

SMPTE Advanced Motion Imaging and VSF VidTrans 2006 Joint Conference



Sponsored by SMPTE and the VSF
January 29 - February 1, 2006



Hollywood Renaissance Hotel



Hollywood Hotel

SMPTE and VSF have once again joined forces to deliver a dynamic, top-notch, and combined conference sure to give attendees information on the latest advances in Motion Imaging and Video Transport Services, and highlight the ever-broadening connectivity between the two. The conference is a unique gathering of experts in the field, who will present during the technical sessions, as well as vendors, service providers, equipment manufacturers, end users, and others involved with the dynamic world of film, television, and video telecommunications. This event is sure to be informative, educational, and enlightening.

Conference Program Development

We'll be bringing you the latest knowledge in motion imaging and video transport technologies. As sessions form, we'll be pursuing experts who will give you the information you need to know on the following topics:

- Video Compression Technologies
- Studio Digital Infrastructure: What is Next Beyond HD-SDI?
- Digital Master Control Centers, Multicasting, and Centralcasting
- Media Archive and Asset Management Systems
- Content Storage Strategies for the IP-centric Broadcast Facilities: SAN, NAS, and P2P
- IPTV Used for Contribution Feeds and Collaborative Content Production
- Advancements in Image Processing
- Solid-state and Optical-disc Professional Camcorders—How do These Improve Workflow?
- Metadata, Content Descriptors, and Wrapper Technologies: Advancements and Case Studies
- Bridging the Gap Between Serial Digital and Packet-network Broadcast Infrastructure
- Image Display Technologies
- Monitoring QoS in IP Media Networks

- Forward Error Correction in IP Networks
- Acquisition Systems
- Building Video Communities of Interest—Technical Challenges, Moving/Sharing Content in Seamless Fashion
- Compression Systems for Advanced Motion Imaging Systems
- Effects of IP QoS on Triple-play (voice, data, video) Delivery to the Home
- Integrated Management of Store-and-Forward and Realtime Video Requirements Using IP
- IP Transport of “Professional” Video
- Is ASI a Dead-end Technology?
- Networked Television—Networked Television vs. TV Networks

Exhibition

Come and see the hottest technologies and services to hit the telecom and motion imaging industries. Check out products, examine the latest innovations, and network with exhibitors, all at the SMPTE/VidTrans Technical Exhibit.

Location

The Exhibition area will be conveniently located next to the Conference Session Rooms.

Hours

Sunday evening's Welcome Reception and Exhibit Preview from 7:30 - 9 p.m.

Monday and Tuesday from 10:00 a.m. - 6:00 p.m.

Special Events, Food, and Beverage!

Our special events give you a chance to get better acquainted with fellow attendees, speakers, and vendors. We lend a new meaning to the word “networking!”

Welcome Reception

Sunday, January 29 - 7:30 p.m. - 9:00 p.m.

Join us for good company, food, and drinks at the Welcome Reception and Exhibition Sneak-Preview in the Exhibition Area.

Cookie Connection

Monday, January 30 - 4:30 p.m.

Come to our Cookie Connection in the Exhibit Area on Monday, immediately following the day's sessions.

Ice Cream Social

Tuesday, January 31 - 4:30 p.m.

Come to our Ice Cream Social in the Exhibit Area on Tuesday, immediately following the day's sessions.

Continental Breakfasts

Daily - Starting at 7:30 a.m.

On Monday, Tuesday, and Wednesday morning, join your fellow attendees for a Continental Breakfast. These are great opportunities to talk about the many things being discussed at the technical sessions.

Mid-Morning Break

Mid-Morning is the perfect time for a coffee or tea break, and each morning we're supplying the coffee and tea.

Get-Together Luncheons

Daily - 12:00 noon - 1:00 p.m.

Don't miss Monday, Tuesday, and Wednesday's Get-Together Luncheons, another chance to get better acquainted with attendees, speakers, and vendors.

Mid-Afternoon Break

Take a refreshment break, and the soda's on us!

Registration

For easy registration for the conference, simply go to the conference website at www.smpte.org/conferences, click the link to the SMPTE VidTrans conference, and click on the Registration link.

The Renaissance Hollywood Hotel

Special Conference Room Rate

The room cutoff date or deadline for receiving the discounted rate is January 13, 2006, and the rate is \$159/night.

Reservations

Call the hotel directly at (323) 856-1200 or Marriott Reservations at (800) HOTELS. In order to receive your discount rate, you must ask for "SMPTE/VSF Joint Conference" room block when calling for reserva-



Sample rooms at Renaissance Hotel

tions, or tell your reservation agent that you'll be in the room block for the "SMPTE/VSF Joint Conference."

Online Reservations

For online registrations, go to the conference website and click Hotel and Travel in the navigation bar. The Group Code is automatically populated as "SMPSM-PA".

About the Renaissance Hollywood Hotel

The ultra-stylish Renaissance Hollywood Hotel is the premier luxury property in the movie-making capital of the world. Boasting a sophisticated mid-century modern design and breathtaking views of LA, this dazzling landmark hotel captures the legendary glamour and excitement of Hollywood's illustrious past. As cornerstone of the spectacular Hollywood and Highland Center retail and entertainment destination, the Renaissance Hollywood Hotel is located among trend-setting shops, world-class restaurants, legendary landmarks and state-of-the-art entertainment venues, including Kodak Theatre—new home of the Academy Awards ceremonies. The hotel's design and collection of contemporary artwork provide a truly creative atmosphere.

For Exhibitors

The Exhibition Area of the conference will be open from 10:00 a.m. to 6:00 p.m. on Monday, January 30, and Tuesday, January 31, and we're offering both tabletop and booth exhibit placements. To warm things up for attendees, we're also giving them a Sneak Preview of the Exhibition at Sunday night's Welcome Reception, from 7:30 to 9 p.m. Further, on each day of the Exhibition, we're inviting everyone into the Exhibit Area for a Cookie Connection event on Monday (we'll supply the cookies!), and an Ice Cream Social (the Ice Cream's on us, too!) on Tuesday, to give you more time with potential clients, customers, and contacts. For more information on how your company can exhibit, contact our Exhibitor Coordinator, Wes Simpson, at (203) 799-1622, or e-mail wsimpson@optonline.net.

Sponsorship Opportunities

An easy way to gain additional exposure for your company

Sponsor an item at the SMPTE Advanced Motion Imaging and VSF VidTrans 2006 Joint Conference, and get noticed! Obtain a leading role in the industry by sponsoring an event at the Conference and Exhibition.

By sponsoring an item or event, your company is exposed to a highly targeted audience of industry executives. By sponsoring one of our carefully selected packages, you'll be reaching new customers while solidifying relations with existing ones. When attendees know that you've supported their conference, they'll associate your company with the cutting-edge advancements that shape the industry.

Welcome Reception and Exhibition Preview \$10,000

This nighttime event gives attendees a chance to preview the Exhibition Area, and relax in a networking environment.

Get-Together Luncheons \$8,000 each

By sponsoring the luncheon, your company will have the opportunity to place promotional materials on the tables.

Continental Breakfasts \$3,500 each

Similar to the Luncheons, this daily event gives attendees the opportunity to warm-up their day before the sessions. Signage will let them know you provided the start of their day.

Refreshment Breaks (6) \$1,500 each

Refreshment breaks provide a morning and afternoon gathering place for conference attendees, speakers, and the press.

Ice Cream Social \$5,000

Attendees will enjoy an Ice Cream Social on Tuesday after the sessions; signage will be visible, thanking *your* company for the ice cream. You can't lick this sponsorship item!

A/V Equipment

Help VidTrans and SMPTE provide the best possible audiovisual equipment for the conference.

Program Booklet \$5,000

The program booklet is the official guide to all conference sessions and events. Your company advertisement will be placed on the inside front and back covers of the program.

Registration Bags \$6,000

Wouldn't it be nice to see conference attendees walking around Hollywood with a bag showcasing your company logo? Each bag will be printed with the conference title and sponsor logo. You will also have the option to place literature inserts inside the bags, a \$1,000 value!

Registration Bag Inserts \$1,000

Place a promotional insert of your company's products and services in the hands of every conference attendee—your message will be received by a highly targeted group.

CD-Rom Proceedings \$5,000

All conference attendees will receive the Proceedings CD-ROM, with compliments of your company, appearing with your logo.

Badge Holders & Lanyards \$2,000

Every conference attendee, speaker, and press registrant will receive a badge holder and lanyard with their name badge. Sponsor this, and your company logo will be featured on the badge holder.

T-Shirts \$6,000

Sponsor T-shirts that will be placed in every registration bag. Your logo will be combined with the VidTrans and SMPTE logos, or you can supply your own design to add to the VidTrans/SMPTE logos.

Student Lounge \$5,000

Provide students with a room to break the ice and network with other attendees.

For more information, please contact David Juhren at SMPTE (914) 761-1100, or Bob Ruhl at VSF (856) 627-6672.