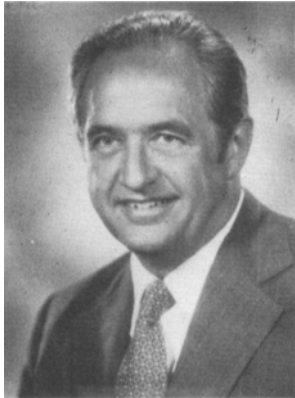


114th Technical Conference and Equipment Exhibit

October 14-19, Americana Hotel, New York City



Walter A. Fallon
Guest Speaker

Walter A. Fallon, President and Chief Executive Officer of Eastman Kodak Co. is going to be the Guest Speaker at the 114th Conference Get-Together Luncheon, Monday noon October 15, according to an announcement by SMPTE President **Byron S. Roudabush**.

Fallon has been with Kodak since 1941 when he joined the company as a Chemist in the Film Testing Div. Since then, Fallon has held numerous and progressively more responsible positions with Kodak. In February 1970, he became a vice-president and member of the general management staff of the company. In May 1972, Fallon was elected President and Chief Executive Officer of Kodak, and Chairman of the Operations and Finance Committees.

In 1968, at its 104th Conference in Washington, D.C., the Society awarded Fallon the Herbert T. Kalmus Gold Medal Award. At that time, Fallon was Manager of the Film Emulsion and Plate Manufacturing Div. of Kodak. He was cited in the award for having "... played an important role in the development and manufacture of color motion-picture films ..." (see *Journal*, Feb. 1969, p. 101).

The topic of Fallon's talk will be announced later.

Papers Program

The session outline and preliminary information about the papers on the program have been announced by Program Chairman R. L. Pointer, ABC Television Network.

Preliminary Program

Monday, October 15

Film Production Techniques — Morning and Afternoon

Film Production Around the World: Speakers will outline their experiences on production of films in various countries.

Tuesday, October 16

Laboratory Practices — Morning and Afternoon

Use of stereo photographic soundtracks, scaling techniques for picture quality judgments and subjective preferences of skin-tone rendition in projected transparencies are some of the subjects which will be presented in this session.

Digital Techniques in Television — Afternoon (concurrent)

Increased emphasis is being placed on new circuitry using digital techniques. Some examples and factors in designing digital circuits will be covered, such as:

Digital Frame Storage for TV Video
Color Decoding a PCM/NTSC Signal

Wednesday, October 17

Digital Techniques in Television — Morning

Electronic Journalism — Afternoon

Increased interest in the need for and uses of small electronic cameras to supplement film cameras will be discussed.

Thursday, October 18

Mini-Computer Applications in Television — Morning

Using the Mini-Computer for election night returns, program switching, videotape editing and control of transmitters and other broadcast equipment will be thoroughly explored.

The New International Two-Inch Helical Scan VTR — afternoon

The design, application and impact of this new slant-track tape machine will be reviewed.

Friday, October 19

Recent Applications of Cassette VTR's in Programming and Production — Morning

A Portable Compact Color TV Facility and Post Production Unit — Afternoon

Full details about the program, including paper titles and authors, can be expected to appear in the September *Journal*, which will be a special issue containing all the important Conference information.

Equipment Exhibit

A broad range of new professional film and TV equipment, plus the appearance of several companies that had never before exhibited at an SMPTE show, promise to make the 114th Conference Equipment Exhibit an exciting, not-to-be-missed, event.

Dom Capano, Cinecraft International, Inc., the Exhibit Chairman, said that Exhibitor response so far has been excellent. Anyone interested in professional motion-picture and television equipment will find this show interesting. As the list of exhibitors demonstrates, practically all the major manufacturers of professional equipment are represented. Here are those companies who have signed up for booth space as of July 16, three months before the Conference.

Angenieux Corp. of Amer.
Arriflex Co. of Amer.
Audio Devices Inc.
Bell & Howell Co.
Camera Mart, Inc.
Canon, U.S.A.
Carter Equipment Co.
Cinema Products Corp.
Eclair Corp. of Amer.
Ediquip Corp.
F&B/Ceco Inc.
Frezzolini Electronics
General Enterprises
Hervic Corp./Cinema Beaulieu

Image Devices, Inc.
Lowel-Light Mfg.
Magnasync/Moviola Corp.
Mead Technology Laboratory
Metro/Kalvar Inc.
Mole-Richardson Co.
Motion Picture Enterprises, Inc.
Nagra Magnetic Recorders
Paillard Inc.
Plastic Reel Corp.
PSC Technology Inc.
Rosco Laboratories Inc.
Wilcam Photo Research
Gordon Yoder, Inc.

Preliminary Registration and Hotel Reservations

SMPTE members are being sent advance Conference registration forms and reservation cards for the Americana Hotel. Members should receive these materials sometime near the end of August.

Hotel rates for the Americana are: \$27.00 per single; \$34.00 per twin/double; Suites, \$70.00 and up. Executive suites are



Charles A. Ahto
Arrangements Chairman



Dominick J. Capano
Exhibit Chairman

available upon request. Please use the hotel reservation card. If reservations are made by phone or any manner other than by

New Sustaining Members

Dolby Laboratories Inc., 1133 Avenue of the Americas, New York, NY 10036 (212) 489-6652

Dolby Laboratories Inc. manufactures products incorporating their professional (A-type) noise reduction system, and licenses their simpler consumer (B-type) noise reduction system to manufacturers in the home entertainment industry. The A-type units are used for audio noise reduction in professional tape recording, broadcasting, and magnetic film applications. The Model 364 Cinema Noise Reduction Unit has been developed for use with encoded Dolby optical sound tracks.

Address inquiries to: (US) Morley Kahn, V. P., Manager U.S. Operations, at the address above. (Rest of world) Joan Allen, Marketing Manager, Dolby Laboratories, Inc., 346 Clapham Rd., London SW9, England (Tel. 01-720 1111).

International Film Laboratory, Inc., 2660 West Olive Ave., Burbank, CA 91505 (213) 6171

International Film Laboratory, Inc., is a new, ultra-modern facility established to provide one-stop laboratory service to the discriminating client in search of high quality at a reasonable cost on quantity release printing on 35mm, 16mm, regular 8mm and super 8mm formats. Included in our printing equipment are the Peterson Panel and HFC High Speed reduction printers. Contact printing is accomplished on Bell and Howell additive color printing machines on 35mm, 16mm, and Quad-8 formats. Processing facilities are provided for color-positive, color-inter-negative, Ektrachrome ME4/ECO-3, and black-and-white negative, positive and sound tracks. Among other services provided are complete filmstrip production facilities and 16mm sound studio with facilities for recording, dubbing and mixing up to 7 channels. Projection rooms are provided for all formats for the convenience of the customer.

Address inquiries to: Mardi Rustam, President; Robert Hartshorne, Vice President; William R. Waack, Laboratory Manager; Frank W. Jones, Customer Relations.

Lowel-Light Manufacturing, Inc., 421 W. 54th St., New York, NY 10019 (212) 245-6744

Lowel-Light Manufacturing, Inc. designs and manufactures innovative portable motion-picture and television lighting systems. Specialists in location lighting equipment, the product line includes: The Lowel Total-System, Softlight, Link System, Quartz "D" & "R", Variflector II and the original Lowel-Light and Barndoor.

Address inquiries to: the above address.

Paillard Inc., 1900 Lower Rd., Linden, NJ 07036 (201) 381-5600

Paillard Inc., a subsidiary of Paillard S.W., Yverdon, Switzerland, is distributing high-quality photographic equipment within the United States.

the card, be sure to mention that it is for the SMPTE Conference because SMPTE registrants receive special rates.

It is also recommended that those attending the Conference register in advance by mailing in the registration form with a check. This will eliminate the need to fill out forms at the Conference and for waiting in long lines.

The registration rates are:

| | |
|-----------------------|---------|
| Member Weekly | \$35.00 |
| Nonmember Weekly | \$50.00 |
| Ladies Weekly | \$10.00 |
| Student Member | Free |
| Student Nonmember | \$5.00 |
| Member Daily | \$15.00 |
| Nonmember Daily | \$20.00 |
| Get-Together Luncheon | \$9.00 |
| Banquet | \$25.00 |

If you did not receive your registration forms, or need extras, write to SMPTE Headquarters, 862 Scarsdale Ave., Scarsdale, NY 10583.

Among the major items are the Bolex 16mm cameras, including the Bolex 16 PRO, a highly versatile, unique and automated camera for all types of 16mm professional film making. The professional Bolex H-16 cameras come in various models, with 100-ft and 400-ft film capacity and equipped with lenses made by Kern, Switzerland, Angenieux, and Sopelem, France. The Bolex super 8 line includes cameras with Macrozoom for amateur and semi-professional applications, silent and magnetic sound projectors, cartridge projectors with fully automatic film rewind and cartridge change, splicers and magnetic stripping machines. In the still camera field, Paillard is importing the Hasselblad 2 1/4 medium format cameras made by Hasselbald A.B., Goteborg, Sweden, and used in every field of amateur and professional photography. This single lens reflex camera offers complete interchangeability of film magazines, viewfinders, and Zeiss lenses with built-in Synchro-Compur shutter for complete synchronization with electronic flash. Hasselblad cameras are also available with built-in motor drive for automatic film advance, remote operation and multiple camera applications. The third major line is Topcon, made by Tokyo Optical Co., Japan. It includes a highly developed, sophisticated 35mm Camera system with built-in exposure meter and over 20 interchangeable lenses including Macro and zoom lenses. Large 250-exposure magazines, electric film advance and sequence motor accessories make Topcon ideal for specialized industrial and scientific applications. Paillard Incorporated is a major supplier of camera equipment for the NASA space program since 1962. The Hasselblad cameras have been used in space-ships and on the surface of the moon, individually and in clusters of four. A special model and reseau plate for mapping purposes was developed and is now available for photogrammetric purposes as the Hasselblad model MK 70. Kern Switar lenses have been supplied to NASA for use on the 16mm sequence cameras.

Address inquiries to: the address above.

Gordon Yoder, Inc., 2840 Reward La., Dallas, TX 75220 (214) 357-3045 or 357-2725

Gordon Yoder, Inc. was originally founded in 1952 by Gordon Yoder to convert Cine Voice cameras to 400 ft and 1200 ft operation. Later, equipment sales were added and a number of products were developed for the TV News field: portable battery packs, shoulder pods, etc. In 21 years the company has shown continued growth and is now in its own 8000 ft² building, still modifying Auricons and producing various pieces of equipment. Service is foremost, including a factory authorized Canon Scoopic repair station; lens repairs using genuine Angenieux equipment and parts as well as Angenieux trained technicians; Auricon and Bell & Howell Filmo repair; also Arriflex repairs. Just now on the market is the new Yoder Crystal 16 Camera which was totally designed and built in our own shop, with the exception of the film centerplate, which is made by Bach Auricon. This is one of the new breed of lightweight crystal-drive cameras. Immediate delivery.

Address inquiries to: the address above.