

in Hollywood **50**th Anniversary



100th SMPTE
technical conference
& exhibit

The SMPTE Equipment Exhibit, regarded by the Society as the showplace of motion-picture and television technology, is where the fruits of the engineers' and scientists' labors are displayed. The Equipment Exhibit is considered a valuable supplement to the papers program for providing high-level information on the latest developments in motion-picture and television technology.



Warren Strang
Exhibit Chairman

Eighty-two booths of technical motion-picture and television equipment will be on display at the 100th SMPTE Technical Conference Equipment Exhibit in Los Angeles' Ambassador Hotel October 2-7. Through the efforts of Exhibit Chairman **Warren Strang**, Hollywood Film Co., more than 50 equipment manufacturers and suppliers have reserved space at the Exhibit, with many companies reserving more than one booth. Perhaps it is because this is the Society's 50th Anniversary-100th Conference celebration that enthusiasm for the Exhibit is so high. All available booths were taken by August 1, two months before the Conference.

According to Chairman Strang, the exhibit opens officially at 5 p.m. Monday, October 3, with the traditional ribbon to be cut by Strang and SMPTE Conference Vice-President Kenneth M. Mason, Eastman Kodak Co., New York. The exhibitors and those attending the Exhibit opening will then participate in the Exhibit Open House where refreshments will be served.

On Wednesday morning, October 5, companies having booths at the Exhibit are invited to present descriptions or demonstrations of technical equipment at a special session held at the technical sessions auditorium.

During the Conference, the SMPTE Exhibit Award Committee will choose a display that they judge to be the most imaginative, effective and best presented, regardless of size. The award-winning exhibitor will be given a plaque at appropriate ceremonies shortly after the Conference.

The SMPTE Equipment Exhibit will be situated close to the technical-sessions area, to provide easy accessibility from the papers sessions to the exhibit. There will be two exhibit areas, one on either side of the sessions auditorium.

Companies which have already reserved space for the Equipment Exhibit are:

Albion Optical Co.
Allen Products, Inc.
Allied Impex Corp.
Amega Corp.
Arriflex Corp. of America

Atlas Projector Corp.
Bach Auricon, Inc.
Bell & Howell Co.
Birns & Sawyer Cine Equip.
Co., Inc.

Boston Insulated Wire and Cable Co.
Cinema Beaulieu, Inc.
ColorTran Industries, Inc.
Div. of Berkey Photo Corp.
Comprehensive Service Corp.
DuKane Corp.
Eclair Corp. of America
E. G. & G.
Fiberbilt Div. of Ikelheimer-Ernst, Inc.
Frigidheat Industries, Inc.
General Electric Co., Lamp Div. & Visual Communications
Gordon Enterprises, Inc.
Gryphon Corp.
Harwald Co.
Karl Heitz, Inc.
Frank Herrfeld Engineering Co.
Hollywood Film Co.
Hughes Electronics Co.
J & R Film Co.
L-W Photo, Inc.
3M Co., Photographic Equipment & Optics Div.
Macbeth Sales Corp.
Magnasync Corp.

Magnetic Sales Corp.
Manhattan Color Labs
Metro/Kalvar, Inc.
D. B. Milliken Co.
Mole-Richardson Co.
Motion Picture Printing Equip. Co.
Moviola Manufacturing Co.
National Theatre Supply Co.
Neumade Products Corp.
O'Connor Engineering Labs
Paillard, Inc.
Pako Corp.
W. A. Palmer Films, Inc.
Plastic Reel Corp. of America
Producers Service Corp.
Radio Corp. of America
Red Lake Labs
Research Products, Inc.
S.O.S. Photo-Cine-Optics, Inc.
Shure Brothers, Inc.
Stancil-Hoffman Corp.
Telemet Co.
Traid Corp.
Treise Engineering, Inc.
Vidifilm Inc.
Westrex Div., Litton Industries

The Equipment Exhibit will be open during these hours of Conference Week.

Monday, October 3 5:00-8:00
Tuesday, October 4 11:00-8:00
Wednesday, October 5 9:30-4:00
Thursday, October 6 11:00-6:00

Papers Program

As this *Journal* goes to press — two months before the Conference — more than 70 papers have been received for the technical program.

Program Chairman **LeRoy M. Dearing**, L. M. Dearing Associates, Studio City, Calif., is now organizing the papers by topic areas in the five-day format of sessions. According to Dearing, because of the wealth of papers, particularly in Instrumentation and High-Speed Photography, there will be several pairs of concurrent sessions throughout Conference week.

The Advance Program, with paper titles, authors and paper abstracts, will be published in the September *Journal*. A general idea of the program's contents has been abstracted from Chairman Dearing's early reports. *The following titles are in addition to those published in the July Journal, pp. 682-683.*

Education: Film Book Publishing in the United States; Film History Research at the University of Iowa; Choosing Video-Tape Machines.

Historical: Included in topical sessions.

Instrumentation, High-Speed Photography, Aerospace Cinematography: Photooptical Instrumentation at Stanford Research Institute; Catadioptric vs. Refracting Lenses; South in Search of Snow and Science; Time Bases for Photographic Instrumentation; The Application of Kinematics to Instrument Design; Explosive-Noble Gas Light Sources; Telephoto vs. Ordinary Lenses; Glass as a Material for Refractive Space Optics; Pattern Recognition Systems; High-Speed Photography in the United Kingdom; Solar Research Through Photography; Frame Camera Development for High-Speed Photography; Lens Focusing Theory; Image-Quality Criteria for Data Recording and Storage; Sweeping Image Instrumentation Development; Ultra-High-Speed Electronic Shutters; Photography in Missile Development; Photographic Instrumentation at the U.S. Naval Ordnance Laboratory, White Oak.

Laboratory Practice: Filming High School Football Using 8mm Formats and 16mm Black-and-White Reversal Film (demonstration film); Sliding Flange Sprocket; Workprint Alternatives.

Photographic and Allied Sciences: Laser Displays.

Photosensitive Materials: A New High-Speed Black-and-White Reversal Film.

Sound: The Objectives, Challenges and Techniques for Acoustical Design for Large Auditoriums; Sound Reinforcement for the Large Multipurpose Auditorium; Architectural Design to Accommodate Acoustical Design; An Analytical Study of Acoustic Feedback in Sound Reinforcement Systems.

Studio Practices: Spray Foam — Application for Set Construction; Evolution in Tungsten Lamps for Television and Film Lighting; History of Motion Picture Set Lighting Equipment; Design of a New 65mm Hand-Held Camera; A Survey of the Professional Motion-Picture Camera; Reflexing the BNC.

Television: 60 Frames/Second Film and Continuous-Motion Projector for Picturephone Testing; Continuous Motion Picture Projector for Television Scanning; Mechanical and Electronic Layout of a Color 16mm Film Scanner with Pneumatic Fast Pulldown; 10 Years of Video-Tape Recording.

Again, the above are in addition to those announced last month. The above are listed only tentatively and somewhat arbitrarily as to topic. Some will be shifted by the Program Chairman as he arranges the sessions.

Advance Registration

To avoid delay and inconvenience when arriving at the Conference, persons are encouraged to register in advance. Advance registration forms have been mailed to members, and should be returned with payment in the business reply envelope provided. Badges and tickets will be waiting for registrants at the Registration Desk.

Additional advance registration forms are available from SMPTE headquarters.

Registrants for the week will receive a handsome commemorative bronze medallion as a personal memento of the historic 100th Conference. Medallions will also be available for purchase for those registering for less than a week, at \$2.00 each.

Registration rates are:

Member—weekly	\$12.00
daily	4.00
Nonmember—weekly	17.00
daily	5.00
Military (in uniform)	
weekly	5.00
daily	3.00
Ladies—weekly	5.00
daily	1.50
Get-Together Luncheon	6.00
Cocktail Party & Banquet	18.00
Package registrations will be available as follows:	
Member—weekly registration	} 35.00
Get-Together Luncheon	
Cocktail Party & Banquet	
Nonmember—for the above	40.00

Hotel Reservations

Members have been sent postage-paid hotel reservation cards for accommodations at the Ambassador Hotel. All who seek reservations at the Ambassador should be sure to note that reservations are for the SMPTE Conference. Address: *Reservations Dept.*, Ambassador Hotel, 3400 Wilshire Blvd., Los Angeles, Calif. 90005.

Note: Rooms at the Ambassador are being held for SMPTE Registrants only until September 12. Reservations must be made before that date if accommodations are to be secured.

The rates are:

Single room and bath — per day
\$13.00 to \$27.00

Double room (twin beds) and bath — per day
\$18.00 to \$32.00

Parlor, bedroom and bath, for one or two persons — per day
\$40.00 to \$58.00

Garden Bungalows

Single room and bath — per day
\$22.00 to \$32.00

Double room (twin beds) and bath — per day
\$24.00 to \$36.00

Other rates for larger suites on request from the hotel.

New SMPTE Sustaining Member

Theatre Equipment Dealers Association, 2007 South Vermont Ave., Los Angeles, Calif. 90007

Founded in 1919, TEDA is supported by 49 leading theater supply dealers throughout the U.S. and Canada, with 37 social members of the Theatre Equipment & Supply Manufacturers Ass'n. TEDA is governed by a President, who serves two years, two Vice Presidents and an eight-member Board of Directors. Purpose of the organization is to collect and distribute to member-

ship, the latest technical information (new theater equipments, film processes, sound recording, projection practices, etc.) so that members can better serve the exhibitor and allied motion-picture fields, with late technical aides. The dealers, besides offering theater equipment and supplies for sale, as well as audiovisual equipments, are also active in engineering and design, architectural consulting, and financing.

Address inquires to: Spero L. Kontos, President, TEDA., address above.