

104th Technical Conference and Equipment Exhibit

Washington Hilton Hotel

Nov. 10—15

Conference Program

Papers for the 104th Conference are listed by title, under their respective topics, on the following pages. Arrangements Chairman **Arthur Rescher** and Program Chairman **E. D. Llerena** agree that plans for the program and the facilities have progressed smoothly. With the help of the Committee and Topic Chairmen the details of the Conference have been worked out to make the Washington Conference among the most varied and interesting in recent years.

The number of papers submitted for the Technical Sessions has exceeded the time allotted especially since there will be no evening sessions, and some of the papers will have to be rescheduled for the 105th Conference in Miami Beach, next April. There will be a number of international papers on the program.

Edward A. Winkler is the *Associate Program Chairman* for the 104th Technical Conference. The Topic Chairmen for the Conference are: V. D. Armstrong, *Aerospace*; William J. Reddick, *Cinematography*; Albert J. Rosenberg, *Education*; Bernard E. Drimmer, *Instrumentation and High-Speed Photography (including Lasers and Holography)*; Dr. Hans Chr. Wohlrab, *International Papers*; Arthur L. Foster and Garland C. Misener, *Laboratory Practices*; Dr. Malcolm S. Ferguson, *Medicine*; Thomas G. Lantzas and Joseph A. Cestone, *Oceanography*; Fred W. Gerretson, *Photographic and Allied Sciences*; Everett C. Hall, *Small Format Films*; Charles L. Chester and Adrian B. Ettlinger, *Television*; Frank H. Riffle, *Theater Presentation and Projection*; George W. Bartlett, *Video Tape and Audio*; and William E. Youngs, *Short Film Subjects*.

Equipment Exhibit

The Washington Conference Exhibit will be the last until September, 1969, since no exhibit is scheduled for the 105th Conference in Miami next Spring. In view of this, the exhibit is expected to attract an extra amount of attention. The latest developments in motion picture and television equipment will be stressed and will feature cameras; film and camera accessories; and equipment and services for lighting, television, laboratories, projection and sound.

The exhibit will start officially with an open house at 5:00 p.m. Monday, November 11. All registrants and holders of exhibit passes will be invited.

An Equipment Papers and Demonstration Session will be held Wednesday, November 13, beginning at 9:00 a.m. Booth holders will be invited to present brief descriptions or demonstrations of new products.

An SMPTE Exhibit Award will be presented to the Company having the most imaginative, effective and best presented exhibit. A special Award Committee will make the selection.

Get-Together Luncheon

The 104th Conference will officially get underway on Monday, November 11, with the Get-Together Luncheon. The Luncheon, which will be held in the International Ballroom, will be preceded by a cash bar at noon.

Highlighting the Luncheon will be a speech by Carleton Hunt who will also introduce the luncheon's Guest Speaker (to be announced later). The Luncheon will also feature the presentation of Society awards by President Hunt.

Midweek Special Luncheon

In order to promote a growing awareness of the importance of motion pictures and television to Education, an Educational Luncheon has been scheduled for Wednesday, November 13. Chairman of the Luncheon, Albert J. Rosenberg, vice-president and general manager of McGraw-Hill Films, announced that the meeting will be important for anyone interested in the challenges confronting education and business today. "There have been tremendous technological advances involving films, television and computer systems," Mr. Rosenberg said.

The luncheon will feature speakers who are leading figures in the educational media field addressing themselves to the relationship of business to education—the responsibilities and the opportunities this involves. Speakers at the meeting will be Robert E. Slaughter, executive vice-president of McGraw-Hill, Inc.—a major producer of materials for education; and Father John M. Gulkin, S. J., director of the National Film Study Project at Fordham University, one of today's leading thinkers on media use in education.

The Editorial Luncheon has been cancelled by Rodger J. Ross, Editorial Vice-President, so that the members of the Board can attend this luncheon.

Television Panel Meeting

A panel discussion on: "Industry Standards: What has 15 years of NTSC Color Taught Us?" will be held Thursday afternoon, November 14, at 2:00. Broadcasting operations and receiver design have been based on standards adopted from the experimental programs of the early 1950's, and the quality of service through this period is something of which the industry and the system's original designers can be proud. However, now that television broadcasting is predominantly color, questions arise as to what has been gained from this experience. The panel will concern itself with questions such as: "Are the allowed tolerances in signal variation what they should be?"; "Are parameters controlled too tightly or too loosely?"; "Are there signal parameters presently not standardized which should be?" A tentative outline of topics to be covered in the discussion follows:

1. Colorimetry
 - a. Camera taking characteristics
 - b. Picture tube phosphors
 - c. White balance color standard
2. Synchronizing Signal Tolerances
 - a. Burst dimensions
 - b. Breezeway
 - c. Burst phase versus sync position
3. Time base stability
4. Chroma signal bandwidth
5. Video transmission distortions
6. R F transmission problems

Theater Visit

A special program is scheduled at the new L'Enfant Plaza Communications Centre on Friday morning, November 15, from 9:30 to 11:30 a.m. The program will be an introduction to the theater and a presentation of the facilities. The L'Enfant Plaza is a thirteen-acre \$85 million complex shared by Comsat and several other large corporations in the communications field. Part of the complex is a unique theater and communica-

tions center capable of multimedia broadcasts for business management and public relations which will be used during the day for business meetings and demonstrations and at night as a hard ticket theater.

The program will begin with a welcoming address to SMPTE members by General Elwood "Pete" Quesada, President, The L'Enfant Plaza Corps. Charles E. Shutt, President of L'Enfant Plaza Communications Centre, will speak on "A New Concept for Hard Ticket Theaters." The public address and language translation system in the theater will be demonstrated and explained by Hal Magargle, Capital Film Laboratories, Inc. A sample film will be shown and a demonstration of the focus and automation system will be given by Ed Chisholm, Chief Engineer, Century Projection Corp. Closing the program will be a survey of management television systems featuring color TV projection and coordinated systems of multimedia presentation.

Reservations for the program can be made at the Conference registration desk.

Ladies Program

Preliminary plans announced by the Ladies Committee include the following activities: Registration and a Tea in the Ladies Lounge, a tour of Historic Annapolis with luncheon at the Annapolis Yacht Club, a special tour of the White House, and luncheon and shopping in Georgetown.

Sunday Dinner and Film Premiere

A delicious buffet dinner followed by a pre-release motion picture are scheduled for Sunday evening, November 10. The event will take place at the new L'Enfant Plaza Theater. Bus transportation will be provided.

Tentative Committee Meeting Schedule

These committees will meet during the week.

- Publications Advisory Committee
- Board of Editors
- Papers Committee
- Laboratory Practices
- 16mm and 8mm
- Film Projection Practices
- Color
- Film Dimensions
- Television
- Sound
- Instrumentation and High-Speed Photography
- Standards

The schedule for the Editorial Meetings is as follows:

Papers Committee meeting:	<i>Tuesday,</i>	4:00 p.m.
Board of Editors meeting:	<i>Wednesday,</i>	9:00 a.m.
Publications Advisory Committee meeting:	<i>Wednesday,</i>	10:30 a.m.

Association of Cinema Laboratories—Fall Meeting

The ACL will meet at the Washington Hilton Hotel just prior to the 104th SMPTE Conference. There will be a Board of Directors meeting on Friday, November 8, beginning at 4:30 p.m. On November 9, between 9 a.m. and 5 p.m. there will be a meeting of members and the ACL Techniques Forum to which SMPTE members are, as usual, invited. There will be a luncheon at noon on the 8th.

The date and time for the Engineering Committee meetings will be mailed to members of each committee.

Advance Registration

To avoid delay and inconvenience when arriving at the Conference, persons are encouraged to register in advance. Advance registration forms were mailed to members; they 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 at SMPTE headquarters. Registration rates are:

Member, weekly	\$15.00	daily	\$ 6.00
Nonmember, weekly	22.50	daily	8.00
Military, weekly (in uniform)	5.00	daily	3.00
Ladies			\$ 5.00
Buffet Dinner and Premiere			7.50
Get-Together Luncheon			6.00
Cocktail Party and Banquet			20.00
Midweek Special Luncheon			6.00
CINE Golden Eagle producer reception			2.50

Package registrations will be available as follows:

Member, weekly registration

Get-Together Luncheon, Buffet Dinner, and Premiere, Midweek Luncheon, Cocktail Party and Banquet . . .	54.50
Nonmember, for the above	62.00

Nonmembers of the SMPTE who are members of the SPSE, SPIE, or the AES may register at the SMPTE member rate; students free.

SMPTE Banquet

The SMPTE Banquet will be held in the International Ballroom of the Washington Hilton on Wednesday evening, November 13, at 8:00. A cocktail party will precede the Banquet at 7:00 on the Terrace. Featured at the Banquet will be the Jimmy Dorsey Orchestra, led by Lee Castle; June Valli, famed vocalist; and Carter and Lynn, dance team.

Companies wishing to reserve tables at the Banquet on Wednesday evening, November 13, should contact the Banquet Chairman, Don C. Lefebvre, Westinghouse Defense and Space Center, Mail Stop 1167, P.O. Box 1693, Baltimore, Md. 21203. Tables, which are in limited supply, will be reserved on a first come, first served basis.

Coffee Club

The Coffee Club, customary gathering place and social center of the Conference, will again be sponsored by the Philip A. Hunt Chemical Corp., Palisades Park, N.J. The Coffee Club will be easily accessible to the Equipment Exhibit and the Technical Sessions.

CINE Awards Program

CINE, The Council on International Nontheatrical Events, will have its annual Awards Program and Exhibition of Films of Merit on Friday, November 15. The Golden Eagle producer reception will follow the program at 10:30 p.m. in the Mayflower Hotel. Tickets will be available in the SMPTE registration area.