



Bringing you the
knowledge you need...

SMPTE Technical Conference Hilton New York

Wednesday November 12

Networking Fundamentals

Morning Seminar A

This seminar will deal with the fundamentals of networking including TCP/IP. It is intended as a tutorial for those involved in networking in a media environment.

MXF and AAF Tutorials

Morning Seminar B

These tutorials will explain and provide examples for use of the Material Exchange Format (MXF) and the Advanced Authoring Format (AAF).

Networking in a Media Environment

Afternoon Seminar A

This seminar is a follow-on to the morning Networking Fundamentals seminar. Specific aspects and challenges relating to the movement of media files in an IT network will be discussed.

MXF and AAF Tutorials

Afternoon Seminar B

These tutorials will explain and provide examples for use of the Material Exchange Format (MXF) and the Advanced Authoring Format (AAF).

Thursday November 13

Multiplexing and Transport Fundamentals

Morning Seminar A

It's not just MPEG. This seminar is a tutorial exploring the technologies involved in creating, transporting, and decoding multiplexed streams of media and data.

Motion Picture Seminar

Morning Seminar B

Eastman Kodak Co.
Description to come.

Audio Challenges and Solutions: MPEG, Dolby E, Embedded and Server- Based Infrastructures

Afternoon Seminar A

The convergence of MPEG, compressed audio formats, servers, and embedded distribution pose significant challenges for the system designer and user. This seminar will explore those challenges and offer solutions to the problems faced in production and transmission facilities.

Copy Protection and Rights Management

Afternoon Seminar B

This seminar will deal with issues relating to protecting digital assets. The advent of broadband distribution both internal to an organization and externally to the public are creating challenges that must be addressed.

Friday November 14

Digital Broadcasting Update

Morning Seminar A

As 2003 comes to a close, digital broadcasting is on the air in numerous U.S. markets. This seminar will report on the current deployment and outstanding issues challenging broadcasters, program producers, distributors, and the viewing public.

Digital Cinema Update

Morning Seminar B

This seminar will include an update on the work and progress of the SMPTE DC-28 team, who are developing standards and recommendations for the packaging, distribution, and display of D-Cinema.

ATSC DTV Application Software Environment "DASE" Standard

Afternoon Seminar A

The suite of DASE specifications defines a software layer that allows enhanced and interactive programming content and applications to run on a "common receiver." It provides content creators with confidence that their applications and data will run uniformly on all brands and models of receivers. This session will serve as an introduction to DASE and its applications.

Motion Pictures and the Digital Intermediate

Afternoon Seminar B

The digital intermediate process is fast becoming a new technical and artistic tool for motion picture producers. This seminar will explore the technical, business, and workflow issues around digital intermediate post-production.

and Exhibition Nov. 12-15, 2003

**Saturday
November 15**

Networking and the Home Environment

Morning Seminar A

Networks are becoming common at the consumer level. Formerly used largely for home computers, these networks are now used for the exchange and transport of rich media. This seminar will explore the home network, its future, and challenges created for program owners.

Exhibition Technology: Projection, Sound, Automation, and Control

Morning Seminar B

The advent of D-Cinema will see opportunities and enhancements in theaters and other venues. This seminar will cover the latest advances in projection, sound, control, and theater automation systems.

Technical Papers Seminar (Contributions)

Afternoon Seminar A

Description to come.

Color Science for Digital Motion Imaging

Afternoon Seminar B

Description to come.

Special Events

Industry Luncheon

Sit down to a banquet with your colleagues; share information, business cards, and a great meal. The event is capped by the conference's keynote address, as we invite one of the industry's top movers and shakers to speak to attendees.

Honors and Awards Reception

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 awards, and the Leitch award. This event is followed by a gala reception in honor of award recipients.

SMPTE's Friday Night Bash!

Come Friday night, we'll be ready to party! Join us as we mix, mingle, and have fun, all in the Exhibition Halls; giving you greater exposure to the latest technology that exhibitors have to offer. So, come and enjoy a relaxed evening of good company, libations, and hors d'oeuvres.

Sponsorship Opportunities

An easy way to gain additional exposure for your company

Obtain a leading role in the industry by sponsoring an event at the SMPTE Technical Conference and Exhibition. Twice a year, professionals throughout the motion imaging industry gather at SMPTE conferences to learn about the latest technologies and to find out how they're being applied.

Sponsoring an item or event such as a reception or a coffee break exposes your company to a highly targeted audience of industry executives. You'll be reaching new customers while improving relations with old ones. When conference attendees know that you've supported their sessions they'll associate your company with the cutting-edge advancements that shape the industry.

For more information about sponsorships, go to our Sponsorship page at www.smpte.org/conferences/sponsor145.cfm, or contact:

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Registration and Further Conference Developments

Monitor the SMPTE website at www.smpte.org, for registration information, as well as the latest program developments.

