

Television

Subjective Color Television; An Improved Lighting Control System for Color Television Studios; A Simplified Color Camera; New Type Lens; Color Telecine; 16mm Films for Television; Manual or Automatic Switching?; A New Approach to Color Slow-Motion Video Recording; Computer Techniques in a New Television Synchronizing Generator; Video Titling With Electronic Character-Generating Systems; A New 55-kW UHF TV Transmitter With Solid-State Driver and a New Frequency Conversion Principle; Conditions for Innovation in Educational Technology; New York Network — A Progress Report; Non-phased Color System; A Broadcast-type Slide Projector; A New Approach to Remote Control in Broadcast Audio Systems as Designed for Station KIRO-TV; Television Bandwidth Reduction by Fourier Image Coding; Some Possibilities for the Use of White as a Primary in Color Television Systems; A Simplified Color Encoder; The Video Return-Loss Bridge; Integrated Circuits in Television Terminal Equipment; RF Microphones; Computer Controlled 3-Channel Switching Center; Vid-Film Camera; The Development of Television in Ghana.

Equipment Exhibit

Exhibit Chairman Warren Strang, Hollywood Film Co., Hollywood, shared the optimism of Program Chairman Gundelfinger. Strang said, "Within a week after the booths were available, 62 were already taken. There were only 85 booths available to begin with."

"Judging from the companies that have signed up," Strang said, "I think we're going to have a great show and I think a lot of people are going to come down to see it."

Inquiries and applications for exhibit space should be directed to Warren Strang, Hollywood Film Co., 959 Seward St., Hollywood, Calif. 90038, or to SMPTE Headquarters.

Many of the exhibitors are planning to present papers or give demonstrations of their equipment at a special session on Wednesday morning, May 8.

The exhibit will open Monday, May 6, at 5 p.m. when all registrants and holders of exhibit passes will be invited to an Open House in the Exhibit area sponsored by the exhibitors.

Exhibit Schedule

Monday, May 6	5:00-8:00
Tuesday, May 7	11:00-8:00
Wednesday, May 8	9:30-4:00
Thursday, May 9	11:00-6:00

Among the first companies to sign up for the exhibit are:

Albion Optical Co.	Hughes Electronics, Inc.
Omega Corp.	International Video Corp.
Arriflex Corp. of America	J & R Film Co.
Atlas Projector Corp.	L-W Photo, Inc.
Bach-Auricon, Inc.	Lipsner-Smith Corp.
Bell & Howell Co.	3M Co.
Berkey-ColorTran	Macbeth Sales Corp.
Birns & Sawyer Cine Equipment, Inc.	Magnasync/Moviola Corp.
Chasal Engineering	Magnetic Recorders, Inc.
Christie Electric Corp.	D. B. Milliken Co.
Cinema Beaulieu	Minolta Corp.
Cinema Center	Mitchell Camera Corp.
Andre Debrie of New York	Mole-Richardson Co.
DuKane Corp.	Nagra Magnetic Sales, Inc.
Eclair Corp. of America	Optical Imports, Inc.
F & B/CECO, Inc.	Paillard Inc.
Fiberbilt Div.	Pako Corp.
General Electric Co.	Photo Research Corp.
Gordon Enterprises	Photo-Sonics, Inc.
Gryphon Corp.	Plastic Reel Corp. of America
Hazeltine Corp.	Prestoseal Mfg. Corp.
Karl Heitz, Inc.	Quick-Set, Inc.
Frank Herrfeld Engineering Corp.	Radio Corp. of America
Hollywood Film Co.	Red Lake Laboratories
Houston Fearless Corp.	Research Products, Inc.
	SOS Photo-Cine-Optics, Inc.

Shure Bros. Inc.
Strand Electric Ltd.
Sylvania Electric Products, Inc.

Todd-AO Corp.
Treise Engineering, Inc.

Advance Registration

To avoid delay and inconvenience when arriving at the Conference, persons are encouraged to register in advance. Advance registration forms are now being 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	\$10.00	daily	\$4.00
Nonmember, weekly	15.00	daily	5.00
Military, weekly (in uniform)	5.00	daily	3.00
Ladies			\$5.00
Get-Together Luncheon			6.00
Cocktail Party and Banquet			20.00
Package registrations will be available as follows:			
Member, weekly registration			} 36.00
Get-Together Luncheon			
Cocktail Party and Banquet			
Nonmember, for the above			41.00

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

Companies wishing to reserve tables at the Banquet on Wednesday night, May 8, should contact the Banquet Chairman, **Jack Goetz**, Consolidated Film Industries, 959 Seward St., Hollywood, Calif. 90038. Tables will be reserved on a first come-first served basis.

Hotel Rates and Registration

Members who lack a hotel registration card sent from Society Headquarters should, to be certain of staying at the Century Plaza, write direct to the following and note that reservations are for the SMPTE Conference: Century Plaza Hotel, Avenue of the Stars, Century City, Los Angeles, Calif. 90067.

The daily rates for rooms with baths at the Century Plaza are:

Single room: \$20-30
Double room: \$26-36
Double room (twin beds): \$26-36
Corner suites: \$52-72
Penthouse suites: \$100-110

Rooms at the Century Plaza are being held for SMPTE registrants only until April 13.

New SMPTE Sustaining Member

Magno Sound, Inc., 723 Seventh Ave., New York, N.Y. 10019 (212) CI7-2320

Magno Sound is a complete motion-picture recording studio organization, with three mixing and live narration studios, and six transfer or rerecording studios. They are fully equipped to record from and to any medium used in the film industry. They develop their own 35mm and 16mm optical soundtracks and they sound stripe 16mm and 8mm prints. Their subsidiary, Empire Recording Studios, at 18 West 45 St., is fully equipped to record music and voice, both to picture or wild.

Address inquiries to: Ralph Friedman, at the address above.