

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.

Conference Program

Monday Morning—Networked Television—VSF

This session will discuss various techniques for delivery and transport of video and audio. At the present time, several service providers and end users are working on large-scale infrastructure deployments that could provide new national core networks and methods of television delivery. This session focuses on technologies, techniques, and issues surrounding delivery of television content.

Monday Afternoon—HD Imaging: Advancements in Compression and Connection—SMPTE

The demand for HDTV content has fueled continued innovation in distribution technologies. Now that the industry has accumulated over a decade of experience in real-life applications, substantial progress has been made in the digital transport of HD images. In parallel, new compression algorithms and systems continue to improve the quality and efficiency of image coding. This session explores recent advancements in signal interconnection, transport, processing, and codecs.

Tuesday Morning—Accessing the Next Billion Eyeballs—SMPTE *(In Conjunction with the World Teleport Association and The Society of Satellite Professionals International)*

This half-day workshop will provide an overview of the key satellite distribution technologies that will make it possible to access the next billion eyeballs in the global video market. The session will also provide an in-depth discussion of the

business opportunities and operational challenges these technologies will present. The focus will be on managing the transition from legacy to leading-edge systems, the new capabilities offered by state-of-the-art networks, and the future of content distribution.

Tuesday Afternoon—IP as It Relates to Professional Video—VSF

As high-speed IP networks become more commonly available, broadcasters are employing them for delivery of video and audio in contribution and distribution applications. The focus of this session is on technologies, techniques, and issues surrounding the use of IP networks for the delivery of professional video.

Wednesday Morning—Quality and Quantity for Professional Video—VSF

In legacy content delivery applications, designers have had to make choices between either achieving high quality (good looking images) or high quantity (being able to deliver lots of channels over a common transport). As technology improves and bandwidth limits fall, designers are now at the point where they can have both quality and quantity. But how do you determine suitable quality and how is it measured? This session will examine some of these questions and offer discussion of new technologies with some interesting possibilities.

Wednesday Afternoon—Digital Workflow: Wrangling Bits in an IP Environment—SMPTE

The transition from analog to digital video networks is nearly complete. Now, we are well along into the next step of migrating from synchronous digital video to packetized networks using internet protocol. As video streams are replaced with files, new operational models are emerging. What are the implications on workflow? When should systems be centralized versus peer-to-peer? How is quality evaluated and maintained? This session will explore these important questions, as well as the broader question on how IT technologies are affecting the broadcast and content production industry.

Special Events

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



Sample rooms at Renaissance Hotel

your discount rate, you must ask for "SMPTE/VSF Joint Conference" room block when calling for reservations, 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.

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 and Hours

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

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.

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 \$20,000

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.