

NEW INITIATIVES IN MOTION IMAGING

Advanced Motion Imaging Conference

February 27 - March 1, 2003

Sheraton Seattle Hotel & Towers

Seattle, Washington

THURSDAY

All-Day Seminar

The Conference will start with an all-day seminar on new compression techniques. Chairs *Tom McMahon*, DemoGraFX, and *Richard Mizer*, Digital Ventures Diversified Inc., will take you on a tour that includes topics such as New Windows Media Players, Real Media, and QuickTime.

FRIDAY MORNING

Content Creation and Distribution

Chaired by *Janet Garner*, Perspective Media Group, this session will examine collaborative production; new techniques for special effects; digital asset management; graphics and synthetic images; networked production; and distribution technologies.

Implementation of Consumer Delivery of Television using IP Networks and Systems for Telephone and Fiber Networks

Eddie Drake and *Ryan Petty*, Myrio

Challenges of Implementing a Security Solution for Today's IP Networks

Author TBA, Widevine Corp.

DVB-HTML:

Setting a New Standard for Interactive TV

Toni Faustini, Microsoft Corp.

"Holistic Production:" Leveraging Collaboration Technologies to Drive Production Efficiencies and New Revenue Streams in Motion Picture Production

Ed McDermid, BBC Technology

SESSION INFORMATION

The AMI conference program is continually changing to amalgamate a strong, educational experience for attendees. Additional presentations will be added to sessions as they are accepted.

Simplifying the Production Process in the World of Digital Content

Sujal Patel, Isilon Systems

Shared File Systems for Collaborative Production

Thomas True, SGI

DTM Technology and its Merits

Christopher Bohm, Net Insight

FRIDAY AFTERNOON

High Definition and Beyond

Chaired by *Edmund M. Di Giulio*, Tiffen Corp., this session will take you on a tour of 4K resolutions, as well as the production and distribution of the highest definition material.

Kodak Vision2 500T Color Negative Film: A Film for the Hybrid Future

David Long, Eastman Kodak Co.

Cable Limitations with Advanced High-Definition Signals

Steve Lampen, Belden Electronics Division

Image Resolution of the One-CCD Palomar Motion Picture Camera

Charles Smith, Dalsa, Inc.



Optimal Temporal Sampling Aperture for HDTV Varispeed Acquisition

Emil Borissoff, Command Post and Transfer Corp.

Triax Cable and High Definition

Steve Lampen, Belden Electronics Division

SATURDAY MORNING

Display

Al Barton, Sony, chairs this session on the advances in plasma; CRTs; processing for final display devices; receivers; projectors for professionals and consumers.

Color Subpixel Rendering Projectors and Flat Panel Displays

Candice H. Brown Elliott, ClairVoyante Laboratories, Inc.

An Improved Method for Measuring the Performance of Widescreen Projection Displays

David Richards, Christie Digital Systems, Inc.

An Upward-Compatible Image Delivery Architecture for Digital Cinema

David Richards, Christie Digital Systems, Inc.

...more to come

SATURDAY AFTERNOON

Recording Systems

Chaired by *John Luff, Azcar*, this session will raise questions such as What about discs for acquisition (including camera-recorders)? Where is MXF? and MSW, IMX, or DV100? Don't miss this session!

Techniques for Managing Variable Frame Rate Images

S. English, et al., Panasonic Broadcast & Television Systems Co.

Local Storage Changes Everything

Ugo, et al., Panasonic Broadcast & Television Systems Co.

TV Production in the Computer Age—One Change Leads to Another

Bob Edge, Thomson Grass Valley

Storage: Helping the Broadcast Industry Advance

Tom Inglefield, StorageTek

...more to come

SPECIAL EVENTS

Experience Microsoft, Experience SMPTe, Experience Music!

Thursday, February 27,
following the day's sessions at 5 p.m.



Microsoft is giving you the red carpet treatment to a reception at one of Seattle's most visited sites: EMP (Experience Music Project). That's right, you're invited to a unique event at a facility that is, in itself, a unique environment. EMP combines a number of interactive and interpretive exhibits with an extensive collection of memorabilia housed in an imaginative building designed by architect Frank O. Gehry.

The 140,000 sq. ft. building houses a number of interactive exhibits that allow visitors to create their own music, see and learn about rare memorabilia from the museum's collection, explore musical milestones within unique interpretive exhibits, and enjoy music in all its forms. So, come, join us for fine hors d'oeuvres and beverages. This is an event you don't want to miss!

Get-Together Luncheon

Friday, February 28

You certainly don't want to miss the Get-Together Luncheon, which is sure to be a wonderful affair. Sit down to a banquet with your colleagues, share information, business cards, and a good meal. Keynote Speaker *Tomlinson Holman*, is president of TMH Corp. where he develops entertainment technology and is founding editor of *Surround Professional* magazine. Holman is the developer of the THX Sound System, and holds 23 U.S. and corresponding foreign patents, which are licensed to over 45 companies. His distinguished career in audio, video, and film spans over 33 years. His influence has been felt by both creators and consumers of motion pictures in production facilities, commercial movie theaters, and homes worldwide.

Holman has the rare ability to push the state of the art and, in doing so, challenge entire industries to achieve new quality standards. He creates new markets and redefines existing ones by establishing quality standards and designing products that perform to them.

Holman's Address is sure to be informative and entertaining! So come, dine, and mingle.

AMI Reception

Friday, February 28

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

So Come!
Join the Fun!

All three of these events provide an excellent opportunity to mingle with colleagues, meet new peers, and relax and enjoy the SMPTE experience.

Registration Hours and Location

Registration will take place at the registration desk within the Seattle Sheraton Hotel and Towers during the following hours:

Wednesday, February 26, 2003

1:00 p.m. – 3:00 p.m.

Thursday, February 27, 2003

7:00 a.m. – 5:00 p.m.

Friday, February 28, 2003

7:00 a.m. – 5:00 p.m.

Saturday, March 1, 2003

7:30 a.m. – 5:00 p.m.

SMPTE Bookstore

SMPTE's Bookstore and Membership Desk will be located in the registration area. Please stop by and take a look at all of SMPTE's merchandise, books, and publications, or update your membership information during the following hours:

Thursday, February 27, 2003

7:00 a.m. – 5:00 p.m.

Friday, February 28, 2003

7:00 a.m. – 5:00 p.m.

Saturday, March 1, 2003

7:30 a.m. – 5:00 p.m.

Opportunities for sponsorship are still available. If you would like to promote your company's products and services, visit our website at www.smpte.org/conferences, for a list of options.

Audiotapes and MP3 CD-ROM's

Can't make the conference? Audiotapes and MP3 CD-ROM's are available for purchase. The educational sessions will be available on audiotape and MP3-CD-ROM during the conference. An order form will be included in your registration packet for your convenience. You can pre-order by going to www.conferencemediagroup.com/search.asp.

Stay tuned to the SMPTE Conference website for the latest updates on the Advanced Motion Imaging Conference! www.smpte.org/conferences.

www.smpte.org/conferences



SMPTE's Advanced Motion Imaging Conference

NEW INITIATIVES IN MOTION IMAGING



February 27-March 1, 2003
Sheraton Seattle Hotel & Towers
1440 Sixth Ave, Seattle, WA 98101

Conference Registration Form

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. Tickets to the Welcome Reception and Get-Together Luncheon are to be purchased.

ATTENTION NON-MEMBERS!

When you register for the 37th AMI, you're no longer a non-member! That's right, your "non-member" 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 Motion Imaging 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 _____

RENEW YOUR SMPTE MEMBERSHIP TODAY!

You can renew your current membership here. Just check the box, and add the amount in the Payment Method area.

- Membership Renewal \$135.00
Student Membership \$ 35.00

REGISTRATION INFORMATION

Name: _____
Name on Badge: _____
Company: _____
Title: _____
Address: _____
City: _____ State: _____ Zip/Postal Code: _____
Code: _____ Country: _____
Phone: _____ Fax: _____
E-Mail: _____

Special Needs: Please check here if you have a disability and may require special accommodation. We will contact you.

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

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 Fee \$ _____

Extra Tickets (If applicable) \$ _____

Renew Membership (If applicable) \$ _____

Total Amount Due (U.S. Dollars) \$ _____

RETURN COMPLETED FORM TO:

Via Fax: 914-761-3115

Via Mail: 595 West Hartsdale Avenue
White Plains, New York 10607

Forms must be received by February 21, 2003. After that date, you will need to register on-site at the conference.

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 after February 21, 2003.

ABSOLUTELY NO EXCEPTIONS !

Substitutions are allowed and encouraged.