

97th SMPTE Technical Conference and Equipment Exhibit

Ambassador Hotel • Los Angeles • March 28 — April 2

A very substantial lot of technical and scientific papers was on hand by deadline for proofs for this *Journal*; they had been garnered by Program Chairman **Richard J. Goldberg**, Technicolor Research & Development Div., 2800 West Olive St., Burbank, Calif., and the team of Topic Chairmen announced in the November 1964 *Journal*.

The deadline for papers was January 11; after that date only special reports and demonstrations or papers for which a spot might still be found due to a cancellation are being accepted by the Program Chairman.

The Advance Program showing paper titles, authors and abstracts will be published in the February *Journal*. A general idea of the format of the week's Papers Program has been abstracted from Chairman Goldberg's early reports:

Aerospace Cinematography — such papers as "Film Data Reduction System for Precision Measurement Application" — "TV System for Presenting Thermoneutron Images" — "Optical Exploration of Space" — "Applications of Scan Conversion Techniques to Lunar Photography" — "Effects of Micrometeorites on Space Optics"

New Materials and Processes/Laboratory Practices — "Vortex Stabilized Sources for Lighting and Film Printing" — "A New Color Film Process" — "Rheology of Viscous Processing" — "New Separation Techniques for Color Negative Protection" — "Sensitive Electronic Temperature Control" — "Continuous Stop Bath Replenishment" — "Symbols for Marking Edited Work Prints" — "Copper-Toned Planographic Dye Transfer Matrix"

Applications in Science and Technology — "Time-Lapse Method for Studying Population Behavior of Tribolium" — "The First Four Flights of New Plane" — "High-Speed Photography of Helical Instability in Plasma Physics" — "Short Films for Self-Instruction in Bio-Medical Education" — "Computer Animation" — "Film Study of High-Velocity Gas Flow" — "Study of Chip Formation in Metal Cutting" — "Use of the Orthicon in the Stratosphere"

Photoinstrumentation and High-Speed Photography — Invited speakers on "The Good Old Days" at a special luncheon — An "Optical" Symposium — Technology From Overseas — General Sessions: From Education to Time-Lapse at Grand Canyon — A Lighting Seminar

Television Developments — "Solid-State TV Fader-Mixer Amplifier" — "Thermoplastic Recording" — "Data Compression for Planetary Photography" — "Single-Line Scan Device" — "Mariner System" — "Color Chains"

Photographic Science and Engineering — "Automatic High-Reduction Microphotography" — "Combination Camera Unit for 16mm Film Plus Vidicon TV" — "Modification of Microscope for Time-Lapse Photography"

The above are subject to rearrangement and expansion as the Advance Program is prepared by the Chairman for the February *Journal*. Also, an outline of the Program will soon be mailed to the membership.

Hotel Rates and Reservations

Members who do not have at hand a hotel reservation card sent from Society Headquarters should, to be certain of staying at the Ambassador, write direct to the following and note that reservations are for the SMPTE Conference: *Reservation Dept.*, Ambassador Hotel, 3400 Wilshire Blvd., Los Angeles 5.

The rates are:

Single Room and Bath — per day
\$13.00 to \$27.00

Double Room (Twin Beds) and Bath — per day
\$18.00 \$20.00 \$32.00

Parlor, Bedroom and Bath, for One or Two Persons — per day
\$40.00 to \$58.00

LUXURIOUS GARDEN BUNGALOWS

Room and Bath for One or Two — per day
\$28.00 to \$34.00

Equipment Exhibit

The latest professional motion-picture and television systems, apparatus and services will be under spotlights in over 80 booths located adjacent to the technical sessions at the Ambassador. At press time the following exhibitors have been listed by telephone from Exhibit Chairman Warren Strang, Hollywood Film Co., 956 Seward St., Hollywood 38:

Arriflex Corp. of America
Bach Auricon, Inc.
Bell & Howell Co.
Birns & Sawyer
ColorTran Industries
Eclair Corp. of America
Frigidheat Industries
General Electric Lamp Div.
Gordon Enterprises, Inc.
Gryphon Corp.
Hollywood Film Co.
J & R Film Co.
L-W Photo Products, Inc.

Macbeth Instrument Co.
Magnasync Corp.
Metro-Kalvar, Inc.
D. B. Milliken Co.
Moviola Mfg. Co.
North American Philips
Photo-Sonics, Inc.
Plastic Reel Corp. of America
Prestoseal Mfg. Corp.
Quick-Set, Inc.
Ryder Sound Services
SOS Photo-Cine Optics, Inc.
Treise Engineering Co.

Chairmen for Arrangements/Ladies Program

Since the last issue of the *Journal* report, several chairmen have been added:

Registration (as well as Hotel Arrangements): E. B. McGreal, Producers Service Co., Hollywood

Public Address and Recording: Joseph E. Kelly, Glen Glenn Sound Co., Hollywood

Membership and Information: Hartwell T. Sweeney, Motion Picture Film Dept., Eastman Kodak Co., Hollywood

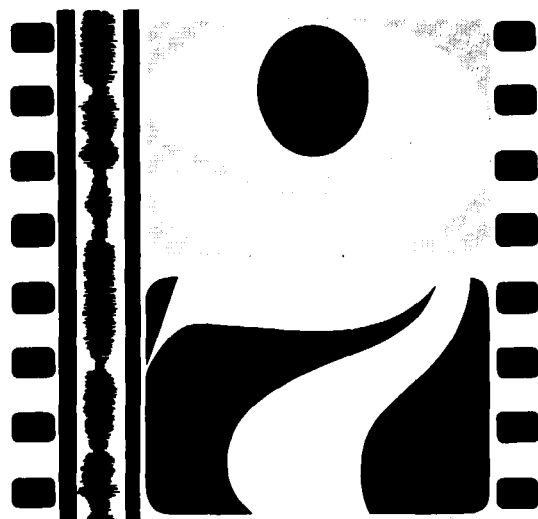
Auditor: Arthur B. Johnson, Pathe Laboratories, Inc., Hollywood

Ladies Program Chairman Flora Hall reports that plans include trips to Disneyland, to a new shopping center called Port of Call, to Marineland, and to the Universal Revue Studios.

SPIE Roundtable Set February 17

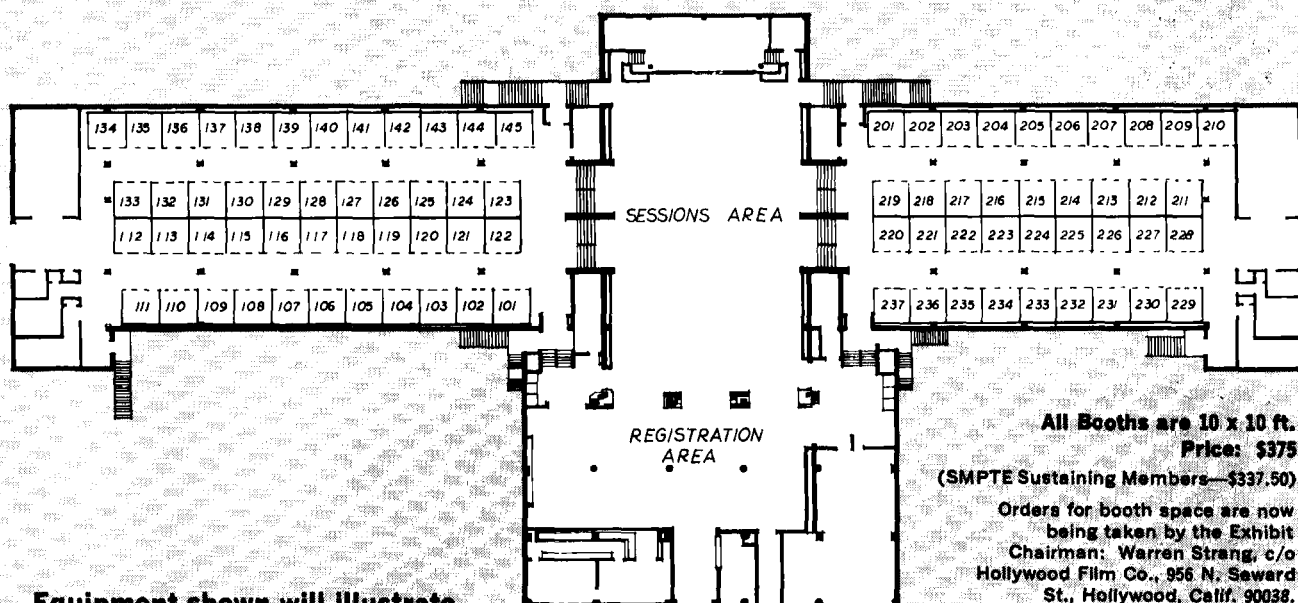
The New York Chapter of the Society of Photographic Instrumentation Engineers will hold their Fourth Annual Roundtable Feb. 17 at New York's Statler Hilton Hotel from 11 a.m. to 8 p.m. Latest photooptical equipment and roundtable discussions will highlight the event. Proceeds will be used to publish SPIE's *Nortronics Optical Text*.

LOS ANGELES TECHNICAL CONFERENCE



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All Booths are 10 x 10 ft.
Price: \$375
(SMPTE Sustaining Members—\$337.50)
Orders for booth space are now being taken by the Exhibit Chairman: Warren Strang, c/o Hollywood Film Co., 956 N. Seward St., Hollywood, Calif. 90038. Tel: (213) HO 2-3284

Equipment shown will illustrate all areas included in the technical program:

- Applications in Science and Technology Motion Pictures and Television in Medicine
- Aerospace Cinematography Instrumentation and High-Speed Photography Rapid-Access Photography Photographic Science and Engineering New Materials and Processes Laboratory Practices Motion Pictures and Television Abroad Television Engineering Developments Motion Pictures and Television in Education

EXHIBIT OPEN MARCH 29—APRIL 1, 1965

AMBASSADOR HOTEL, LOS ANGELES

