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.