

A Message From SMPTE's President

The Motion Picture & Television Research Center

THE ESTABLISHMENT OF THE Motion Picture & Television Research Center has great significance and vital importance to the members of the Society of Motion Picture and Television Engineers.

Wilton R. Holm, our Sections Vice-President, better known to most of us as Bill, has been appointed the Executive Director of the Center, which was authorized and is sponsored by the Association of Motion Picture &



**Wilton R. Holm,
Executive Director
of the Center**

Television Producers. Two other SMPTE members, Dr. Herbert Meyer and Petro Vlahos, will work with Bill Holm, each with the title of Chief Scientist but specializing in different areas. Herbert Meyer will be responsible for film, photo-chemistry, and materials in the nonphotographic area. Pete Vlahos will specialize in the electrical, electronics and optical areas.

In my opinion, the selection of these men, combined with the AMPTP leadership and support, gives the new research organization a great head start. I am grateful for the foresight and decisiveness shown by Jack Valenti, President of the Association of Motion Picture & Television Producers, for recognizing the need for such research leadership and taking prompt action.

The film industry has had no centralized, authoritative industry-wide research leadership since the disbanding of the Motion Picture Research Council in

1960. Since then all research and development work has been performed by individual equipment, laboratory and studio organizations. And yet, through these same years our nation has been engaged in the most costly, extensive and outward reaching technological program of research and accomplishment that the world has ever seen. But, rather than putting our industry in the center of this activity, we were on the sidelines.

Creativity in entertainment and in information is an activity of the mind, supported by personal experience — but creativity is strengthened and its obvious results greatly expanded by technological development and the new techniques that come out of inspired and organized technical research and development. In today's world no one — person or industry — can stand still, or rely on yesterday's methods. We are not only competing with each other, in our own backyard — we are also competing with other, newer systems and materials.

We cannot afford a narrow, parochial point of view. We must keep up with all areas of research that deal with image recording and reproduction, whether on film, on tape, or some new and non-conventional material. Motion pictures have been synonymous with conventional motion-picture film and, to a considerable degree, television broadcasting relies heavily on motion-picture film as we know it today. This is also true of our other special interest areas — instrumentation and high-speed photography, photo-science, and education. However, even though the motion-picture film manufacturers have compiled a remarkable and successful record of improving film through their own research and development work, we must evaluate film together with any and all new materials and systems as they are introduced.

The new Motion Picture & Television Research Center's responsibilities will include the evaluation of existing research and achievements, the determining of areas which require new research projects, the initiating, encouraging and coordinating of new research projects and, finally, disseminating newly available information to the broad motion-picture industry.

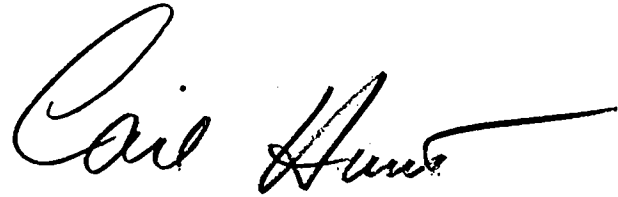
The Center will function through a small highly capable group of research scientists and engineers.

These men will vitalize the activities just mentioned; they will evaluate results before disseminating the resulting information but they will not themselves be tied down as a working research facility. The Center, as an integral part of the Association of Motion Picture & Television Producers, reports to AMPTP Board of Directors through Charles S. Boren, the Executive Vice-President. Thus, the Center will have an effective governing body representing top management and capable of making necessary decisions, but the Center will be autonomous in operation.

The Research Center was announced in December of 1967, and was formally instituted on Monday, January 15, 1968. The Executive Director and his staff are now engaged in filling out the staff, establishing working responsibilities and routines, and will then begin the vital work of evaluating and initiating research projects.

As President of the Society of Motion Picture and Television Engineers I pledge the Society's full cooperation with the new Research Center; and I am confident that the individual members, and organization members, will also provide the Center complete cooperation.

In a very real sense, the Motion Picture & Television Research Center is working for all of us.

A handwritten signature in black ink, appearing to read "Carl Hunt". The signature is written in a cursive style with a long horizontal flourish extending to the right.