



Society of Motion Picture & Television Engineers

New York Section Meeting Notice October 2006

(Guests and Non-members Welcome)

ADVANCED FORMAT DESCRIPTION – Its Importance, characteristics, and applications

DATE: **Wednesday**, October 25, 2006

5:30 PM Refreshments and Social Hour

6:30 PM Technical Presentation

LOCATION: Tamberelli Equipment Rental

516 West 36 Street 2nd floor

New York, NY

SUBWAY: A, C, E, 1, 2, 3 to 34th Street Penn Station

Walk or M 34 Bus to 10th Ave.

••• PROGRAM •••

PRESENTERS:

William Miller, General Manager of DTV Planning and Standards,
ABC/Disney

Jean-Claude Krelic, Product Manager, Miranda Technologies

Advanced Format Description is a metadata set that contains original image format information. The use of AFD maintains this image information throughout the conversion processes to insure optimal viewing area. This technology is of particular interest to broadcasters, production companies, post-production companies, etc., who use format conversion as an integral part of their daily workflow.

Mr. Miller, who was Engineering VP of SMPTe from 1996-2001, has been active in television standards development for 20 years. He will be presenting his paper, "Canceling the Postage Stamp", which discusses the importance and characteristics of Advanced Format Description, and also the related topics of Bar Data and Pan-Scan.

M. Krelic will speak about Miranda's integration of AFD in their product line. He will also speak about recent installations, some here in the New York area, that have used this technology as provided by Miranda.

The New York Section would like to thank Miranda Technologies, Inc. for sponsoring the refreshments for the meeting. We also thank them for providing copies of their Digital Television and Production Standards poster, updated to include AFD, for distribution to attendees at the meeting. We also thank Tamberelli Digital for providing the venue for the meeting.

Meeting notices and Section information can be found on the internet at

<http://www.smpteny.org>

Please post this notice on your company bulletin board.

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