Rochester Institute of Technology Joint Student Chapter of SMPTE/SPSE Report on Activities 1973–1974

The academic year of 1973–74 was a good year for the RIT Student Chapter of the SMPTE/SPSE as shown in the following report on its activities.

The traditional orientation for freshmen was held in the fall of 1973. Photoscience students new to the school were shown demonstrations of the equipment in the laboratories including lasers and holograms, schlieren photography, high-speed photography, machine processing and sensitometry. An orientation party was held during the first week of school.

Early in the year a meeting was held by the officers of the Chapter, Messrs. Harrison, Meyers, Dankert and Dutt, for the purpose of organizing the first general meeting of the Chapter and to plan a membership drive for both organizations (SMPTE and SPSE). At the general meeting held the following week, the purposes and intentions of the Student Chapter were discussed with the new students who were strongly encouraged to join one or both of the societies. The advantages and usefulness of the journals of both organizations were discussed.

The Photo Science Reading Room has become a meeting place and a studying place for the Chapter members. The Reading Room contains the latest periodical and professional journals and also a selection of reference books. The Computation Center for members of the SMPTE and the SPSE has been reopened for use. The equipment includes both a reflection and a transmission densitometer, three desktop calculators and a keypunch. The equipment has been made theft-proof by means of an elaborate security system. The Visual Encyclopedia established previously by the Student Chapter is still in operation. Videotapes of noteworthy guest speakers of the past are available to students upon request. Visiting honor students were given a tour of the RIT Photo Science facilities by members of the faculty and Chapter members.

Speaker Series

The Photo Science Speaker Series sponsored by the Chapter proved a successful venture. The seminars were well attended and served as a learning experience for the Chapter members, other students, faculty members and also for the lecturers. Each guest speaker was taken to luncheon as a guest of the officers of the Student Chapter. The efforts of Marvin Mindell of the SMPTE in obtaining interesting guests have been appreciated by Chapter members. The list of speakers and their topics include:

Shin Ohno of Japan Broadcasting Corp., "Dye Bleach Type Electron Beam Recording Materials"

Richard Smith of Keuffel & Esser Co., "Technical Writing for the Scientist and Engineer"

John Boose of Hewlett-Packard, "Demonstration of Computing Equipment"

Richard Schafer of Eastman Kodak, "Improved Emulsion + Process Technology for Color Negative Film"

Carl Sipe of Eastman Kodak, "Video Film Story"

Fred Emens of Metalphoto Inc., "Metalphoto Process and Applications"

Richard Swing of National Bureau of Standards, "Microdensitometery"

Ray Sweredoski of Strong Memorial Hospital, "Photographic Aspects of Medical Radiography"

Boyd Tong, Photo Science Graduate Student, "Photo Mask Manufacturing"

The RIT Photo Scientist

The RIT *Photo Scientist*, a magazine produced by SMPTE/SPSE student members was scheduled to be completed during the summer of 1974. The incomplete December 1971 issue was released during the summer of 1974.

New Officers

A general meeting was held in the spring of 1974 to elect new officers for the Student Chapter. The new officers are:

President—Tom Lianza
Vice-President — Mike Klein
Treasurer — Jerry Covey
Secretary — Lana Hodoley

Scavenger Hunt

The Fifth Annual Photo Science Scavenger Hunt was held at the end of May. The winning team was the Class of '75 which has won the Scavenger Hunt for three consecutive years.

Student Research Papers

Outstanding student research papers were presented during the traditional RIT night. The papers had been selected by a panel of judges including William West, Rudolf Kingslake and Richard Miller. The papers selected for presentation were:

"The Rates of Reaction of Silver Complexes and Silver Ions With Developer" by Richard Shadrach

"Design and Construction of Sinusoidal Targets for Resolving Power Cameras" by Peter S. Hertzmann

"Exposure Effects on Perception of Detail in Radiography" by Warren S. Meyers

Outstanding student films were shown to the RIT night audience as part of the program. — *Warren S. Meyers,* Vice-President, RIT SMPTE/SPSE Student Chapter

Film '75, the 4th International Technology Conference and Exhibition to be organized by the British Kinematograph, Sound and Television Society, will be held 23-27 June 1975 at the Royal Lancaster Hotel in London. Subjects to be covered include Film Production Techniques; Television Production Techniques; Sound Recording and Reproduction; Broadcast Videotape Recording and Editing Systems; Laboratory Techniques; Electronic Reproduction of Film; Audio Visual Communication by Disc and Tape; and Audio Visual Presentation. Further information is available from: Bill Pay, British Kinematograph, Sound and Television Society, 110-112 Victoria House, Vernon Place, London WC1B 4DJ, England.

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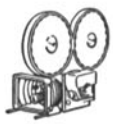

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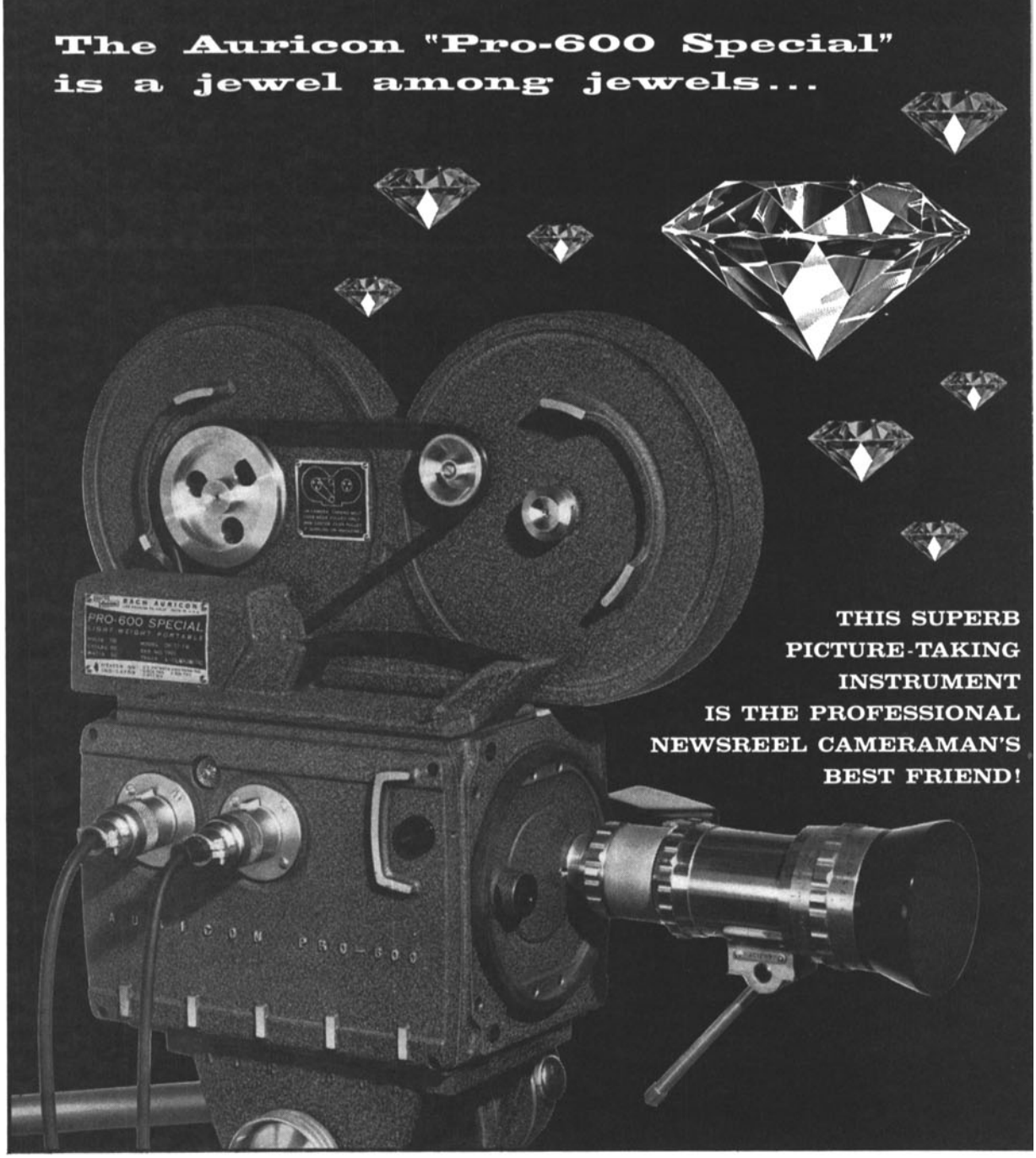

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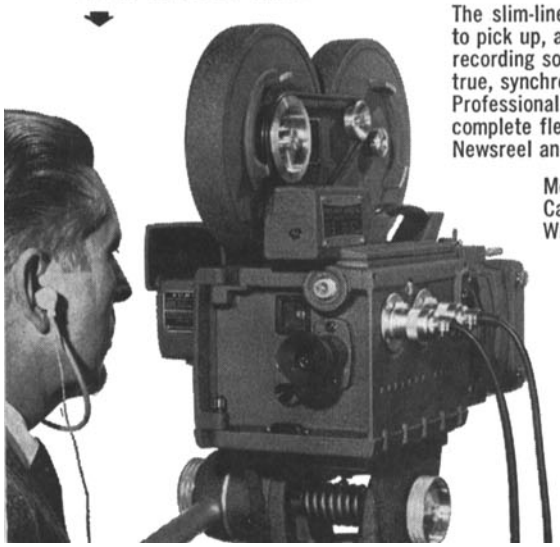

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The Optical Soc. of America (OSA) will hold its Spring Conference 19-21 March 1975 at the Disneyland Hotel in Anaheim, Calif. The conference will be preceded by two Seminars-in-Depth to be held 17-18 March by the Society of Photo-Optical Instrumentation Engineers (SPIE). OSA sessions will include Applications of Laser Spectroscopy; Optical Displays: Technology, Operator Performance, and Design Requirements; Remote Sensing of the Atmosphere; and Optical Fabrication and Testing. The SPIE Seminars-in-Depth will be on (1) Effective Utilization and Application of Small-Format Camera Systems; and (2) Simulators and Simulation-Design Applications and Techniques. Further information is available from the Optical Soc. of America, Suite 620, 2000 L St., N.W., Washington DC 20036, and/or the Soc. of Photo-Optical Instrumentation Engineers, P. O. Box 1146, Palos Verdes Estates, CA 90274.

The National Audio-Visual Assn. (NAVA), 3150 Spring St., Fairfax, VA 22030, will hold its 15th Annual National Audio-Visual Education Forum, 13 January 1975 in Las Vegas. Held in conjunction with the 36th NAVA Convention and Exhibit, the Forum is designed especially for all audio-visual communicators in education. Forum speakers will include four media experts from the educational community and media industry. They will discuss the roles, responsibilities and needs of the educator, the producer and the student. Participants at the Forum will have the opportunity of viewing the NAVA Exhibit of the newest audio-visual equipment, films, filmstrips, and communication systems.

The Annenberg School of Communications at the University of Southern California will sponsor symposiums relating in subject to the role of communications media in the community as part of the ground-breaking ceremonies for the Annenberg School building on the USC campus. The new building is scheduled for completion in January 1976. Attendance at the symposiums will be by invitation only. A number of community leaders representing various segments of the urban scene will confer on planning and priorities for citizen communication in Los Angeles. Some of the topics to be discussed are Communication Technology in Education; Computers and the Citizen; and Cable TV and the City.

The University of Southern California is the recipient of two collections of movie memorabilia — the Walter Heirs and Gloria Williams collection and the Anthony Slide collection. The first collection contains stills from silent motion-pictures and numerous autographed photographs of actors in the early days of cinema. The second collection from film historian Anthony Slide (author of *Early American Cinema* and *The Griffith's Actresses*) consists mainly of material accumulated while writing his books, including taped interviews with personalities from the "golden age of movies."

Eastman Kodak Co. has announced two series of workshops — one on professional super-8 filmmaking techniques and the other on audiovisual production — to be offered during 1975. The Super 8 Sound Workshop is intended for individuals interested in using super-8 sound films to facilitate improved communication by their firms. The three-day program offers participants hands-on experience in filming, editing and displaying of super-8 sound film. Other topics include planning, sequence development, filming for ease of editing, editing single-system sound film, camera handling and effective display techniques. The workshop will be offered at the Kodak Marketing Education Center in Rochester, N.Y., 24-26 February, 5-7 May, 23-25 June and 10-12 November.

The Introductory Audiovisual Production Workshop is intended for those who would like to use slide-tape presentations and multimedia programs as well as motion pictures for more effective selling, training and promotion. Further information is available from Eastman Kodak Co., Events Arrangements, Marketing Education Center, 343 State St., Rochester, NY 14650.

The University of Southern California's School of Performing Arts was the recipient last spring of $100,000 grant from the CBS Foundation which has now provided fellowships for 22 USC cinema students. The purpose of the grant is to encourage USC students to prepare themselves for professional lives in the general field of films, whether for the theater or for television. Curator of the CBS fellowships on the USC campus is Dr. Bernard R. Kantor, Chairman of the Division of Cinema.

The Bicentennial Student Filmmaking program designed to provide individual grants for

the production of sound films or videotapes for distribution and screening in foreign countries has been announced by the U.S. Information Agency, Washington, DC 20547. Robert S. Scott, USIA Assistant Director for Motion Pictures and Television, said that films or videotapes funded under the grant program would be shown to foreign audiences by 189 U.S. Information Service posts in 110 countries as part of the overall celebration of the 200th anniversary of the United States.

Vidsec, the 1975 Video Systems Exposition and Conference sponsored by the Electronic Industries Assn., Video Div., 331 Madison Ave., New York, NY 10017, will be held 1-3 June 1975 at McCormick Place in Chicago. Features of the event will include the Video Library with self-service viewing of videocassette programs and the Video Conference covering the latest developments in video technology, techniques and applications. Another feature will be the video workshop areas where those viewing the exhibits may operate the latest in video systems equipment. The exhibits will include video systems, accessories, programming and services.

The National Assn. of Educational Broadcasters (NAEB) held its 50th Annual Convention 17-20 November in Las Vegas. Sessions covered all aspects of educational broadcasting including engineering, educational, funding, socially significant aspects and others. Highlighting the convention was the presentation of the 1974 NAEB Distinguished Service Award to McGeorge Bundy, President of the Ford Foundation who accepted on behalf of the Foundation. The invited speaker at the General Session (19 Nov.) was R. Buckminster Fuller, famous throughout the world for his many achievements and perhaps best known for his work with the geodesic dome.

CINE (Council on International Nontheatrical Events), 1201 Sixteenth St., N.W., Washington, DC 20036, has announced that the United States will be represented at more than 60 overseas international film festivals during the next 12 months. Eligibility for such international competition is based on the awarding of the Golden Eagle certificate (professional) and the CINE Eagle certificate (amateur). One hundred Golden Eagle certificates and four CINE Eagle certificates were awarded to United States filmmakers who participated in the Fall 1974 CINE Golden Eagle competition. The winners were selected from 387 entries with the CINE Board of Directors acting as the final jury.

Robert McEmber of Miami, Fla., is the newly elected President of the International Industries Television Assn. (ITVA), P.O. Box 297, Summit, NJ 07901. The new Vice-Presidents are Jo-Ann Ordano of New York City, and Al Bond of Dallas, Tex. L. G. Gibson of Wausau, Wis. is the new Secretary and Louis Jackson, Jr., of Peoria, Ill. is Treasurer. The ITVA is an association of individual user and supplier members concerned with the more effective use of television and related techniques for communication, training and information purposes.

A new water-penetration color film, the Eastman Kodak S0-224, a high-speed, two-color reversal aerial film designed to take advan-

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tage of the optical transmittance characteristics of water, was used by J. Douglas Heyland, a biologist, to photograph an unusually large pod of whales in their breeding grounds in Canada's Northwest Territories. The beluga (known as the white whale — scientific name Delphinapterus leaucas) is a gregarious animal found in the Arctic and Hudson Bay areas, but rarely in such large groups as that photographed by Mr. Heyland, a biologist with the Quebec Wildlife Service. He made the photograph at an altitude of 1,015 ft on the S0-224 film using a Wild RC-8 camera with a lens of 152.5 mm focal length. The water-penetrating properties of the film gave a good indication of the physical characteristics of the whales, breeding grounds and may be useful in the accumulation of data necessary for the preservation of whales, many species of which have been hunted to near extinction.

The film was described in a paper by Fritz, Specht and Needler presented at the SMPTE Symposium on Underwater Photographic Applications held in Coronado, Calif., in July 1973. The film has sensitivities in the blue-green and green spectral regions but does not have red sensitivity.

A transistorized viewing screen that may lead to transistor TVs that can be carried around like a pocket radio has been developed by scientists working at Westinghouse Research Laboratories, it was announced by Westinghouse Corp., Gateway Center, Pittsburgh, PA 15222. The screen, no thicker than a windowpane, is made of glass coated with layers of phosphor and microminiature thin-film transistor circuits. The prototype is six inches square and has 36,000 electronic components. Unlike flat-screen approaches that rely on a single optical material, thin-film circuits are compatible with many materials, the announcement explained. Thin-film circuits are made by evaporating materials to form the transistors and other components onto a substrate or base. The transistorized screens can overcome two problems that have been major obstacles to flat-screen development—they can vary the brightness of each picture element to create shades of gray or color and each element can be operated independently without activating other elements in the same row or column. Dr. T. P. Brody, head of the research group said that he aimed at making most of the circuits in display instruments out of thin films so that the entire instrument will be as flat as a photograph with its frame.

The EMC Directory of Media Personnel in Higher Education, a 152-page book listing some 3,400 individuals at 824 institutions, is available from the Educational Media Council, 1346 Connecticut Ave., N.W., Washington, DC 20036, at the cost-price of $5.00 per copy. The *Directory* sets forth the results of a national census of college and university faculty members and administrators who are directing or teaching in programs for the training of teachers and librarians in the uses of educational media. Compiled under a project sponsored by the U.S. Office of Education, the *Directory* was produced under the direction of the 17 nonprofit organizations which are EMC members. Representatives of the SMPTE in EMC project activities are Herbert E. Farmer, Robert W. Wagner, Denis A. Courtney and Alex Alden.

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The Sony U-Matic Videocassette System revolutionized people's thinking about many uses of television. Distribution and playback of videotape became easy, economical, reliable.

And now, another Sony breakthrough. The Sony VO-2850 U-Matic mastering recorder and editor that will change traditional thinking about teleproduction. A mastering and editing machine that is superior in performance to any existing 1" high-quality reel-to-reel unit.

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Achieved through the use of a vertical blanking switcher plus capstan servo system with V-lock coupled to rotary erase heads.

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The VO-2850 costs substantially less than comparable 1" equipment and affords the continued economy of using ¾" tape.

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Evidence of how significant this new development is can be found in the broadcast industry, which has already begun to change its traditional methods of mastering and editing (for electronic news-gathering) to include the VO-2850.

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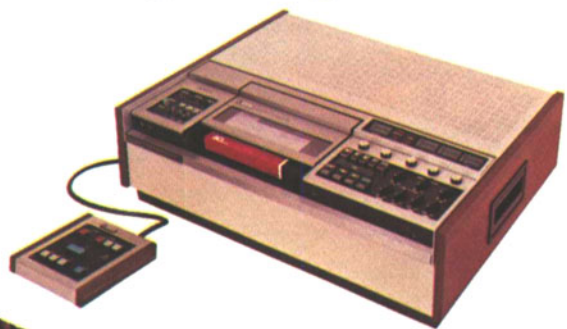

International Broadcasting Convention, the IEE Conference Publication 119, is available from the Institution of Electrical Engineers, Station House, Nightingale Rd., Hitchin, Herts SG5 1RJ, England at a price of £ 11.30. The volume contains 50 papers presented at the 5th IEE Convention held in London in September 1974 sponsored by the IEE, the IEEE (Institute of Electrical and Electronic Engineers), the IERE (Institute of Electrical and Radio Engineers), the Royal Television Society, the Electronic Engineering Assn. and the SMPTE. The topics covered include studio operation and quadraphony, signal origination, CEEFAX, ORACLE, satellites and distribution, service planning, transmitters and transposers, and maintenance philosophy.

A ten-year new building program undertaken by Agfa-Gevaert in the Antwerp area in 1964 is nearing completion with several hundred thousand square feet of new production and office space added to the firm's existing facilities, it was recently announced. Among the new structures nearing completion is a nine-story building in Mortsel which will house the financial and administrative departments of Agfa-Gevaert as well as the Benelux sales organization. The German operating company of Agfa-Gevaert in Cologne-Flittard is also constructing a nine-story office building expected to have a staff of more than 1,000 employees.

Soremec-Cehess is now the sole owner of Eclair International, it was announced by J. Hacquet, Eclair International President. Soremec-Cehess since 1972 had acted as court-appointed administrative agent for Eclair International. In making the announcement, M. Hacquet said that the new owner had introduced a number of innovations including a new assembly line technique at the Epinay plant expected to double the output of ACL cameras for 1975. The exclusive United States importer and distributor of the French Eclair cameras and accessories is the E-Cam Company, 5410 Cahuenga Blvd., North Hollywood, CA 91601.

The Concord 7510 Video Cassette System, a closed-circuit TV system, has been installed in a number of AMTRAK trains in the lounge cars, it was announced by Concord Communications Systems, 40 Smith St., Farmingdale, NY 11735. The system can be used to show motion pictures as well as specially programmed games. The system can be programmed by an operator to start and stop automatically. It can also be programmed for continuous play. An automatic override control permits manual start-stop operation if required.

Alan Gordon Enterprises Inc., exclusive worldwide distributor for Swintek cordless microphone systems, has appointed Mobius Cine Ltd., 565 Fifth Ave., New York, NY 10017, its east coast representative for all of the Swintek cordless microphone systems.

The Toshiba Photo Phone Co. has moved its business office. The new address is Toshiba Photo Phone Co., Ltd., Hibiyakaikan Bldg., 1-6 Uchisaiwai-Cho 2 Chome, Chiyoda-ku, Tokyo 100, Japan.

Peter C. Goldmark is the recipient of the Harold Pender Award presented periodically by the University of Pennsylvania to an outstanding member of the engineering profession who has achieved distinction by his contribution to society. The award was established in 1972 to honor the late Dr. Harold Pender, first Dean of the Moore School of Electrical Engineering. Dr. Goldmark has been cited in the Congressional Record as "a major force in the development of many of the modern-day communications facilities which we all take for granted."

Kay Jordan Kohl has been appointed to the newly created position of Director of Program Planning and Development for the New Rural Society Project, it has been announced by Peter C. Goldmark, NRS Project Director and President of Goldmark Communications Corp. Ms. Kohl was formerly Consultant in Communications to the Ford Foundation's International Affairs Div., the Committee for Economic Development, and the National Science Foundation.

The national pilot NRS Project with Connecticut's Windham Regional Planning Area as a study test site is funded by a grant to Fairfield University from the U.S. Department of Housing and Urban Development. The immediate aim of the NRS program is to help meet the crises of energy shortages and

the rural-urban population imbalance by exploring innovative techniques of electronic telecommunications to help upgrade life and economic conditions in existing rural communities, allowing people to live and work in an environment (urban or rural) of their choice.

John G. Stott has been appointed Technical Manager of the Photofinishing Div. of Nashua Corp., Nashua, N.H. His headquarters will be at the Perfection Photo Co., 222 E. Pittsburgh St., Greensburgh, PA 15601, the largest of Nashua Corp.'s six plants in the United States (the firm has two plants outside of the United States). Mr. Stott was formerly with the WRS Motion Picture Laboratory in Pittsburgh. In his new post he will be responsible at the corporate level for quality control, new process development, and evaluation of sensitized products. He will also work with corporate headquarters engineers on pollution problems and act as general liaison in technical matters for all of the photofinishing plants.

Alexander M. Poniatoff, 82, founder of Ampex Corp, celebrated (in October) his 30th year with the firm. Actually, 1 November 1944 is the date on which he launched Ampex with three employees—a firm which now employs 15,000 people around the world. Born in Russia, Mr. Poniatoff was a pilot in the Imperial Russian Navy Air Force during World War I. He fought in the White Russian Army during the Russian Revolution. He escaped to China where he was employed by the Shanghai Electric Power Co. He came to the United States in 1927 where he was employed by General Electric Co. in Schenectady, N.Y. He held various engineering positions until he decided to form his own company (first known as Ampex Electric and Manufacturing Co.) to produce electric motors and generators for World War II navy radar systems. (The name Ampex was taken from Mr. Poniatoff's initials plus "ex" for excellence.)

Robert Shoemaker has been listed in the 1974-1975 edition of *Who's Who in America.* He produced the first educational filmstrips, *The Student Participation Films.* He founded the National Sound Slide Film Contest and he is a founder of the National Institute for Audio-Visual Selling.

Mark DeSimone has been appointed Pako Field Service Supervisor in the New York area for Pako Corp., 6300 Olson Hwy, Minneapolis, MN 55440. The New York area includes all of New York State, New Jersey, Connecticut and part of Pennsylvania. Mr. DeSimone has been with Pako for two years as Technical Service Representative for the Philadelphia area.

Douglas S. Fletcher has joined the corporate staff of DeLuxe General Inc., 1546 N. Argyle Ave., Hollywood, CA 90028, as General Assistant to the President, according to an announcement by Robert T. Kreiman, President. Mr. Fletcher was formerly associated with Bell & Howell in the Laboratory Equipment Div. and with Technicolor, Inc. In his new post he will be involved with new venture diversification studies, expansion plans for the company, special staff assignments and management of subsidiary operations.

Mr. Kreiman also announced the appointment of Richard Lebre as head of industrial and educational sales. He was formerly with Technicolor, Inc., handling nontheatrical sales. His present appointment is part of a program to provide a broader range of services to the industrial and educational markets, Mr. Kreiman said.

James B. Nicholson has been appointed Marketing Program Manager for Analytical Instruments for Tektronix, Inc., P.O. Box 500, Beaverton, OR 97005. He was formerly with Applied Research Laboratories in Sunland, Calif., where he was Group Product Manager for Research Instruments. In his new post he will supervise the marketing of photometers and high-speed time-resolved spectrophotometers.

Mark L. Sanders has been appointed Product Manager, Industrial Video Products for Ampex Corp.'s Audio-Video Systems Div., 401 Broadway, Redwood City, CA 94063. He has been with Ampex since 1969. In his new post he will coordinate engineering, manufacturing and marketing of helical videotape recorder/reproducers and cameras used for closed-circuit applications.

Now, in the great tradition of Hazeltine Color Film Analyzers used by motion picture film laboratories throughout the world, a new Color Film Analyzer for 16 mm film...

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