

A Special Report from the 37th Advanced Motion Imaging Conference



The sun is setting, and the lights of Seattle's tall office buildings are glowing below. You're in the Cirrus Ballroom on the 35th floor of the Seattle Sheraton looking over the skyscrapers at Puget Sound. You're enjoying a wonderful fare of assorted foods and drinks, and conversing about high definition, archiving data, or video compression. You're at SMPTE's AMI Reception, and having an informatively great time.



The successes of SMPTE's special events in Seattle were rivaled only by the educational sessions that were held over the three-day conference.

Thursday Morning: Tutorial on MPEG-21

Starting with an excellent session led by *Richard Mizer* on MPEG-21 and the further work of the International Organization for Standardization, attendees received a grounding knowledge on what's going on with MPEG-21. Items covered included a Technical Overview, Applications and Use Case Scenarios, Intellectual Property Management and Protection, MPEG-7, and the SMPTE Metadata Dictionary.

Thursday Afternoon: Tutorial on Compression Algorithms and Implementations

The afternoon followed with a strong group of experts on Advanced Video Compression that was put together by Session Chair *Tom McMahon*. This well-attended session delved into matters on new standards that are being developed in response to the growing need for higher compression of static and moving pictures for various applications such as electronic photography, film archiving, videoconferencing, digital storage media, television broadcasting, internet streaming, and

communication. Presentations here included a JPEG 2000 Overview, Low-complexity Transform and Quantization in H.264, Windows Media Video 9 for DTV and HD Applications, Silicon Vendor's Perspective

on Advanced Video Compression Formats, and Advanced Video Coding Standardization: H.264/MPEG-4 AVC Design and Status.

An Evening Out: Sponsored by Microsoft

After a full day of seminar presentations, attendees were invited by Microsoft to an evening out, where they experienced a sneak-peek screening of *The Maldonado Miracle*, a digitally projected movie using Windows Media 9 Series technology from Microsoft. Shuttle buses whisked attendees to the Guild 45th Theater, where they were treated to movie-theater victuals and drinks, and then moved into the theater for the presentation.

Friday Morning: Content Creation and Distribution

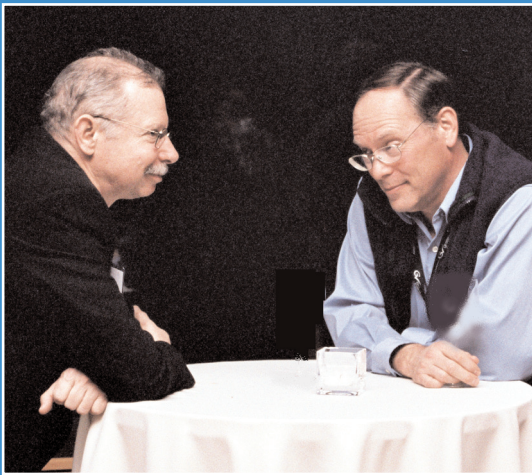
Friday's presentations were rich in expert knowledge in Content Creation and Distribution. This session, chaired by *Janet Gardner*, amalgamated the expertise of several authorities, and included topics dealing with Content Creation: Collaboration Technology, SNMP-Based Monitoring in Television Facilities: A NetCentral Update, Delivery of Television using IP Networks and Systems for Telephone and Fiber Network, and more.

Industry Luncheon: Sponsored by Sony

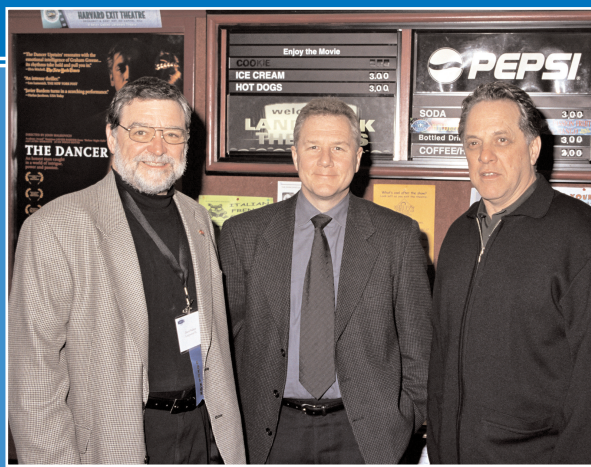
Attendees to the conference were invited to SMPTE's Industry Luncheon, where they sat down to a wonderful meal and discussed the many presentations of the day. The keynote speaker selected for this year's Get-Together Luncheon was *Tomlinson Holman*, who delivered a most enjoyable dissertation entitled "The Bit Rate of Reality." Holman is president of TMH Corp.

SMPTE would like to thank the following individuals, without whose help the conference could not have been as successful:

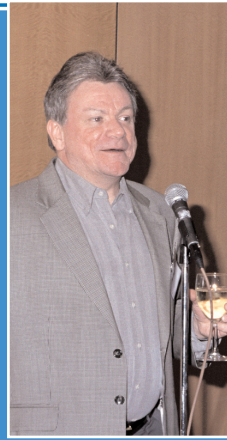
Larry Brandt, General Arrangements Chair
Stephen Burnside, General Arrangements Vice-Chair
Chris Fehring, A/V Chair
John Luff, Papers Chair
Mike Scott, Volunteer Chair
Ron Diotte, Sponsorship Chair



SMPTE Editorial VP Ed Hobson, National TeleConsultants, and Neil Feldman, Video Post & Transfer, at the AMI Reception.



(l-r) David Walters, Omneon Video Networks; SMPTE President Gavin Schutz, Ascent Media; and Mark Hyman, SMPTE staff engineer.



(l-r) Arthur Cosgrave, Eastman Kodak Co.; Edmund Di Giulio, Tiffen Corp.



Attendees gather for a group picture at the AMI Reception.

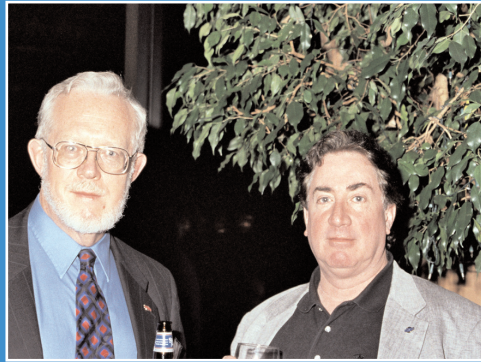
(l-r) Tom Scott, Ednet; Andrew Rosen, Microsoft; and Chuck Harrison, Far Field Associates, have a chat at the AMI Reception.



(l-r) David Bancroft, Thomson Multimedia; John Luff, Azcar, Inc.; and Andrew Rosen, Microsoft.



Pat Griffis, Microsoft, and SMPTE Conference VP Tom Jordon, Leitch Inc.



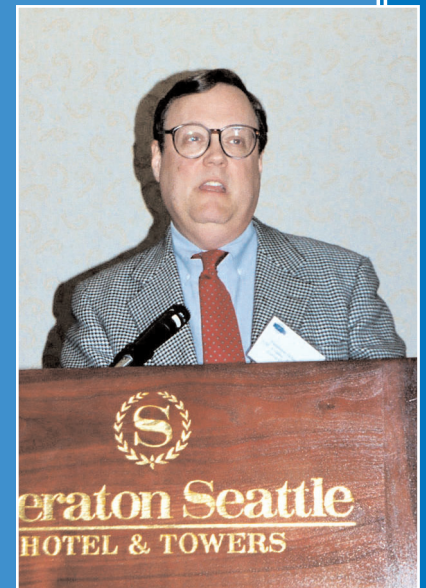
Alan Masson, Eastman Kodak Co., and Richard Mizer, Digital Ventures Diversified Inc., at the AMI Reception.



Pat Griffis, Microsoft, and SMPTE President Gavin Schutz introduce movie, the Maldonado Miracle.



Gavin Schutz (l) receives Honorary Fellowship from BKSTS, which was presented by Lawrie Read.



Keynote speaker Tomlinson Holman addresses attendees at the Industry Luncheon.



SMPTE Governor-at-Large Charles Jablonski, Myrio, and SMPTE Engineering VP Peter Symes, Thomson B'Cast & Media Solutions.



(l-r) Sally D'Amato, Dianne Gabriele, Alan Masson, David Juhren, and Gavin Schutz.

where he develops entertainment technology and is founding editor of *Surround Professional* magazine. He is the developer of the THX Sound System, and holds 23 U.S. and corresponding foreign patents, which are licensed to over 45 companies.

Friday Afternoon: High Definition and Beyond

High Definition was the hot topic of the afternoon, where presentations included Optimal Temporal Sampling Aperture for HDTV Varispeed Acquisition, Triax Cable and High Definition, and Cable Limitations with Advanced High-Definition Signals. Chaired by *Edmund Di Giulio*, this session also included information on Kodak's Vision2 500T Color Negative Film, as well as Image Resolution of the One-CCD Palomar Motion Picture.

The AMI Reception

After a day of sessions, attendees had time to tackle some business or freshen up before Friday night's AMI Reception. Hosted by Microsoft, the Reception was a grand affair. How couldn't it be, taking place in the elegant Cirrus Ballroom (on the uppermost floor of the Sheraton). Attendees had a chance to relax and enjoy the views of the Puget Sound, and the office-lit skyscrapers of Seattle. After the AMI Reception, attendees ventured out on their own to further enjoy the views and attractions of the Emerald City.

Saturday Morning: Display

Chaired by *Al Barton*, the Display session delved into the facets of the latest and upcoming advancements in display technologies. Presenters discussed Measuring the Performance of Widescreen Displays, as well as the Interaction of Compression and Resolution. Other presentations reviewed Color Subpixel Rendering Projectors and Flat Panel Displays, and Upward-

SMPTE would like to thank the following companies for sponsoring the SMPTE Advanced Motion Imaging Conference:

Avalon Product Group
Avid Technology
Azcar Technologies, Inc.
Fox Digital
Leitch Inc.
Microsoft Corp.
Panasonic Broadcast & Television Systems Co.
Sony Electronics, Inc.
Thomson Grass Valley

Compatible Image Delivery Architecture for Digital Cinemas.

Saturday Afternoon: Recording, Storage, and Archives

After lunching on their own, and taking in more of Seattle (the unexpectedly mild and rainless weather was superb), attendees took in presentations on what to do with all that data thrown their way. Presenters from Panasonic, Thomson Grass Valley, and StorageTek gave a strong picture of recording, storage, and archival developments.

Saturday Wrap-up

The conference was a great success, and plans are well under way for SMPTE's annual Conference and Exhibition, which will be held in New York City in November (see the Call for Papers in this issue of the *Journal*). Stay tuned for more SMPTE events, conferences, and seminars on the SMPTE website at www.smpte.org.

DIGITAL CINEMA SUMMIT AT NAB2003

By Mark Baechtel

A joint effort between NAB, *Digital Cinema* magazine, and the Society of Motion Picture and Television Engineers (SMPTE), the 2003 Digital Cinema Summit offered Saturday and Sunday sessions addressing issues of immediate and future concern to those involved in making digital cinema work.

Important presentations included the keynote, "Stepping Stones to Digital Cinema," delivered by *Kurt Hall*, president and CEO of Regal Cinemedia, and a presentation, "State of the State: Where Are We? Where Are We Going?" by *John Fithian*, president of the National Association of Theatre Owners (NATO), and *Peter Wilson* of the European Digital Cinema Forum, bringing the audience up to speed on digital cinema worldwide. Broad-brush sessions notwithstanding, the summit was oriented primarily toward the practical, largely due to the number of sessions aimed at such issues as equipment, compression schemes, distribution, image quality, and business models.

Of particular note was "DC 28 Standards Group of SMPTE: An Update," led by *Tom Scott*, SMPTE Engineering Director of Motion Pictures, which detailed the status of the standards development.

—Courtesy NAB2003 Daily News