General Arrangements*, Glen Pensinger, San Jose State University; *Audio Visual*, Vernon Kipping, Consultant; *Wine and Cheese Party*, Donald E. Lincoln, Sutro Tower Inc.; *Sunday Tour*, Charles E. Anderson, Monaco Video; *Spouses Program*,

Mrs. Helen Brill; *Registration*, Donna Foster-Roizen, Telegen; *Membership and Publications*, John A. Carlson, Monaco Labs; *Opening Tapes*, Christin Hardman, CMX Systems/Orox; and *Audio Recording*, William A. Palmer, W. A. Palmer Films Inc., and Gary Youngs, Image Video.

Technical Sessions

On the conference side, the Papers Committee, chaired by John Streets, Merlin Engineering Works, has solicited well-known experts in various fields to cover those subjects which reflect the most important current aspects of television broadcasting. The four half-day conference sessions are scheduled as follows:

Friday morning — Analog Components
Friday afternoon — Digital Components
Saturday morning — Future Technology

Saturday afternoon — Stereo Audio in Television

Each session will be opened with a tutorial on the topic to be covered. This format was chosen by the Papers Committee to provide delegates who may not be familiar with the subject matter, a chance to get a simple and succinct explanation of the basic technology and the key issues involved. The session chairmen were selected because of their familiarity with the topics chosen, and they are:

Analog Components — Merrill Weiss, Imagex

Digital Components — Gary Thompson, Consultant

Future Technology — Vinson Perry, Sony Corp.

Stereo Audio in Television — Joseph Roizen, Telegen

These sessions will be tailored to update delegates on what is really happening in the rapidly changing TV technology field. Each one is significant and timely, and the following

synopses will explain why attendance at the 19th Annual Television Conference is a must for SMPTE members and other professionals in the TV industry who want to stay abreast of this rapidly evolving field.

Analog Components

Merrill Weiss will provide a basic tutorial on the significant elements that make up an analog components system, especially the S-MAC proposed for studios wishing to get into analog component operation as early as possible. Weiss's presentation will be followed by a series of papers covering various multiplexed analog component (MAC) systems, as well as a paper on tests and measurements in this emerging field. Component codecs will also be covered, as will local live experience in the actual use of analog components in a studio environment to produce finished programs. This promises to be an exciting and useful session for broadcast studio and field production engineers.

Digital Components

Stan Busby, Ampex Corp., will repeat his popular tutorial on the basics of digital TV technology, with some updated material added. This will be followed by a report on the current status of digital standardization by Fred Remley, University of Michigan, perhaps the Society's best informed representative on this topic. The rest of the papers will deal with some of the latest developments in an all-digital studio just going into service in France, wideband digital frame stores developed in Canada, and digital VTR research in Japan. For those engineers and equipment designers who are now converted to digital TV, this session will be a must.

Future Technology

This session is a wide-ranging one that encompasses many of the most advanced concepts now surfacing in the television community. It will start with a historical perspective on small-format VTRs, and will range through such fascinating fields as HDTV, super motion, CCD cameras, computer graphics, and enhanced television systems. Again, the authors are renowned experts from the U.K., West Germany, Japan, and the U.S. This session should interest virtually every delegate who wants to have a look at how television technology will evolve in the future.

Stereo Audio in Television

This is probably the most immediate technical innovation that is impacting TV production centers and studios around the country. Stereo audio broadcasting on TV is already in effect in a few facilities, and more conversions are planned in the near future. This session will start with a tutorial explaining the Electronic Industries Association (EIA) proposed and FCC tacitly approved MTS system now in effect. Subsequent papers will cover digital audio techniques and standards, both in the U.K. and North America, noise-reduction techniques, studio practices, and TV receiver manufacture to accommodate this new world of multiple channel audio on television. Audio has been the stepchild of television long enough, and delegates who want to hear how this will all change soon cannot afford to miss this session.

Equipment Exhibit

The 1985 TV Conference will include a comprehensive equipment exhibit in conjunction with the papers program. Since the equipment directly relates to the technical papers, this will afford participants an opportunity to examine in depth the new systems and technologies covered.

Reduced Rate Advance Registration

Members can avoid waiting in line and save money by registering in advance by mail. Send the advance registration form with payment in U.S. funds no later than January 15, 1985, to SMPTE Registration, 862 Scarsdale Ave., Scarsdale, NY 10583. Registration rates are:

	Before January 15	After January 15
Member registration	\$110	\$130
Nonmember registration	135	160
Spouses program	45	50

Refunds will be given if request is received at SMPTE Headquarters by Friday, February 8. No refunds will be given after that date.

Members of the San Francisco Section will process pre-registrants Friday morning from 7:30-9:30 a.m.

Hotel Reservations

Special conference rates have been arranged with the Westin St. Francis Hotel, conference and exhibit headquarters. Reservations should be made directly with the hotel by January 15 to get the special rate. Rates are as follows:

	Main Building	Tower
Single	\$101	\$120
Double	116	135
Twin	116	135
Suites	230-375	300, 325

San Francisco hotel tax is 9.75%.

Working Group on High-Definition Electronic Production

The Working Group on High-Definition Electronic Production is planning a technology demonstration to improve understanding of electronic post-production techniques, including frame rate conversion and progressive scan. The working group will meet Sunday, February 17, with a number of technical contributions on HDTV parameters expected.

Social Events

San Francisco is a hospitable town, and the cable cars are running again. February 18 is a holiday, so it might be a good time to bring the family for a long weekend. The first social event will be the Get-Together Luncheon to be held Friday, February 15, at which Joseph Roizen, Telegen, will speak. The traditional wine and cheese party, hosted by the local SMPTE section, will follow Friday's technical sessions. The wine will no doubt be vintage California, but then there is never a bad year in Napa or Sonoma. Other plans to excite delegates and their spouses include guided assistance for shopping in the city by the Golden Gate, a Saturday tour of the wine country with a gourmet lunch, an optional Sunday city tour on an early-century vintage class streetcar.

All in all, it promises to be a very lively conference, and no delegate will leave San Francisco without some technological or physiological "high" induced by either the excellent conference or the pleasant social gatherings.

— Joseph Roizen