Conference: December 3—7, 2001   Los Angeles Convention Center

Expo: December 4—6, 2001   Los Angeles, CA

Digital Video
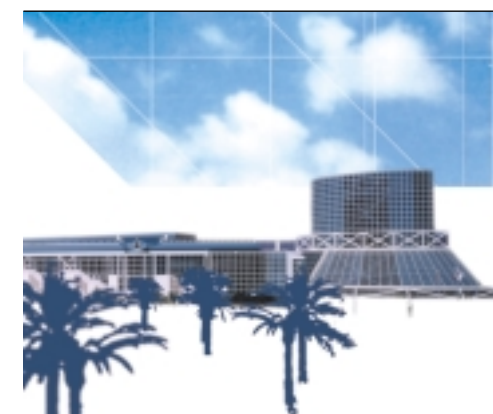
DV expo

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WELCOME TO DV EXPO!

As 2001 comes to a close, professionals working in all aspects of digital video will gather for five days at the fifth annual DV Expo to share their hard-won expertise, exchange ideas, engage in lively discussions, and learn practical tips and tricks for getting more out their gear, as well as get advice on how to keep their businesses moving forward in tough economic times.

On December 3, the event kicks off with day-long intensives on 3D, lighting, and motion graphics. These sessions are designed to offer a concentrated look into some of today's most essential topics for digital video professionals.

Over the next four days, attendees can choose from 80 conference sessions covering all aspects of digital video, from production and postproduction to delivery techniques and business strategies. Sessions will be taught by seasoned professionals willing to share their knowledge and experiences.

This must-attend event will feature an expo with a who's who of digital video technology providers, including Adobe Systems, Canopus Corporation, Media 100/Terran Interactive, Panasonic, Pinnacle Systems, and Sony.

2001 DV EXPO ADVISORY BOARD

With each successive year of DV Expo, these professionals help us plan conference sessions that provide the most up-to-date, relevant information.

Abby Albrecht, Web editor, 3Dgate.com, CMP DV Media Group
Bryce Button, president, Random Axis
Frank Capria, founder and creative director, Kingpin/Interactive
Curt Cavnar, president, C3, Curt Cavnar Communications
Mark Christiansen, freelance creative director, producer, writer
Jim Feeley, senior editor, *DV* magazine, CMP DV Media Group
Douglas Filter, VP creative services, Legal Arts Multimedia
Scott Gentry, group director and publisher, *DV* magazine, CMP DV Media Group
Scott Gershin, sound designer and founder, Soundelux
Darren Giles, consultant and former CTO, Terran
Peter Hoddie, president and CEO, Generic Media
Luke Hones, executive director, Artists Television Access
Todd Iorio, creative director, MediaSmiths, Inc.
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Bruce A. Johnson, president, Painted Post Multimedia
Nels Johnson, president, Download Recordings
Logan Kelsey, creative director, Vertical Online

Scott Klososky, VP of Webcasting, iBeam Broadcasting Corp.
Ralph LaBarge, partner, Alpha DVD
David Latimer, president, Digital Film and Print Inc., cofounder, *RES* magazine
Michael Masucci, director, EZTV
Chris Meyer, principal partner, CyberMotion
Trish Meyer, principal partner, CyberMotion
Dominic Milano, editorial director, *DV* magazine, CMP DV Media Group
Andrea Moore, DV Expo conference manager, CMP DV Media Group
Kimberly Reed, technical editor, *DV* magazine, CMP DV Media Group
Jay Rose, creative director, Digital Playroom
Larry Shenosky, VP of marketing and business development, SignaSys
Ben Waggoner, principal, Interframe Media, Inc.
Adam Wilt, video systems and software engineer, consultant
Cynthia Zeiden, president, Zeiden Media

DV expo

Practical Solutions for DV, 3D, and Web Video

DV expo

Practical Solutions for DV, 3D, and Web Video

Special Events

DV Intensives

DV Expo 2001 Hosts a Collection of Special Events
Open to All Conference and Expo Attendees

KEYNOTE PRESENTATIONS
PHILIP W. SCHILLER - **Vice President of Worldwide Product Marketing, Apple**
Tuesday, 2:00 P.M. to 3:00 P.M.

The increasing power of desktop workstations is leading to new areas of productivity for video professionals. Apple's Mac OS X, based on a rock-solid Unix foundation and matched with the multiprocessing power of the Power Mac G4, is poised to become the platform for a new generation of even more powerful digital video and DVD solutions. Philip Schiller, Apple's vice president of Worldwide Product Marketing, will discuss Apple's leadership position in the digital video revolution and showcase the growing number of professional video solutions available on Mac OS X.

Apple keynote just added!

ALLEN DAVIAU - **Director of Photography**
Wednesday, 9:00 A.M. to 10:00 A.M.

Hear renowned D.P. and Academy Award nominee Allen Daviau as he discusses filmmaking in view of today's technological advancements in a talk entitled: *Storytelling: Choices and Challenges with Evolving Technologies.* With such credits as *Empire of the Sun*, *Fearless*, and *Avalon*, Daviau knows what it takes to tell a story. Though digital video offers new choices and opportunities, how to best evoke the intent of the story should be paramount when deciding what tools to use. It is clear new technology has changed the way stories are told, but will the revolution be digitized?

Daviau's other credits include *E.T.: The Extra-Terrestrial*, *The Color Purple*, and *Bugsy*. His body of narrative filmwork includes *The Falcon and the Snowman*, *Defending Your Life*, and *The Astronaut's Wife*.

Allen Daviau
Empire of the Sun
E.T.: The Extra-Terrestrial
The Color Purple
Fearless
Avalon
Bugsy
The Falcon and the Snowman
Defending Your Life,
The Astronaut's Wife.
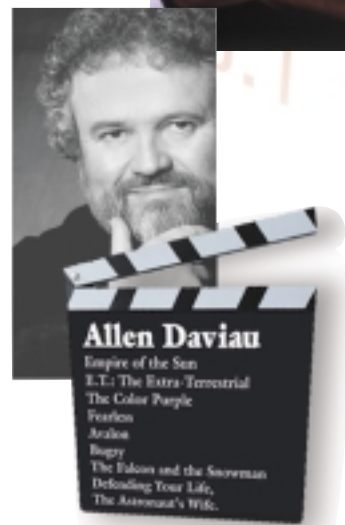
DV FILM FEST
Monday, 7:00 P.M. to 9:00 P.M.
Tuesday, 7:00 P.M. to 9:00 P.M.

DV Expo will host its annual film festival for two back-to-back nights, with content created using digital video technology. Kick back and enjoy a big-screen presentation of independent film shorts from professional studios as well as exemplary works from aspiring filmmakers. The festival will showcase the most compelling features, animations, comedies, dramas, documentaries, sci-fi's, and music videos. If you want to submit your productions, please visit www.dv.com/community/gallery.shtml.

WELCOME RECEPTION
(South Hall K on the expo floor)
Tuesday, 5:30 P.M. to 7:00 P.M.

Enjoy some beverages and appetizers on the expo floor while mingling and networking with the DV community on the show floor. This is a great opportunity to talk business in a relaxed setting, and see old and new faces.

The winner of this year's DV.com Jackpot Drawing will be announced during the DV Expo Welcome Reception! Enter for your chance to win this complete professional video studio worth $50,000 at www.dvexpo.com/contest.

ASSOCIATION MEETINGS
Various industry associations will host user group meetings on-site at DV Expo. Attend a meeting that is tailored to your creative talents and form lasting relationships with your peers. All association meeting details will be announced on DVexpo.com. Please check back periodically for the latest information.

Events subject to change.
*Please consult **DVexpo.com** for locations and latest information.*

Monday, December 3rd

TECHNIQUES OF MOTION GRAPHICS DESIGN
Frank Capria
9:00 A.M. to 5:30 P.M.

World-class designer and editor Frank Capria shares the techniques and theories essential to creating high-quality motion graphics and visual effects for film, television, video, and the Web. Attendees will learn to produce professional animation and graphics using the latest desktop tools. Taught by a true master of the craft, this must-attend session will bring your skills to a higher level.

3D CHARACTER MODELING: FROM DESIGN TO IMPLEMENTATION
George Maestri
9:00 A.M. to 5:30 P.M.

Explore the process of 3D character design, from initial concept to completion with author/director/producer/3D artist George Maestri. The intensive will not be application specific, although individual 3D applications and their available features will be discussed as they relate to the overall design process and fulfilling your vision. This class is intended for those attendees new to character design with 3D packages, as well as for more seasoned pros who want to apply fundamental principles to their current and future projects.

LIGHTING AND SHOOTING FOR THE DIGITAL IMAGE
Bill Holshevnikoff
9:00 A.M. to 5:30 P.M.

The video industry is changing fast, and your ability to craft a look for your productions is more important than ever. Join DP and lighting designer Bill Holshevnikoff for an information-packed, day-long intensive session on lighting and shooting for digital images. Regardless of your level of experience, this workshop will help you to improve the production values of any program—studio or location. Expand your knowledge of lighting theory and see the newest lighting equipment and techniques for the digital revolution with this not-to-be-missed intensive.

*Please consult **DVexpo.com** for complete course descriptions.*

December 3–7, 2001   **Los Angeles Convention Center   Los Angeles, CA**

For conference details and registration, visit DVexpo.com or call 1-415-947-6135 or 1-888-234-9476 (toll free within the U.S.)

Sponsored Technical Sessions

DVCAM DYNAMICS: KEY FEATURES FOR PROFESSIONAL APPLICATIONS
Wednesday, 10:30 A.M. to 11:30 A.M.
Room 407

Sony will host a special panel discussion featuring prominent DVCAM users in a variety of genres, including current hot topics such as offline and online editing, postproduction, and filmmaking. This session is open to all attendees and is best suited for professionals who currently work or intend on working with a 1/4 inch digital format as a profession.

SONY®

DVCAM

PROFESSIONAL VIDEO EDITING AND DVD AUTHORING
Wednesday, 2:00 P.M. to 3:00 P.M.
Room 407

Sophisticated multilayer compositing and 3D processing elevates your capabilities far beyond simple editing and transitions to give your projects the look of broadcast productions. Learn how Pinnacle Pro-ONE's realtime editing and effects compositing solutions can energize your productions with 2D and 3D transitions, multilayer compositing, image correction, keyframable motion control, speed control, and image stabilization. Learn how Pinnacle Impression DVD Pro can help you publish your final production to DVD with professional menus and interactivity.

PINNACLE SYSTEMS

Just Added!

ADOBE SESSION TITLE: TBA
Wednesday, 10:30 A.M. to 5:00 P.M.
and Thursday, 9:00 A.M. to 5:30 P.M.
Room 304

Adobe

*Check back at **DVexpo.com** for additional sponsored technical sessions.*

DV Expo at a Glance

	MONDAY December 3	TUESDAY December 4	WEDNESDAY December 5	THURSDAY December 6	FRIDAY December 7
8:00 A.M.					
9:00 A.M.	Intensives 9:00 A.M. - 5:30 P.M. 3D Lighting Motion Graphics	Classes 8:30 A.M. - 10:00 A.M.	Keynote 9:00 A.M. - 10:00 A.M.	Classes 9:00 A.M. - 10:30 A.M.	Classes 9:00 A.M. - 10:30 A.M.
10:00 A.M.					
11:00 A.M.		Classes 10:30 A.M. - 12:00 P.M.	Classes 10:30 A.M. - 12:00 P.M.	Classes 11:00 A.M. - 12:30 P.M.	Classes 11:00 A.M. - 12:30 P.M.
12:00 P.M.					
1:00 P.M.	Break 12:30 P.M. - 1:30 P.M.	Break 12:00 P.M. - 1:30 P.M.	Break 12:00 P.M. - 2:00 P.M.	Break 12:30 P.M. - 2:30 P.M.	Break 12:30 P.M. - 2:00 P.M.
2:00 P.M.	Intensives 9:00 A.M. - 5:30 P.M. 3D Lighting Motion Graphics	Classes 1:30 P.M. - 3:00 P.M. Apple Keynote 2:00 P.M. - 3:00 P.M.	Expo 10:00 A.M. - 6:00 P.M. Classes 2:00 P.M. - 3:30 P.M.	Expo 10:00 A.M. - 5:00 P.M. Classes 2:30 P.M. - 4:00 P.M.	Classes 2:00 P.M. - 3:30 P.M.
3:00 P.M.					
4:00 P.M.		Classes 4:00 P.M. - 5:30 P.M.	Expo 3:00 P.M. - 7:00 P.M.	Classes 4:00 P.M. - 5:30 P.M.	Classes 4:00 P.M. - 5:30 P.M.
5:00 P.M.				Classes 4:30 P.M. - 6:00 P.M.	
6:00 P.M.		DV Welcome Reception Expo Hall 5:30 P.M. - 7:00 P.M.	Evening Industry Panel 6:00 P.M. - 7:00 P.M.	Association Meetings 5:00 P.M. - 9:00 P.M.	
7:00 P.M.	DV Film Fest 7:00 P.M. - 9:00 P.M.	DV Film Fest 7:00 P.M. - 9:00 P.M.	Association Meetings 7:00 P.M. - 9:00 P.M.		
8:00 P.M.					
9:00 P.M.					

*Classes and times are subject to change. Check **DVexpo.com** for the latest information.*

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Conference

Monday, Dec. 3
9:00 A.M.—5:30 P.M.

Techniques of Motion Graphics Design
Frank Capria
World-class designer and editor Frank Capria shares the techniques and theories essential to creating high-quality motion graphics and visual effects for film, television, video, and the Web.

Lighting and Shooting for the Digital Image
Bill Holshevnikoff
Join DP and lighting designer Bill Holshevnikoff for an information-packed, day-long intensive on lighting and shooting for digital images.

3D Character Modeling from Design to Implementation
George Maestri
Explore the entire process of 3D character design, from initial concept to completion.

Tuesday, Dec. 4
8:30 A.M.—10:00 A.M.

(011) Picking a Web Architecture, Part 1
Nels Johnson and Charles Wiltgen
Explore the practical differences among the formats in terms of codec, installed base, platform support, and other important factors.

(012) State of the Art for 3D on the Web
Sandy Ressler
This class will present the current state of the art of 3D on the Web.

(013) Cameras
Bruce A. Johnson and Adam Wilt
How to get the most out of DV cameras.

(014) "Bulletproofing" Your Corporate Video Department
Stephen Haskin and others
This course is designed for people who want to "bulletproof" their corporate video department by adopting the best business practices within a corporate environment.

(015) Broadcast Design Case Studies
Michael Kelley
How-to case studies from the broadcast design world.

(016) Introduction to DVD
Ralph LaBarge
This course will provide an overview of the DVD formats, with an emphasis on DVD-Video.

Tuesday, Dec. 4
10:30 A.M.—12:00 P.M.

(021) Picking a Web Architecture, Part 2
Nels Johnson and Charles Wiltgen
Further explorations of the practical differences among the formats in terms of codec, installed base, platform support, and other important factors.

(022) 3D for Motion Graphics
Chris Meyer
Basic concepts for incorporating 3D into designs.

(023) Commotion for Power Users
Todd Iorio
Learn advanced techniques for combining motion tracking, rotoscoping, and motion graphics with Commotion and Commotion DV.

(024) Project Planning
Curt Cavnar
Learn how to avoid the common pitfalls of managing media projects and build the confidence to forge ahead with even the most daunting projects and productions.

(025) Dynamic Animation Case Studies
Mark Christiansen, moderator; panelists: *Seth Fershko and others*
Learn about current animation tools and techniques to enhance your Web sites and other interactive projects.

(026) Softimage XSI for Video
Anthony Rossano
Advanced tips and workarounds in Softimage taught by an expert user.

Tuesday, Dec. 4
1:30 P.M.—3:00 P.M.

(031) Essential Streaming for the Videographer
Halstead York
How to get existing content from various formats onto your Web site.

(032) 3D for the Rest of Us
Chris Manners
A survey of "accessible" 3D applications, including Poser, Bryce, and others.

(033) Storyboarding and Visual Preproduction
Marcie Begleiter
Explore techniques of previsualization in this introduction to storyboarding.

(034) Shooting Techniques: Using Your Camera Effectively
Bruce A. Johnson
Advanced shooting techniques for videographers.

(035) After Effects in Production
Trish and Chris Meyer
Learn tips and tricks for working efficiently in After Effects 5.0.

(036) Advanced Flash Actionscripting
Fred Sharples
Advanced Flash tips from an expert user.

Tuesday, Dec. 4
4:00 P.M.—5:30 P.M.

(041) Reizner's Mixed Bag of Tricks
Dick Reizner
Production tips, money-saving shortcuts, camera techniques, and handy hints.

(042) Women in Media
Cynthia Zeiden, moderator; panelists: *Alison Gibson, Trish Meyer, and others*
Join a panel of women in the industry to discuss issues and ideas.

Wednesday, Dec. 5
10:30 A.M.—12:00 P.M.

(051) SMIL I: Integrating SMIL into Presentations
Matthew Murray
Learn the latest tricks and pitfalls using SMIL as an Internet, CD-ROM, and DVD multimedia authoring tool.

(052) Understanding Texture Art for 3D
Christian Bradley
Understand the theory behind good texture art for 3D.

(053) Cinematic Concepts
Isaac Viktor Kerlow
Watch films with a more critical eye by covering the basic principles of aesthetic composition and camera movement.

(054) Setting Rates for Web Media Encoding and Editing Services
Nels Johnson
Discover how to manage overhead, judge the market accurately, and create a realistic and profitable rate card for a one-person shop.

(055) DV Formats, Part 1: Technical Details
Adam Wilt
A technical overview of DV-format video.

(056) Advanced After Effects: Complex Animation Made Easy
Chris and Trish Meyer
Learn how to use Parenting, Expressions, nesting, and precomposing tools with After Effects 5.0.

Wednesday, Dec. 5
2:00 P.M.—3:30 P.M.

(061) Integrating Video into Web sites
Thomas Luehrsen
Use Dreamweaver, Flash, GoLive and other applications to integrate video into Web page designs.

(062) Ins and Outs of Final Cut Pro
Steve Martin
Tips, workarounds, and planning strategies for working with Final Cut Pro.

(063) Twelve Steps of Character Animation
Isaac Viktor Kerlow
Overview of Disney Studio's principles of animation and how these traditional principles can be implemented within the technical requirements of an all-CG animated movie or platform/PC game.

(064) Live, Interactive, Remote Streaming with Your DV Camera
Francesco Schiavon
Join top executives from high-profile Web sites as they discuss strategies for their success.

(065) DV Formats, Part 2: Troubleshooting and Applications
Adam Wilt
A technical overview of DV-format video.

(066) The Art of Editing
Frank Capria
The artistic side of nonlinear editing.

Wednesday, Dec. 5
4:00 P.M.—5:30 P.M.

(071) Choosing Your Hosting Solution
Peter Hoddie and others
This session will address using a streaming server or a CDN, and the cost-effectiveness of each.

(072) Character Animation Tools in Maya
Alex Alvarez
Spend 90 minutes with a master getting a well-guided tour of character construction and animation tools in Alias|Wavefront's Maya.

(073) Location Audio Essentials
Jay Rose
Tools and techniques for on-location audio recording, from microphones to outboard recorders, and beyond.

(074) Motion Graphics Forum
Hosts: Chris and Trish Meyer, Frank Capria, others TBA
An open forum for exploring Motion Graphics issues and ideas.

(075) Codecs 2001
Ben Waggoner
An update on all the latest and greatest video codecs.

Thursday, Dec. 6
9:00 A.M.—10:30 A.M.

(081) Video, Flash, and Wireless
Paul Lundahl
A detailed look at applications, case studies, and current developments.

(082) The Art of Rotoscoping, Part 1
Matt Silverman
Advanced rotoscoping techniques for FX and composites using mattes, effect painting, motion tracking, digital cloning, and more.

(083) Lighting Workshop 1
John Jackman
An introduction to basic television lighting techniques and equipment, especially as they apply to DV.

(084) Cleaner 5 Advanced
Ben Waggoner
Hands-on tips and tricks for better results using Cleaner 5 from Media 100.

(085) Using Low-End Tools for High-End Delivery
Gary Reisman and Todd LeValley
Join motion graphics designers discussing desktop tools that deliver 80 percent of the bang for 20 percent of the cost of traditional high-end systems.

(086) How to Make Money Making DVDs
Bruce Nazarian
This class will cover the essential steps in setting up a DVD authoring business and how to price services so the company will be profitable.

Thursday, Dec. 6
11:00 A.M.—12:30 P.M.

(091) Extreme Video Compression
Ben Waggoner
Learn all the tricks for making those special clips staggeringly awesome.

(092) The Art of Rotoscoping, Part 2
Matt Silverman
Advanced rotoscoping techniques for FX and composites using mattes, effect painting, motion tracking, digital cloning, and more.

(093) Lighting Workshop 2
John Jackman
A general profile of more advanced lighting instruments, including HMIs and fluorescents.

(094) The Future of ITV
Frank Capria, moderator; panelists: TBA
Case studies of cutting-edge ITV projects and a discussion of evolving trends.

(095) Getting New Business
Curt Cavnar
This class focuses on developing an ongoing strategy for obtaining new business and leveraging your sales, marketing, and promotion efforts with only a little more effort.

(096) Editing Voice and Music: Power-User Tips for the NLE Operator
Jay Rose
This session will teach you how to cut sound quickly and accurately, and pull off those seemingly impossible edits.

Thursday, Dec. 6
2:30 P.M.—4:00 P.M.

(101) Advanced SMIL
TBA
New and advanced features of SMIL 2.0, HTML+TIME, integration, and more.

(102) Color Correction for Online Editing and on the Desktop
TBA
A look at just how video-friendly 3D applications are/aren't.

(103) HD Today
Frank Capria, moderator; panelists: Paul Lundahl, and others
A panel of experts shares their real-world experiences.

(104) Postproduction Audio Essentials
Jay Rose
Using your NLE to achieve big studio results for your audio in post.

(105) Down-and-Dirty DV Forum
Hosts: Jim Feeley, John Jackman, Bruce Johnson, Adam Wilt
A lively open forum with instructors to discuss your digital video challenges and victories.

Thursday, Dec. 6
4:30 P.M.—6:00 P.M.

(111) Web-Friendly Non-linear Editing
Bryce Button
Overview of video and editing for compression.

(112) Forum: Using 3D for DV
Hosts: Michael Masucci, Dominic Milano, Matt Silverman, and others
An open forum with 3D instructors to share experiences, frustrations, triumphs, and 3D techniques with your peers.

(113) Interactive Design Case Studies
Gregg Zinn
Interactive design techniques shown through case studies.

(114) Bluescreen and Greenscreen Fundamentals
Ron Ungerman
Learn how to handle blue- and greenscreen shoots, from lighting and camera considerations to preproduction planning and postproduction techniques.

Friday, Dec. 7
9:00 A.M.—10:30 A.M.

(121) Automating Workflow with AppleScript
Sal Soghoian
Learn to work efficiently by utilizing powerful scripting tools.

(122) Motion Capture Case Study
TBA
See how this technique is changing the way 3D projects are created.

(123) Exploring Discreet's combustion
Keith Weilmuenster
Take a guided tour through the main features of Discreet's combustion.

(124) DVD Made Easy
Mike Evangelist, Brian Lane, Jim Taylor
This session will provide an overview that will survey the next generation of DVD tools.

(125) Nuts and Bolts of a Successful Business
Doug Filter, moderator; panelists: TBA
Join a panel of experts from the accounting, legal, and business areas as they discuss the essential elements to attract and keep clients.

(126) Making DRM and Site Stats Work for You
TBA
Learn about recording the behavior of Web video consumers using Digital Rights Management tools to control who is viewing your data.

Friday, Dec. 7
11:00 A.M.—12:30 P.M.

(131) Large-Scale Webcast Case Study
TBA
Case study from a large-scale Webcast.

(132) Tips for Using combustion and 3ds max
Dave Campbell
Learn tips for 3ds max and combustion from an expert user.

(133) Web Video Forum
Hosts: Ben Waggoner, Nels Johnson, Peter Hoddie, others TBA
An open discussion with Web video track instructors and peers. Have your questions answered and discuss ideas.

(134) Digital Filmmaking for Videographers
Adam Wilt
Properties of film and tape imaging are compared, so you can get a feel for how to get a film-like look on tape, and how best to shoot for film release.

(135) Design for Web, Film, and Broadcasting
Frank Capria, moderator; panelists: Scott Billups, Tim Sassoon, and others
Learn different approaches for design based upon project needs.

(136) LightWave Tips and Tricks
Brad Carvey
Advanced tips and workarounds in LightWave.

Friday, Dec. 7
2:00 P.M.—3:30 P.M.

(141) Producing Live Webcasts
Ross Jones
Front-end decisions for successful Web delivery.

(142) Success with Your Demo Reel
Michael Masucci, moderator; panelist: TBA
Share your demo reel with the audience and a panel of professionals, and discuss what constitutes the ideal demo reel.

(143) Lighting on the Cheap
Bruce A. Johnson
Tips for shopping at a local home center to create lighting elements for fast fixes that will do the job when you've run out of options.

(144) DVD Forum
Hosts: Ralph LaBarge and others
Open forum on DVD issues with instructors and fellow DV Expo attendees.

(145) QuickTime Authoring
David Gratton
How to make your Web content interactive with QuickTime.

(146) Using Digital Fusion with LightWave
Brad Carvey
Editing and compositing using Digital Fusion and LightWave.

Friday, Dec. 7
4:00 P.M.—5:30 P.M.

(151) Managing Client Expectations in Your Web Studio
Nels Johnson
How to survive and prosper by understanding Web media hype and setting realistic expectations.

(152) Compositing for 3D
Jonathan Banta
Learn to extend 3D work through compositing and integration with live-action footage.

(153) Avid Xpress Tips and Power Plays
Bryce Button
Power user tips and tricks for Avid Xpress.

(154) Codecs 2001
Ben Waggoner
An update on all the latest and greatest video codecs.

5   6

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Faculty

Alex Alvarez
Director and founder
Gnomon, Inc.

Jonathan Banta
Principal
AGRAPHA Productions

Marcie Begleiter
Filmmaker, educator,
author, and founder
Filmboards

Christian Bradley
3D/2D artist
Cubicle Arts

Bryce Button
President and editor
Random Axis

Dave Campbell
Product mktg. mgr, ani-
mation products
Discreet

Frank Capria
Founder and creative
director
Kingpin/Interactive

Brad Carvey
LightWave animator

Curt Cavnar
President, C3
*Curt Cavnar
Communications*

Mark Christiansen
Freelance creative
director, producer

Jim Feeley
Senior editor
DV *magazine*

Doug Filter
VP, creative services
Legal Arts Multimedia

Alison Gibson
Owner
Media Cool

Stephen Haskin
Director, Internet and
informatics development
*Department of Surgery,
University of Michigan*

Bill Holshevnikoff
DP, lighting expert
Power-of-Lighting

Todd Iorio
Creative director

MediaSmiths, Inc.

John Jackman
Vice president
*Comenius
Communication, Inc.*

Nels Johnson
President
Download Recordings

Bruce A. Johnson
President
Painted Post Multimedia

Michael Kelley
Creative director
Idiot Box

Isaac Viktor Kerlow
Director of digital
production and talent
Walt Disney Company

Ralph LaBarge
Managing partner
Alpha DVD

Todd LeValley
Motion graphics designer
NBC Agency

Thomas Luehrsen
Author, educator
SFSU Multimedia Studies

Paul Lundahl
Creative director
EMotion Studios

George Maestri
Writer, director, producer,
animator
Rubberbug

Chris Manners
Principal
LimeVoodoo Productions

Chris Meyer
Principal partner
CyberMotion

Trish Meyer
Principal partner
CyberMotion

Dominic Milano
Editor in chief
DV *magazine*

Matthew Murray,
Producer
*Center for the University of
Advancement of Distance
Education
Illinois at Chicago*

Gary Reisman
Motion graphics designer
NBC Agency

Dick Reizner
Tips to Clip editor
Videography

Sandy Ressler
3D graphics/virtual
reality guide
About.com

Jay Rose
Creative director
Digital Playroom

Anthony Rossano
CEO/producer
Mesmer Animation Labs

Francesco Schavion
Instructor
*Vancouver Film School
New Media Program*

Matt Silverman
President
creative director
Theory, LLC

Sal Soghoian
AppleScript product
manager
Apple

Ron Ungerman
Customer service
Ultimatte Corporation

Ben Waggoner
Principal
Interframe Media

Keith Weilmuenster
Application artist
Discreet

Adam Wilt
Video systems engineer,
consultant

Cynthia Zeiden
President
Zeiden Media

*The complete faculty line up is available on **DVexpo.com**.*

Registration & Travel Information

REGISTRATION HOURS

Monday, December 3
　8:00 A.M. to 5:30 P.M.
Tuesday, December 4
　7:30 A.M. to 5:30 P.M.
Wednesday, December 5
　8:00 A.M. to 5:30 P.M.
Thursday, December 6
　8:00 A.M. to 5:30 P.M.
Friday, December 7
　8:00 A.M. to 5:00 P.M.

EXPO HOURS

Tuesday, December 4
　3:00 P.M. to 7:00 P.M.
Wednesday, December 5
　10:00 A.M. to 6:00 P.M.
Thursday, December 6
　10:00 A.M. to 5:00 P.M.

Request for Taxpayer ID Number
The tax ID number for the DV Expo is 94-313-5006.
Please fax your W-9 requests to
Mandy Law at 1-415-947-6076.

DOWNGRADES and SUBSTITUTIONS

Written requests for a downgraded pass must be received no later than November 7, 2001, for a full refund on the difference of registration fees between the value of the original and down-graded pass. Requests received after November 7, 2001, will receive a letter of credit for a future DV Expo for the value of the downgraded pass. Upgrade pass requests must be submit-ted in writing and faxed to 1-415-947-6020 along with payment information for the differ-ence in value. Upgraded passes will be charged the difference in registration fees at the time that the request is submitted; no retroactive reduced registration fee is permitted. Substitutions are allowed only with the written permission of the original registrant. Please mail your substi-tution request to the above address or fax to 1-415-947-6020.

FACILITY LOCATION

Los Angeles Convention Center South Hall K is located at 1201 South Figueroa Street in downtown Los Angeles. The nearest cross street is Venice/Convention Center Drive. For fur-ther directions to the convention center, please contact the facility directly at 1-213-741-1151.

ADVANCE BADGE MAILING

In mid-November, badges will be mailed to all attendees who pre-registered by November 9, 2001. Badges for those who pre-register after this date must be collected on-site.

AIRLINE INFORMATION

United Airlines is the official carrier of DV Expo 2001. Save 5 percent off the lowest available fare or 10 percent off the full fare. Contact United Airlines directly at 1-800-521-4041 and refer to United Meeting ID #552QX.

HOTEL INFORMATION

Please contact Convention Housing Management (CHM) directly to make your hotel reserva-tions, as special rates have been negotiated for DV Expo 2001 attendees at area hotels.

The Regal Biltmore Hotel	To reserve a room, contact CHM.
(Headquarter Hotel)	Phone: 1-800-563-6534
$120/single	or 1-408-918-4200
$135/double	Fax: 1-408-918-4250
	Web Site:
The Holiday Inn City Center	www.chmweb.com/rooming.asp?ShowKey=19261142
$109 single/double	

CAR RENTAL

Avis is the preferred rental car agency to provide you with discounted rates at DV Expo 2001. To make a reservation, call Avis directly at 1-800-331-1600 and mention meeting code #J099476.

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**For conference details and registration, visit DVexpo.com
or call 1-415-947-6135 or 1-888-234-9476 (toll free within the U.S.)**

YES! Register me for DV Expo 2001!

By Mail: DV Expo Registration,
600 Harrison St. 2nd floor
San Francisco, CA 94107
By Fax: 1-415-947-6020
By Web site: www.DVexpo.com/Registration.
If you have questions regarding registration,
please call 1-415-947-6135 or 1-888-234-9476.
Please complete the following items to process your registration.
Please modify information on the address panel as necessary.

Name: _____ **Priority Code: DV12**
Organization: _____
Position: _____
Address: _____
City: _____ State/Province _____

Phone _____
Fax _____
Email _____

If you do not wish to receive DV Expo and the CMP DV Media Group emails, please check here. ☐

Please contact DV Expo Registration at 1-415-947-6135 with any special needs.

Attendee Profile

This information helps determine the content of our conference. Please complete the following information to continue with your registration.

1. How did you hear about DV Expo? (circle only one)
A. 3Dgate.com
B. Conference guide
C. *DV* magazine
D. DV.com
E. Electronic newsletter
F. Exhibiting company
G. Friend/colleague
H. Industry event
I. Postcard
J. Print advertisement
K. Show pass
L. Web advertisement
Other (Please specify: _____)

2. I am mostly interested in (circle all that apply):
A. 3D sessions
B. Digital video sessions
C. Web video sessions

3. What is your organization's primary business activity? (circle only one):
A. Advertising/Marketing/Public relations
B. Audio recording engineer
C. Broadcast TV or Cable
D. Computer software tool development
E. Dealer/Retailer Disributor/VAR/VAD
F. Duplication/Mastering Transfer service
G. Education/Training
H. Game development
I. Government/Military
J. Graphic design/Art/Photo Service Bureau
K. Independent producer/ Independent production company
L. Postproduction facility
M. Print publishing
N. Streaming Media content delivery network
O. Web consultant developer
P. Web content site
Q. Web hosting service
Other (Please specify: _____)

4. What term best describes your primary function? (circle only one):
A. 3D animation
B. Compressionist
C. Content producer
D. Director
E. DVD/CD-ROM
F. Education
G. Graphic Design
H. IT/MIS
I. Management
J. Multimedia authoring
K. Programming
L. Sales or marketing
M. Video postproduction
N. Video production
O. Web developer/Designer
P. Web or kiosk author
Q. Web programmer
R. Web site manager
Other (Please specify: _____)

5. What is your involvement in the purchase of digital media and/or video products or services? (circle all that apply):
A. Authorize or approve purchase
B. Determine need
C. Evaluate brands or models
D. Not involved
E. Recommended brands or models
F. Select vendor

6. During the next 12 months, will you specify, recommend, buy, or approve the puchase of digital media and/or video technology products worth (circle only one in each section):

HARDWARE and PERIPHERALS
A. $1,000,000 OR MORE
B. $500,000 TO $999,999
C. $250,000 TO $499,999
D. $100,000 TO $249,999
E. $50,000 TO $99,999
F. $25,000 TO $49,999
G. $10,000 TO $24,999
H. $5000 TO $9999
I. LESS THAN $5000
J. NONE OF THESE

SOFTWARE and SERVICES
A. $1,000,000 OR MORE
B. $500,000 TO $999,999
C. $250,000 TO $499,999
D. $100,000 TO $249,999
E. $50,000 TO $99,999
F. $25,000 TO $49,999
G. $10,000 TO $24,999
H. $5000 TO $9999
I. LESS THAN $5000
J. NONE OF THESE

7. Please indicate which of the following products or services you personally specify, recommend, or approve for purchase (circle all that apply):

HARDWARE and PERIPHERALS
A. PC-compatible desktops/portables
B. Macintoshes/PowerBooks
C. Workstations
D. Color monitors
E. Presentation monitors
F. NTSC monitors
G. Audio boards
H. Graphics boards
I. Video capture/compression boards
J. MIDI sequencers/synthesizers
K. LCD panels/projectors
L. Scanners
M. DVD-R
N. Video decks
O. Video cameras
P. High-capacity hard disks
Q. Removable storage
R. Read-write optical storage
S. High-bandwidth modems
T. Video conferencing
U. Linear editing systems
V. Nonlinear editing systems
W. Network/Web servers
X. Video servers
Y. Video routers, switchers
Z. 3D accelerators
AA. Animation recorders
AB. CD-ROM recorders
AC. Digital Disk Recorders
AD. MPEG encoders
AE. Graphic tablets
AF. Back-end database
AG. Dynamic content production tools
AH. None of these

SOFTWARE AND SERVICES
A. Authoring
B. Music composition/editing
C. Sound editing
D. CD-ROM mastering
E. 3D animation/rendering/modeling
F. Video editing
G. Desktop publishing
H. Draw/paint/imaging/editing
I. Presentation
J. Clip media (art, music, animation, video)
K. Video transmission service
L. Online services
M. Special effects software
N. Titling/character generation
O. Compositing
P. MPEG encoders
Q. Compression software
R. Streaming media server software
S. Web front-end tools
T. Web back-end tools
U. E-commerce software
V. None of these

8. Which of the following operating systems are in use at this location (circle all that apply)?
A. Linux
B. Mac OS
C. Mac OS X
D. Sun Solaris
E. UNIX
F. Windows 2000
G. Windows 95/98
H. Windows Me
I. Windows NT
Other (Please specify: _____)

9. Which of the following types of computers are used by you or members of your workgroup (circle all that apply)?
A. PC with AMD processor
B. PC with INTEL processor
C. Power Mac/G3/G4
D. SGI
E. SUN
Other (Please specify: _____)

10. Would you like to receive (continue to receive) a FREE subscription to *DV* magazine?
☐ Yes! I want to receive (continue to receive) DV Magazine   ☐ No

In lieu of a signature, we require a unique identifier used only for subscription verification purposes. What is your month of birth? _____

Package Selection

Please select one of the following packages:

[ ] VIP Pass
Includes all classes, DV Intensives, Expo, DV Film Fest, Keynotes, Welcome Reception, and Association Meetings 5 Days: Monday through Friday, Dec. 3–7, 2001
* $995 $1350

[ ] Four-Day Conference Pass
Includes all VIP Pass components except DV Intensives. Tuesday through Friday, Dec. 4–7, 2001
* $775 $1,150

[ ] DV Intensives Pass
Includes full-day tutorial on Lighting, Motion Graphics, or 3D character design and development Monday, Dec. 3, 2001
* $395 $495

[ ] Single-Day Pass
[ ] Tuesday
[ ] Wednesday
[ ] Thursday
[ ] Friday
Dec. 4–7, 2001
* $315 $475

Expo-Only Pass
Online registration only at DVexpo.com
$0 $45 (after 10/27/01)

*VIP Team Discounts:
Register two or more people at the same time for VIP conference registration and save 10 percent on each registration. Please call DV Expo Registration at 1-415-947-6135 to take advantage of this discount program.
* No one under the age of 18 (including infants) admitted.
* Discounts cannot be combined

If you have selected the VIP Pass or the DV Intensives Pass, please select one full-day intensive from below. All DV Intensives are on Monday, Dec. 3, 2001.
[ ] Lighting
[ ] Motion Graphics
[ ] 3D Character Design and Development

* Early bird rate applies when you register by October 26, 2001.

Cancellations

If you need to cancel, you may do so for a full refund until November 7, 2001. Attendees who register but do not cancel in writing by the deadline date are liable and will be charged for the full registration fee. Sorry, no refunds or letters of credit are available after this date. Please fax your cancellation request to 1-415-947-6020 or mail your request to:
DV Expo Registration Department • 600 Harrison Street, 2nd floor • San Francisco, CA 94107.

Payment Method
Charge my credit card:
[ ] Visa
[ ] MasterCard
[ ] AmEx

Credit Card Number _____ Expiration Date _____
Cardholder Name _____
Cardholder Signature _____
[ ] Check enclosed (payable to DV Expo)
Refund requests must be made in writing to show management by November 7, 2001. No-shows liable for the full fee.

DV expo

Conference: December 3—7, 2001
Expo: December 4—6, 2001
Los Angeles Convention Center
Los Angeles, CA

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Exhibitor List

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Academy of Digital Media
Adamation
Adobe Systems
ADS Technologies
Affordable Footage
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AJA Video
Ametron Audio/Video
Anton/Bauer, Inc.
Apple Computer
Artbeats Digital Film Library
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Canon USA, Video Division
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Cavision
Century/Schneider Optics
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Cinema Craft
CMP Media, Inc.
Creative Planet

Datavideo Corporation
Desktop Images
DH Institute of Media Arts
DigiEffects
Digital Processing Systems/Leitch
Digital Voodoo
DVLine
Edirol Corporation
Edit Point
Enhance Technology
Express Video Supply
Gyoury Light Systems
Hash, Inc.
Hollywood Lite
Intelligent Media, Inc.
Internet Pro Video
JVC
Lowel-Light Manufacturing
Lynda.com
Master Recording Supply
Matrox Electronics Systems

Medea Corporation
Media 100
Media Communications Association—International
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Miranda Technologies
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Sonic Solutions
Sony Corporation
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StorCase Technology, Inc.
Slamdance.com
Tape Resources, Inc.
The 3DShop.com
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Total Training
Triangle Images
United Entertainment Media
Unitek Computers
Ulead
VariZoom Lens Controls
Videotape Products, Inc.
Wilcox Sound & Communications, Inc.
Zaxwerks, Inc.

*As of October 10, 2001. (Please consult **DVexpo.com** for the latest information.)*