



# 96th SMPTE Technical Conference and Equipment Exhibit

Commodore Hotel New York • September 27-October 2, 1964

**TECHNICAL SESSIONS** for the New York Conference are now being organized around the solid core of papers, the abstracts of which were received by Program Chairman John Kowalak (c/o MOVIELAB, Inc., 619 West 54 St., New York, N.Y. 10019) by the June 17 deadline. Some technical sessions can accommodate a paper or two which has not yet been formally submitted; authors who did not meet the deadline for abstracts are advised to contact Mr. Kowalak or the appropriate Topic Chairman (listed in the April *Journal*). Reading copies of all papers accepted must be sent to Mr. Kowalak and to the Editor at SMPTE Headquarters by August 5. The Advance Program, including paper titles and abstracts, will be printed in the August *Journal*.

## CBS-Television Tours

A special feature of the 96th Conference will be tours on Thursday evening, October 1, of the new CBS Broadcast Center on West 57th Street. The tours have been organized by Paul Wittlig of CBS-TV, who is Topic Chairman for television engineering and production. Several papers on the new facility scheduled for the Thursday afternoon technical session will serve as briefing for the evening tours. Of special interest at the Center will be the computer-controlled switching operations. The Center, which is expected to be in full operation by the time of the Conference, has six TV studios.

## World's Fair Boat Trip and Buffet

Much enthusiasm is being shown by members and friends of the Society for the World's Fair boat trip and buffet on the evening of Wednesday, September 30, which will replace the usual cocktail party and banquet. The general plans for this combination of sociability and a special viewing of some of the outstanding audio-visual accomplishments at the Fair were described in the June *Journal* p. 510. The following tentative schedule of events has been announced by Chairman Saul Jeffee:

- 5:00 p.m.—Buses will pick up registrants in front of the Commodore for the ride to the Circle Line pier on West 42nd Street.
- 6:00—Boats will be boarded for the two-hour cruise down the Hudson River to the Fair. Cocktails and a buffet dinner will be served on board, and musical entertainment will be provided.
- 8:00—Buses will be waiting at the Flushing Bay Marina to transport members and guests to Gate 7 at the Fair.
- 8:15 and 8:30—Special shows for SMPTE registrants at the Hall of Magic.
- 9:00—Show at the Kodak Pavilion.
- 9:40—Show at the Du Pont Pavilion.
- 10:30—Shows at the IBM and the Johnson Wax pavilions.
- Midnight—Buses will be waiting at Gate 7 for rides back to the Commodore.

Tickets covering all charges for this exciting event are available at \$20 per person from Mr. Jeffee, c/o MOVIELAB, Inc., 619 West 54 St., New York, N.Y. 10019. Accommodations are limited; reservations should be made early.

## Hotel Rates

Postpaid cards for reserving rooms at the Commodore were mailed with the conference announcement. Additional reservation requests should be addressed to the Commodore, 42nd Street at Lexington Avenue, New York, N.Y. 10017. The rates:

- Single room, per day:* \$11, \$14, \$17 and \$20.
- Double bedroom (two persons):* \$16, \$19 and \$22.
- Twin bedroom (two persons):* \$19, \$21 and \$23.
- Parlor and bedroom:* \$26, \$27, \$37 and \$55.
- Studio parlor:* \$20, \$25 and \$30.

## Equipment Exhibit

A rich and varied exhibit of new professional equipment in all the industry areas represented by the technical program of the Conference is promised by the Exhibit Chairman, Dom Capano (S.O.S. Photo-Cine-Optics, Inc., 387 Park Ave. South, New York, N.Y. 10016). Many products never before shown anywhere will be on display and several companies added to the growing list of those that make regular appearances at SMPTE shows.

Located directly adjacent to the papers sessions auditorium, the exhibit will fill the largest area available in the Commo-

# EQUIPMENT EXHIBIT

See the newest advances in equipment for

cinematography - instrumentation and high-speed  
 photography - laboratory practice - medical motion  
 pictures and television - motion pictures and television  
 for education - optics and special effects - television  
 engineering and production - 8mm and small-format  
 films - space technology - sound recording

*EXHIBIT OPEN Sept. 28-Oct. 1, 1964*

<b>BOOTHS 1-12, 15-18, 23-26</b>	<b>\$325</b>
<i>(ceiling height, rear 3 ft of booth, 7' 10")</i>	
<b>BOOTHS 13, 14, 27, 28</b>	<b>\$300</b>
<i>(ceiling height 7' 10")</i>	
<b>BOOTHS 19-22, 29-70</b>	<b>\$350</b>

*Less 10% for SMPTE Sustaining Members*

Reservations for booths are now being made by the Exhibit Chairman:  
 Dominick J. Capano, S.O.S. Photo-Cine-Optics, Inc., 387 Park Ave. South,  
 New York, N.Y. 10016

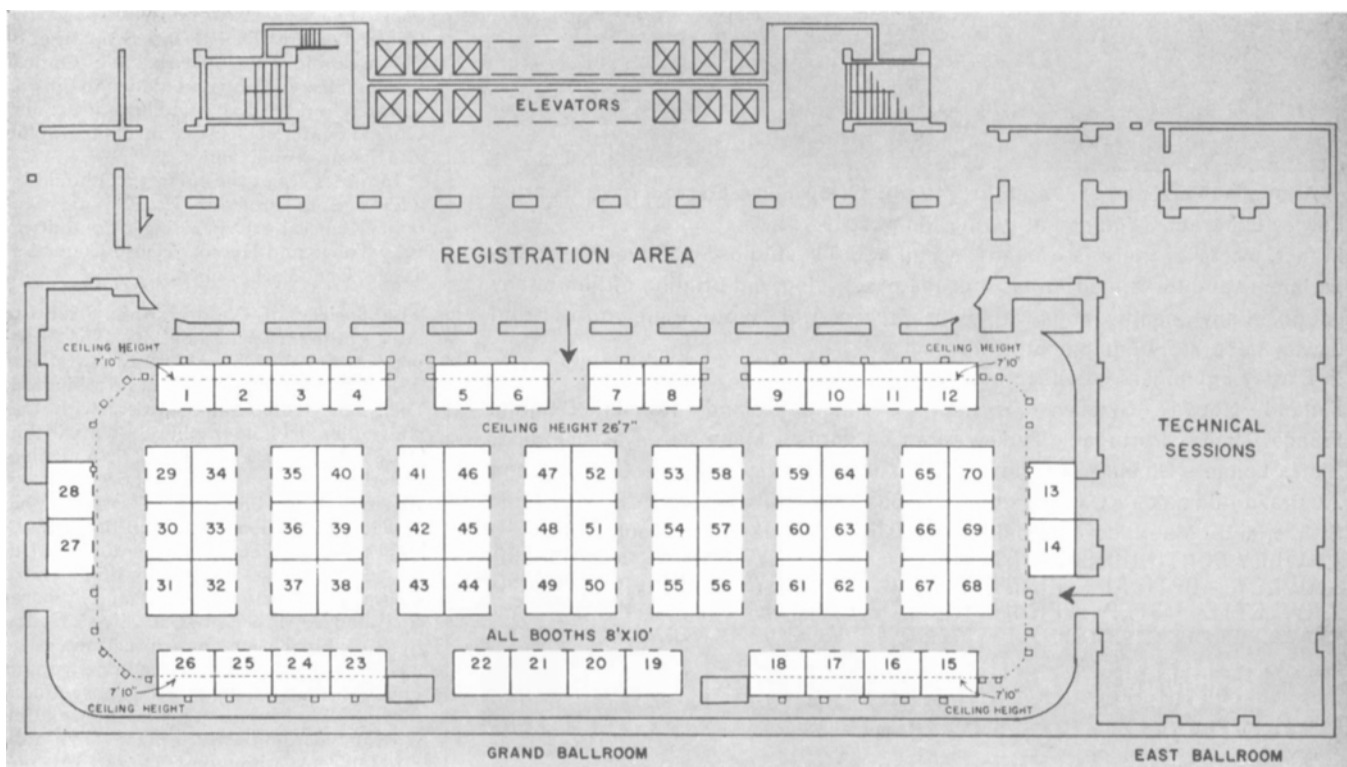


**96<sup>TH</sup>**  
**SMPTE**

TECHNICAL  
 CONFERENCE  
 AND EXHIBIT

Commodore Hotel,  
 New York City

September 28 -  
 October 1, 1964



dore, the Grand Ballroom, with 70 booths. There will be the usual session Wednesday morning of Conference week at which exhibitors will describe and demonstrate some of the new equipment being shown.

At a first allotment of exhibit space on July 20 the following companies were confirmed as exhibitors:

Allen Products, Inc., Milford, Conn.  
 Omega Corp., Sun Valley, Calif.  
 Arriflex Corp. of America, New York, N.Y.  
 Boston Insulated Wire & Cable Co.  
 Boston, Mass.

Camera Mart, Inc., New York, N.Y.  
 Camera Service Center, Inc., New York, N.Y.  
 Comprehensive Service Corp., New York, N.Y.  
 Dage Television Co., Michigan City, Ind.  
 Andre Debrie of New York, New York, N.Y.  
 DuKane Corp., St. Charles, Ill.  
 Eumig, Vienna, Austria  
 F & B/CECO, Inc., New York, N.Y.  
 Frigidheat Industries, Inc., Nashville, Tenn.  
 General Camera Corp., New York, N.Y.  
 Karl Heitz, Inc., New York, N.Y.

Hi-Speed Equipment, Inc., Waltham, Mass.  
 Hollywood Film Co., Hollywood, Calif.  
 MGM Telestudios, Inc., New York, N.Y.  
 Macbeth Corp. & Subs, Newburgh, N.Y.  
 Machtronics, Inc., Palo Alto, Calif.  
 Magnasync Corp., North Hollywood, Calif.  
 Metro/Kalvar, Inc., New York, N.Y.  
 Motion Picture Enterprises, Inc., Tarrytown, N.Y.  
 National Cine Equipment, Inc., New York, N.Y.  
 Neumade Products, Inc., New York, N.Y.  
 Paillard, Inc., Linden, N.J.  
 Photo Lectronic Research, Inc., New York, N.Y.  
 Photo-Sonics, Inc., Burbank, Calif.  
 Plastic Reel Corp. of America, Weehawken, N.J.  
 Quick-Set, Inc., Skokie, Ill.  
 Sylvania Electric Products, Inc., New York, N.Y.  
 Traid Corp., Encino, Calif.

Applications are now being received for the space that remains. Those who plan to show equipment should lose no time in contacting the Exhibit Chairman, Dom Capano, for up-to-the minute information on the booths that are available. An information brochure and order forms for space can also be obtained from Society headquarters.

### Education, Industry News

**The Conference on Photographic and Spectroscopic Optics**, arranged by the Science Council of Japan and the Japan Society of Applied Physics under the auspices of the International Commission for Optics, will be held at Tokyo Prince Htoel, Shiba Park, Tokyo, Sept. 1-5, and at Kyota Kaikan Assembly Center, Okazaki, Kyoto, Sept. 7-8. Subjects to be discussed at the Conference are: Design and Evaluation of Photographic and Spectroscopic Optical Systems; Recent Instrumentation in the Far Infrared and the Extreme Ultraviolet; and Optical Materials for Use in Photographic and Spectroscopic Optics.

Inquiries about the conference should be addressed to Professor H. Kubota, Secretary-General, Organizing Committee, ICO Tokyo and Kyoto, Science Council of Japan, Ueno Park, Tokyo.

**The Society of Photographic Scientists and Engineers** will hold its 1964 Symposium October 29-31 at the Marriott Twin-Bridges Motor Hotel, Washington, D.C. The Symposium will deal with Unconventional Photographic Systems within these subject areas: Electrostatic and Electrolytic Photographic Methods; Photopolymerization Processes; Thermographic Image Formation; Photochromic Substances; Photochemical Formation and Destruction of Dyes; Light-Sensitive Diazo Compounds; and Unconventional Preparation and/or Processing of Silver Halide Systems. Final event on the program will be an open panel discussion to compare various unconventional systems with conventional silver halide systems. Further information is available from the SPSE, Box 1609, Main Post Office, Washington D.C. 20013.



Australia is just one of 39 countries to which Newman & Guardia have exported Lawley Laboratory Equipment during the past 10 years.

In fact, wherever there is a need—in film and TV studios, in Government Departments and the armed forces—for the processing and printing of film of any gauge, in any quantity, negative/positive, reversal or colour, there you will find Lawley Laboratory Equipment.

\* Lawley Equipment has been supplied to:

Finland · Norway · Sweden · Denmark · Germany · Poland · Russia · Belgium  
 France · Italy · Portugal · Turkey · Iraq · Cyprus · Malta · Kenya · Gibraltar  
 Sierra Leone · Ghana · Nigeria · South Africa · Malaysia · Eire · Hong Kong  
 Australia · Jamaica · Canada · U.S.A. · Sardinia · New Zealand · Egypt · India  
 Switzerland · Mauritius · Yugoslavia · Austria · Liberia · Aden · Tanganyika.

LAWLEY CONTINUOUS PRINTER      LAWLEY SENIOR PROCESSOR  
 LAWLEY OPTICAL PRINTER      LAWLEY JUNIOR PROCESSOR  
 LAWLETTE STEP PRINTER      LAWLETTE PROCESSOR

**NEWMAN and GUARDIA sell international**

NEWMAN & GUARDIA LTD · LAWLEY WORKS · HARLOW · ESSEX  
 TEL: HARLOW 24222 · A MEMBER OF THE BEARD & FITCH GROUP