

# Report of the 107th Technical Conference and Equipment Exhibit, Chicago, April 21—May 1

**I**N KEEPING WITH the successful conference format started with the 106th Conference in Los Angeles last fall, the 107th Conference was divided in two: the first three days of the program featured sessions in a variety of subjects from laboratory practices to television, from theater presentation and projection to education. The last two days focused on one subject only: film production for television.

The two-part conference format has proven quite popular. Attendance at the two-day Film Production for Television Symposium was unusually high. Even the Friday sessions, when attendance usually declines, were well attended, due, no doubt, to the high quality of the material presented, starting with Dr. Peter C. Goldmark's paper on Electronic Video Recording (EVR).

## Electronic Video Recording

The EVR presentation, the first fully technical description of EVR to be given in public, was considered by many to be the highlight of the week. Dr. Goldmark, President of CBS Laboratories, Stamford, Conn., described the color electronic video recording system, the result of many years of research and development by CBS Laboratories. The system permits the user to play pre-recorded programs on special video cartridges over ordinary television sets. According to Dr. Goldmark, in the way that a long playing record stores sound conveniently and inexpensively on a record, EVR stores pictures and sound for playback through a standard TV set and as a result any motion-picture, videotape or live TV presentation can be recorded for distribution on EVR.

There was a standing-room-only crowd attending the Friday morning session at which Dr. Goldmark made his presentation. Dr. Goldmark had an EVR system set up in the sessions room and demonstrated the equipment as well as giving a detailed technical description of it. Dr. Goldmark's discussion covered the basic three elements of the EVR system: the circular EVR cartridge; the thin EVR film; and the EVR player. Dr. Goldmark's paper on the EVR appears in this issue of the *Journal*.



**New SMPTE Affairs Vice-Presidents: Herbert E. Farmer, Educational Affairs; Edward H. Reichard, Motion-Picture Affairs; Carlos H. Elmer, Photo-Instrumentation Affairs; Roderick T. Ryan, Photo-Science Affairs; and K. Blair Benson, Television Affairs.**

## Use of Holography

Two papers about use of holography drew great attention: "Holographic Movies for Television" was delivered by William J. Hannon, Astro-Electronics Div., RCA Corp., Princeton, N. J. "A Physical Demonstration of Three-Dimensional Lensless Photography by Laser Light" was given by Tung H. Jeong, Lake Forest College and International Holographics, Inc., Lake Forest, Ill.

The detailed theory of holography is highly mathematical. In order to explain the subject to people whose specialties lie outside this field, Jeong's presentation illustrated how holograms are made and reconstructed. The special properties of laser light were shown and compared with ordinary light and the phenomenon of interference of waves visibly demonstrated. The idea of three-dimensional movies without special glasses is particularly intriguing and those attending the SMPTE conference found his presentation of extreme interest.

## Television Recording

A special session was held at Station WBBM on Thursday morning, with an overflow audience of 325 that had been bussed to the Station from The Drake. The paper that led off the Session, "Trends in Television Recording," was delivered by Joseph A. Flaherty, Jr., of CBS Television Network. It has already been published in the *Journal* — pp. 579–584 of the July issue.

## Symposium

### Film Production for Television

A major feature of the Conference was "The Production of Filmed Color Commercials for Television — A Symposium" presented on Thursday morning at Station WBBM through the cooperative efforts of American Broadcasting Co.; Columbia Broadcasting System; Eastman Kodak Co.; DeLuxe General, Inc.; Film Optical, Inc.; and Young & Rubicam, Inc.

An increasing audience awareness of the variations in the color observed on home receivers prompted the symposium. Most of the variations are minor, but some are great enough to detract from the enjoyment of the program or, in the case of commercials, to detract from the intent and impact of the message.

Taken individually, each program segment may be extremely good and made with painstaking care, but adjacent to other segments it may not be so good. This is unnecessary.

The industry has recognized the problem and has acted in a positive manner for corrective action. Considering the presentation of a Symposium at Chicago as a shakedown, the "show" has been revised in spots and has already played repeat performances in New York, with other cities in line for schedules. It is a workshop for industry, providing explanations of production, film processing and color evaluation guidelines for those concerned with all phases of production for commercials.

Elaborate presentations using especially prepared films, slides and videotapes give accurate information, factual explanations and clear demonstrations of specific problems and how to correct them.

Explanations by recognized experts, knowledgeable in all facets of the problem have been given — some "live," others on videotape.

A panel discussion at Chicago was chaired by Daan Zwick of Eastman Kodak's Research Dept., with K. B. Benson, Staff Consultant, CBS Television Network; E. P. Bertero, Senior Project Engineer, NBC; Steve Elliot, President, Elliot Unger & Elliot; M. Goldstein, Manager New York Film Services, CBS Television Network; E. Reingold, Photographic Engineer, ABC; Fred Scobey, Vice-President Engineering, DeLuxe-General Laboratories; Carl Sturges, Vice-President Broadcast Advertising, Young & Rubicam; and E. C. Winckler, Director, New York Design & Shop Services, CBS Television Network.

The intent of the entire program is that the attendees can leave the presentation convinced that poor quality of color film commercials appearing on the television system can be avoided, and that they have been provided with the know-how necessary to assure a high degree of technical quality and uniformity.

The Symposium Program was opened with a statement of general purpose and a symposium outline by Gail Smith, Director of Advertising and Marketing for General Motors Corp.

John Stott of Eastman Kodak demonstrated and discussed the problems in judging and comparing the quality of color film, with emphasis on the important factor of adaptability of the eye. Errors in judgment which can result from improper viewing conditions are also demonstrated. Standard viewing conditions which permit a uniform and valid judgment of television presentation quality are described and demonstrated using film specially prepared to be representative of a typical, well-made television commercial.

Typical examples of slight color quality shortcomings, which are acceptable on conventional theatrical projection, can be accentuated to an objectionable degree over television.

Progress in development in the United States and internationally of standards for films made for television was explained, with the advantages in following these guidelines outlined and illustrated.

Improper choice of colors can result in a complete loss of detail or even subject identification on the black-and-white receiver. Examples showed the techniques for correction.

A commercial was examined, shot by shot, for exposure, contrast, brightness, staging and other production problems.

All the most frequently encountered defects and their corrective measures were shown on direct projection and over a television system.

Methods for achieving good 16mm quality reduction prints were demonstrated and explained. Ending the program was a discussion of the subjects covered by a panel of experts on videotape, followed by a question-and-answer period between the audience and experts.

The paper "TV-Commercial Color Quality and Consistency—Whose Responsibility" by E. P. Genock, Broadcast Advertisers Div., Eastman Kodak Co., Rochester, N.Y., was received with great interest because it included the announcement of the adoption by the National Association of Advertisers of 16mm screening conditions with higher color temperature illumination (5400 K).

#### Program Organization

The program chairman for the 107th Conference was Leonard F. Coleman, Eastman Kodak Co., Dallas, who put together the paper sessions for the first three days of the Conference. Helping Coleman were Topic Chairmen: Milan Herzog, of Encyclopaedia Britannica Films, Chicago, on Education; J. G. Rogers, DeLuxe General, Elk Grove, Ill., on Laboratory Practices; Charles M. Eining, NBC News, Chicago, on Television; Dr. Hans Chr. Wohlrab, Hollywood Film Co., Hollywood, on international papers; and Hartwell T. Sweeney, of Eastman Kodak, Chicago, on Theater Presentation and Projection.

It was a matter of regret that several papers had to be cancelled from the program after the program brochure had been published. The following papers were cancelled: *System Sharpness Calibration of Commercial Super 8 Prints*; *A Current View of Time-Based Stabilization Techniques for Videotape Recorders*; *Developments in TV Tape Servo Systems*; and *Television—A Challenge in Communications*. Some of these will be presented at the 108th Conference this fall in New York.



Program Chairmen Leonard F. Coleman and Daan Zwick.

Instead of publishing preprints of papers on the program, the Society

undertook to publish a booklet of synopses of all papers on the program. Each synopsis was approximately two typewritten pages in length and was intended to be the happy medium between a short abstract, as published in the programs of previous conferences, and an entire paper. The synopsis booklets were given to all weekly registrants and sold to others. It is planned that similar booklets will be distributed at future SMPTE conferences. Copies are now available at \$4 each.

#### Equipment Exhibit

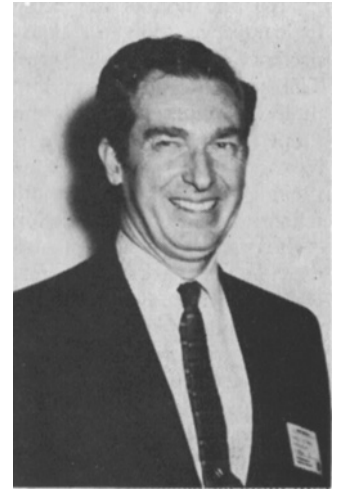
One of the major attractions of the 107th Conference was the equipment show which attracted a large number of people throughout the week. Eighteen companies exhibited at this conference in spite of competition from another show in the same industry and a truckers strike that was going on in Chicago in the weeks preceding and during the SMPTE show, which inhibited many more otherwise eager exhibitors from signing up. Those companies which did exhibit at the SMPTE Conference, however, were rewarded by having one of the best shows they've ever had. Because there were only 18 different exhibitors, those attending the show had more time to spend at individual booths, thus giving the exhibitors better opportunity to show people their new equipment. Attendance at the exhibit was very high with more than a thousand people passing through the exhibit's doors. The man responsible for the success of the 107th Exhibit was Matt Herman, of Geo. W. Colburn Laboratories Inc., Chicago. The companies who exhibited at the SMPTE Conference were:

Amega Corporation  
American Photomec Corp.  
Angenieux Corp. of America  
Arriflex Corp. of America  
Behrends Inc.  
Bell & Howell Co.  
Canon USA  
Alex L. Clark Ltd.  
Eastman Kodak Co.  
Eclair Corp. of America  
Hazeltine Corp.  
Hollywood Film Co.  
Mole Richardson Co.  
Nagra Magnetic Recorders Inc.  
Optical Radiation Corp.  
Paillard Inc.  
Peterson Enterprises Inc.  
W. B. Snook Manufacturing Co., Inc.

The exhibit area was extremely crowded throughout the entire conference week. For example, when pictures were to be taken of the winner of the exhibit award, the photographer had to wait while the crowd was moved away from that booth and adjoining booths so pictures could be taken. At that point, near the closing of the show, the area was almost as jammed as when the exhibit opened on Monday afternoon. Then, crowds were milling around in the corridor separating the French



**Chairmen of Local Arrangements Committees: Harold Miller, Get-Together Luncheon; Matt Herman, Equipment Exhibit; Jack Maynard, Auditor; Jack Behrend, Public Address and Recording; Francis Colburn, Golf Tournament; Douglas Raymond, Publicity; Harold Kinzle, Registration; Richard Potter, Banquet; Byron Friend, Membership; and Henry Kakehashi, Hotel Arrangements.**



**Arrangements Chairman Denis H. G. Howe.**

and Walton Rooms, where the exhibit was held. By five o'clock, when the exhibit was due to open, it was so crowded that Mike McGreal, SMPTE Conference Vice-President, who was to formally open the show with Exhibit Chairman Matt Herman, had to push his way through the throng in order to get to the exhibit entrance to take part in the opening ceremony. He finally made it, but not without difficulty. The exhibit opened on time and the crowds pushed their way into the French and Walton Rooms to get their first look at the displays and to partake in the refreshments made available to all at the Exhibitor's open house in the exhibit areas.

#### Exhibit Award

The 107th Conference Exhibit Award was won by Bell & Howell Co. The award, which is selected by a special *ad hoc* committee, is given to the display which is judged the best on the basis of originality, effectiveness of presentation, and attractiveness, regardless of the size of the display. Bell & Howell's display happened to be the largest in the show, and in this particular instance, the largest was considered the best by the committee.

Equipment showed at the Bell & Howell booths included their own line of printers and processing equipment. Those who manned the booth for Bell & Howell included Jerry Debish, Chuck Zichterman, M. L. McDaniel and Lloyd Shanks.

Just before the closing of the exhibit on Thursday evening, SMPTE President Deane White went to the exhibit area and congratulated the Bell & Howell representatives for their excellent exhibit and for winning the coveted exhibit award. The formal presentation of the Award plaque was made at a later time. There is published elsewhere in the *Journal* a brief report on the award presentation.

#### Social Events

The major social events of the 107th Conference were the Get-Together Luncheon and the Cocktail Party, Banquet and Dance.

The Get-Together Luncheon was held Monday noon, April 27. The luncheon officially opens SMPTE conferences and it is an event to which everyone attending a conference goes, both the men and women. Approximately 400 attended this luncheon. SMPTE President Deane R. White presided at the luncheon. After introducing all those sitting at the head tables, Dr. White delivered a brief message and then introduced the luncheon's guest speaker Mirron Alexandroff, President of Columbia College of Chicago. Excerpts of Mr. Alexandroff's speech are presented below. Harold Miller, Bell & Howell Co., as Luncheon Chairman, was in charge of the event and made all the arrangements for the lunch.

#### *Excerpts From Mr. Alexandroff's Speech*

"Once upon a time, when college Presidents were nearly kings, any might stand robed in his credentials, august, and safe from contest. But, no more. The title, if not its men, has nearly everywhere been put to rout. . . .

"Intense change before was a slow-time, mostly more significant and visible to history than immediately felt by those who lived in its time. The adult in society today has become accustomed to dramatic events. So many of these have beat on him that he has lost ability to



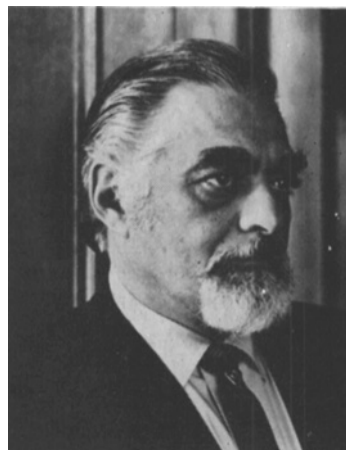
**SMPTE President Deane R. White congratulates Lloyd Shanks of Bell & Howell Co. for Bell & Howell's winning of the SMPTE Exhibit Award.**

distinguish magnitude and relation, or to contemplate effect. . . .

"To the dispossessed and the accumulating numbers of the young, the society has been revealed as essentially exploitive, dishonest and unfair — its authorities fixed with complicity, whatever their title or power possessed; a society where computer men game at nuclear and biological holocaust. . . .

"These students simply do not believe their masters — nor will they restore to them their credentials — nor accept more of the now irrelevant promises of life which have comforted young generations past. . . .

"Neither science nor engineering has evidenced dependable consciousness of the social consequence of their invention or technology. It is reported that scientists who first tested the atom-bomb admitted some argument that the peculiar explosion they intended could lead to a continuous chain reaction in nature, and so risk the world. And the danger of engineers is that they will even more become uncritical extensions of the machines they make and manage, separated from responsibility for the human consequence which results. Man is becoming depersonalized, immune to his effect on others — a state of mindlessness equally damaging whether its origin is the private laboratory or the impersonal corporation.



**Mirron Alexandroff, President of Columbia College of Chicago**

"No one doubts the present technological revolution or the predicted presence of its effect on succeeding times. The machine, the new implement or material, will, if it has not already, shape the human event. We have entered inexorably on the age of the technician, the engineer. You of the motion-picture, television and communication industries — it is your device and instrument which provide the predominant machinery by which men know, and feel, and are warned of dangers, and may come to see and act on solutions. Human-kind depends not on the machinery which you make and use but on the ideas — the content which your implements communicate. Yours may well be *the* decisive industry, but you are responsible for the use to which it is put, not something disinterestedly left from your concern and responsibility. You cannot abdicate control, the employment, and the consequence of what you do.

"This is the lesson I believe that the contemporary young have for you and your industry. . . ."

On Wednesday evening of Conference week the SMPTE Cocktail Party, Banquet and Dance took place in the Gold Coast room of the Drake Hotel. In charge of the arrangements of the Banquet was Richard Potter of Eastman Kodak Co., Chicago.

The banquet was one of the highlights of the week as members, wives and guests enjoyed a splendid dinner, danced past midnight to a fine orchestra and were entertained by songstress Margaret Whiting.

#### Conference Arrangements

Putting on a major conference and exhibit like the one SMPTE put on is a lot of hard work by a lot of people. SMPTE Conference Vice-President E. B. (Mike) McGreal did his job well when he appointed the arrangements committee for the 107th Conference. McGreal had nothing but praise for the local Chicago committee that made all the arrangements, held numerous meetings and just worked very hard getting the 107th Conference ready and rolling.

The Arrangements Chairman of the 107th Conference was Denis H. G. Howe, Technicolor, Inc., of Chicago. Howe supervised and coordinated the work of all the other committee members. Assisting Howe as administrative assistants were Alan Hilliard, who incidentally was Arrangements Chairman of the 102nd SMPTE Conference, the last time the SMPTE met in Chicago, and Ed Baron. Chuck Zichterman, Bell & Howell, was the Arrangements Vice Chairman.

The job of Hotel Arrangements Chairman is one which requires a lot of work before the conference and a lot of work during the conference. The Hotel Arrangements Chairman of the 107th Conference was Henry Kakehashi. Henry who was the Conference liaison with the people of the Drake Hotel had his work cut out for him but came through without too many scars.

Two of the most visible jobs of the Conference and two of the most difficult, are the Registration Chairman and the Auditor. Registration Chairman was Harold Kinzle, Eskay Film Service, Chicago, and the Auditor was Jack Maynard, Eastman Kodak Co., New York. (Jack was just transferred from Chicago to New York.)

The man who handled the arrangements for all the recording equipment and the recording of the technical sessions was Public Address and Recording Chairman Jack Behrend, Behrend's, Inc., Chicago. Projection Chairman was Al Wrobel, Balaban & Katz, Chicago. Byron Friend, as Local Membership Chairman, was in charge of the membership desk where many new members were signed up and SMPTE publications were sold.

On the Friday preceding the Conference an SMPTE Golf Tournament was held. Francis Colburn, Geo. W. Colburn Lab., handled the details of the tournament as tournament chairman. He also assisted the auditor Jack Maynard throughout conference week.

Transportation Chairman was John Ehrenberg, Bell & Howell; Publicity Chairman was Douglas Raymond, Douglas Film Co., Chicago; Hospitality Chairman was Bruce Peterson. Exhibit Chairman was Matt Herman, Geo. W. Colburn Laboratory, Inc.; Luncheon Chairman was Harold Miller; and the Banquet Chairman was Richard Potter.

In charge of the ladies activities for the week were Ladies Committee Co-chairladies Addie Howe and Phyllis Zichterman.

#### Short Film Subjects

Each morning and afternoon technical session during the three-day general Conference was begun with the showing of a short film, arrangements for which were handled by Jack Behrend. The films shown were: *Mountain of Fire*, Encyclopaedia Britannica Films; *Collage*, Produced by Jack Lieb Productions; *Do You Think of VW*, Produced by the Kerbawy Co.; *Castaway*, A Szabo-Lyman Production; *Lonny's Day*, Produced by Coronet Films; *A Fable*, Fred A. Niles Productions; *Water is Wet*, Three Prong

Productions; *Imagination 10*, Martin Goldsholl Productions; 1969 "Clio" award-winning television commercials, from the American Television and Radio Commercial Festival.

#### Committee Meetings

The nine Engineering Committee meetings scheduled during Conference Week were well attended and productive. The Committees that met were: Television; 16 & 8mm; Photo-Instrumentation; Sound; Laboratory Practice; Color; Film Dimensions; Standards; Video-Tape Recording; and Film Projection Practice.

Editorial Committees met during Conference Week. The Board of Editors and Publications Advisory Committee held separate meetings on Monday and Tuesday mornings with the Editorial Luncheon at noon on Wednesday.

The meeting of the Board of Governors was held the Sunday preceding Conference Week, on April 26.

#### Ladies Program

Addie Howe and Phyllis Zichterman, Co-Chairladies of the Ladies Committee were responsible for the excellent program of activities provided for the women who attended the 107th Conference.

Monday there was a make-up demonstration and a visit to the Merchandise Mart; Tuesday the ladies visited the Playboy Club Resort at Lake Geneva; Wednesday was a free day; Thursday the ladies toured the Frank Lloyd Wright home and studio and lunched at Plentywood Farm; and Friday there was a Farewell Card Party and a card reading by Helen Cims, followed by a Dutch Treat Luncheon at Fred Harvey's Restaurant.

Ladies who served as hostesses during the conference week were: Mrs. Henry Kakehashi; Mrs. Matt Herman; Mrs. Harold Kinzle; Mrs. Geo. W. Colburn; Mrs. Harold Miller; Mrs. Bruce Peterson; Mrs. Allen Hilliard; Mrs. Robert Colburn; Mrs. William Koch; Mrs. Francis Colburn; Mrs. Al Cims; Mrs. Jerry Debish.

#### Acknowledgments

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