



23rd SMPTE Television Conference

San Francisco, Calif., February 3-4, 1989

In anticipation of the 23rd SMPTE Television Conference, abstracts of papers are being received and considered for inclusion in the technical program, the theme of which is "Better Video Images." The conference will be held February 3-4, 1989, at the St. Francis Hotel in San Francisco, Calif.

The Program Chairman for the conference is Peter Hammar of Hammar Communications. Assisting Hammar are Session Chairmen Pete Ludé, Ludé Broadcast Engineering; Sterling Davis, KTVU-TV; Roy Trumbull, KRON-TV; and David Bancroft, Ampex Corp. General Arrangements Chairman is John Carlson of Monaco Laboratories.

Technical Program

The state of television technology is always evolving, constantly improving. The degree to which this has occurred has never been as great as it is now. It is for this reason that now, more than ever, the technical program of the 23rd SMPTE Television Conference offers the most ideal and unique forum for dissemination of the state of the art.

In addition to being highly informative, the technical program is certain to pique and stimulate considerable discussion, as the industry now faces a most decisive time pending the standard implementation of an advanced television system. Since technology must address the far-reaching consequential economics of such an implementation, so too will the issues raised at the conference.

Program Schedule

The program schedule will be divided into two main areas of focus: on Friday, February 3, authors will address the issues of current technology, that is, NTSC, PAL, and SECAM systems; to be examined on Saturday,

February 4, are the issues of future technology, most notably extended and high-definition television (EDTV and HDTV). The morning sessions for both days will be specifically devoted to production video, while topics relating to broadcast video will be discussed in the afternoon sessions. It should be noted that this schedule represents a change from the one previously reported, in which production issues followed broadcast issues. The new schedule has been adopted by the program committee to reflect a more logical succession of topics, since production must occur before broadcast.

"Better Video Images in Current Production" is the subject for papers to be presented Friday morning, February 3. Discussed will be implementations of equipment and technology in NTSC, PAL, and SECAM systems using improved composite and component video signals, as well as a look at the economics of these better pictures. Additional topics include layering devices, graphics, and improvements in small format video recording. Session chairman is Sterling Davis.

Friday afternoon's session will be devoted to "Better Video Images in Current Broadcast." Presentations will be made concerning improved production, distribution, and transmission quality through the application of recent advances, including modified/improved NTSC, PAL, SECAM, and MAC systems. Session chairman is Peter Ludé.

On Saturday morning, February 4, the session will be entitled "Better Video Images in Future Productions." The papers will be concerned with gathering and producing high-definition and extended-definition video signals, as well as improved audio signals. David Bancroft is session chairman.

"Better Video Images in Future Broadcast" will be examined in Saturday afternoon's session. Specifically addressed will be revolutionary advancements in distribution and transmission using equipment not yet commercially available, as well as methods of transmitting and receiving advanced television signals through existing and future broadcast, cable, and software channels. Also explored will be alternative distribution technologies such as satellite and fiber optics, and recording for distribution and time shipping. Roy Trumbull is session chairman.

Each session will be followed by a question-and-answer period, during which the speakers from that particular half-day session will be present. At the close of each day's technical sessions there will be a discussion panel composed of the day's authors.

Technical Demonstrations

Conference attendees will be encouraged to attend technical demonstrations which will directly relate to a technical session or an engineering committee project. These demonstrations are replacing the equipment exhibit of past years.

Deadline for Papers

Authors wishing to present a paper on television technology may submit the proposed title of the paper and a 100-word abstract to SMPTE, c/o Editorial/Program Coordinator, 595 W. Hartsdale Ave., White Plains, NY 10607. Submissions must be made no later than September 15, 1988.

Papers should focus not only on television technology and new developments; consideration should also be given to the economics of whatever new technology is presented.

—John Lolis