

100th SMPTE Conference Exhibit Awards



The 100th SMPTE Conference last October in Los Angeles was marked by a number of unprecedented occurrences, befitting this landmark Conference and the celebration of the Society's 50th Anniversary. One of them was the decision on the part of the Exhibit Award Committee to present two Exhibit Awards instead of the customary one for the best display in the Equipment Exhibit.

The Committee often has a difficult job making its choice among several outstanding displays, but on this occasion the number of participants in the Exhibit was so great and the standards so high that the Committee in the end found it impossible to decide between two displays, one large, the

other small, each excellent in terms of its effectiveness in demonstrating the company's products, regardless of the size of the exhibit.

The large display honored was that of Treise Engineering Corp., 1949 First St., San Fernando, Calif. Here, pictures and descriptive material illustrating the entire line of Treise film processors were grouped around an actual machine, the company's new MTV Model 30 Color Processor, a fully self-contained unit with a developing speed of 30 ft/min. In the picture on the left above, J. Carl Treise, President of the company, is seen (right) receiving the Award



plaque from Wilton R. Holm, SMPTE Sections Vice-President.

The second Award went to W. A. Palmer Films, Inc., 611 Howard St., San Francisco, Calif., for its fine working display, most efficiently arranged in a small area, of its video recording camera for color kinescope recording; its portable TV film recorder equipped to use 16mm, 8mm or super 8mm film; and its interlock projector for running picture and separate soundtrack or for use as a synchronous double-system recorder. In the righthand picture, John Corso (left) is shown accepting the Award plaque for the company from R. M. Betty, Chairman of the SMPTE San Francisco Section.

JUST OUT! The book that

offers a "blueprint" for a standard film process

TELEVISION FILM ENGINEERING

By RODGER J. ROSS, *Canadian Broadcasting Corporation*. Here is a new and radical approach to the production of motion picture films for television reproduction. The author believes that in producing film footage for use in television programming, the film-making part of the process should be considered as an extension of the television system.

Basing his arguments on more than 20 years experience in the industry, Mr. Ross contends that by adopting a standard film process and adjusting lighting and exposure conditions, it is possible to produce film images which are adaptable to television reproduction without further modification or adjustment. Thus he calls for modification of conventional motion picture craft methods to take into account

television reproduction requirements.

Written in clear, concise language, the book is intended to provide the basic information needed to utilize the film process most effectively and efficiently as a television programming medium. To simplify the presentation, the author has divided the text into three parts: Part 1 provides general outlines of the motion picture process and the television systems. Part 2 describes generally applicable methods of measurement, evaluation and control of image-forming processes. Part 3 presents a "blueprint" for the successful use of film in television programming. A volume in the Wiley Series on Photographic Science and Technology and the Graphic Arts. 1966. 507 pages. Prob. \$15.00.

Order from your bookseller, or

JOHN WILEY & SONS, INC.

605 Third Avenue, New York, N.Y. 10016

