Equipment Exhibit

Judging from the early exhibitor response, the Spring Exhibit in Los Angeles should again be a sellout as was the last Los Angeles Exhibit. As of this writing, less than two weeks after booths went on sale, more than half the 92 available booths have been taken, according to Exhibit Chairman **Warren Strang,** Hollywood Film Co.

The Exhibit shapes up as one with strong emphasis on film cameras, editing equipment, laboratory equipment, sound equipment, lighting equipment, lenses, projection equipment, as well as a full range of TV equipment. The Exhibit will begin at 5:00 p.m. Monday, April 22, with the Exhibitors Open House. It will run through Thursday evening at 6:00.

A directory of all exhibitors is scheduled for publication in the March SMPTE *Journal*. It will contain the names and addresses of all exhibitors, plus descriptions of equipment.

Special Conference Issue of the *Journal*

A special issue of the *Journal*, featuring a preview of the 115th Conference, will be published in March. This March *Journal* will include the Advance Program with papers and authors listed by session, the Exhibit Directory, and information on social events, the ladies program, and all other important Conference details.

The Winter Television Conference Denver, January 24 and 25

Denver was chosen as the site of the 1974 Winter Television Conference as the result of a most persuasive presentation by the officers and managers of the Denver Section. Because of the heavy concentration in the Colorado area of cable and closed-circuit television interests, represented by a number of satellite and space equipment companies and organizations such as the Federation of Rocky Mountain States, Inc., it was decided from the start that the program would stress cable television technology and, in particular, the techniques and equipment associated with the transmission and reception of signals using satellites.

Ron Welsh, Gemini Telecommunication Services, Denver Section Chairman, took overall responsibility for putting the Conference together, working closely with Jack T. Billings, Eastman Kodak Co., who was in charge of Local Arrangements, supervising the activities of the committees supplying the various essential services. Overcoming a shift of dates and other problems caused by the hotel, these two gentlemen produced a smooth running, high quality meeting, with an excellent program; they deserve great credit and the grateful thanks of the Society.

The supplementary services that went into the organization of the Conference were: *Registration:* Bob Cook, Mountain Bell, and George Perrin, Perrin Productions, Inc.; *Auditor:* Lee Edelmaier, KDA-TV; *Projection and Sound Recording:* John Carlson, University of Denver, and Jeff Grazi, Communications Unlimited, Inc.; *Luncheons:* Frank Castro, University of Colorado Medical Center; *Support Materials:* Mike Phillips, Western Cine; *Publicity:* Rolly Dalquist, McGraw Hill Seven Productions; *Special Programs:* Herb Banister, Denver Police Dept.

George Sollenberger, KOA-TV, was Program Chairman and provided much of the initial impetus in procuring papers. He was very ably helped by George Seide, Mountain Bell, an Assistant Program Chairman. Ron Welsh and Jack Billings again deserve credit for the final stages of putting the program together and in particular for assembling the copy and supervising the printing of the final programs.

Ron Welsh was Sessions Chairman for all four sessions of the meeting, with Myron Smith and Dr. James G. Potter, both of the Federation of Rocky Mountain States, as Vice-Chairmen for the first two sessions; and John Seide and John Newell, Western Cine, Vice-Chairmen for the last two.

Technical Program

The first day's papers were devoted entirely to the technology and economies of satellite communications as exemplified in the activities of the Federation of Rocky Mountain States. The Federation, funded by HEW and PBS, is planning to investigate the possibilities of broadcasting educational television and other media services to isolated rural areas by satellite.

The papers were:

The Satellite Technology Demonstration—Satellite Communication in Services to People, by Dr. Gordon Law, Director, Satellite Technology Demonstration, Federation of Rocky Mountain States, and Greg Pearson, Director of Public Information, Federation of Rocky Mountain States.

Remote Ground Terminals in the Health-Education Technology Demonstration, by Dr. James M. Janky, Assistant Director of Broadcast and Engineering, Federation of Rocky Mountain States.

The Economics of Regional Satellite Networks, by Dr. James G. Potter, Assistant Director, Broadcast and Engineering, Federation of Rocky Mountain States.

Digital Network Coordination in the Health-Education Technology Demonstration, by Harold F. Huntsman, Senior Systems Engineer and Network Control Supervisor, Federation of Rocky Mountain States.

The sessions concluded with a panel discussion on trends in communication satellite services. Panel Moderator was Rick Gould, FCC, and members of the panel were Larry Kilty, American Satellite Corp.; Dr. Gordon Law, Federation of Rocky Mountain States; Ralph S. Mitchell, Hughes Aircraft; and Daniel Wells, PBS.

Following the afternoon session, registrants had an opportunity to visit the facilities of the Federation of Rocky Mountain States, where they could see the equipment described in the papers presented during the day. A stop was also made at the premises of the Computer Image Corp. for demonstrations of the Caesar and Scanimate machines and a showing of examples of computerized animation derived from them.

Papers on the second day were:

Application of New FCC Standards for Cable TV, by David L. Willis, Director of Engineering, Community Tele-Communications, Inc.

Establishment of Standards for Class 2 CATV Channels, by Lyle O. Keys, President, Telemation, Inc.

Cable and Copyright, by Paul Maxwell, Executive Editor, *CATV Newsweekly Magazine, TV Communications.*

Improved Signal Performance for Helical VTRs in CATV Applications, by C. Robert Paulson, Vice-President, Marketing Television Microtime, Inc.

Police Training and Education via CCTV, by Darrell L. Bolton and Herbert Banister, Denver Police Dept.

New Technologies in Super 8 Film, by John M. McDonough, Director, Motion Picture Film, Product Planning, Motion Picture and Audio Visual Markets Div., Eastman Kodak Co.

No Loose Ends, by Clifford B. Schrock, CATV Program Supervisor, Tektronix, Inc.

Automatic Tape Tension Control for Cassette Players and Recorders, by K. Blair Benson and Thorsten Cook, Goldmark Communications Corp.

Audio Distribution and Switching System, by Roy E. Dodson, Chief Engineer, WAGA-TV.

Luncheon Speakers

At the first day's luncheon the guest speaker was Dr. William Rapp, Vice President, Federation of Rocky Mountain States. Dr. Rapp gave an informative description of the organization of the Federation and its plans for bringing educational programming by satellite to the remotest parts of the country.

On the second day, the guest speaker at the luncheon was Bill Daniels, President of Daniels and Associates, Denver, one of the outstanding pioneers in the development of cable television industry. A slightly condensed version of Mr. Daniel's talk follows.

Perspective on Cable Television

There are some very interesting parallels in the growth of cable television and that

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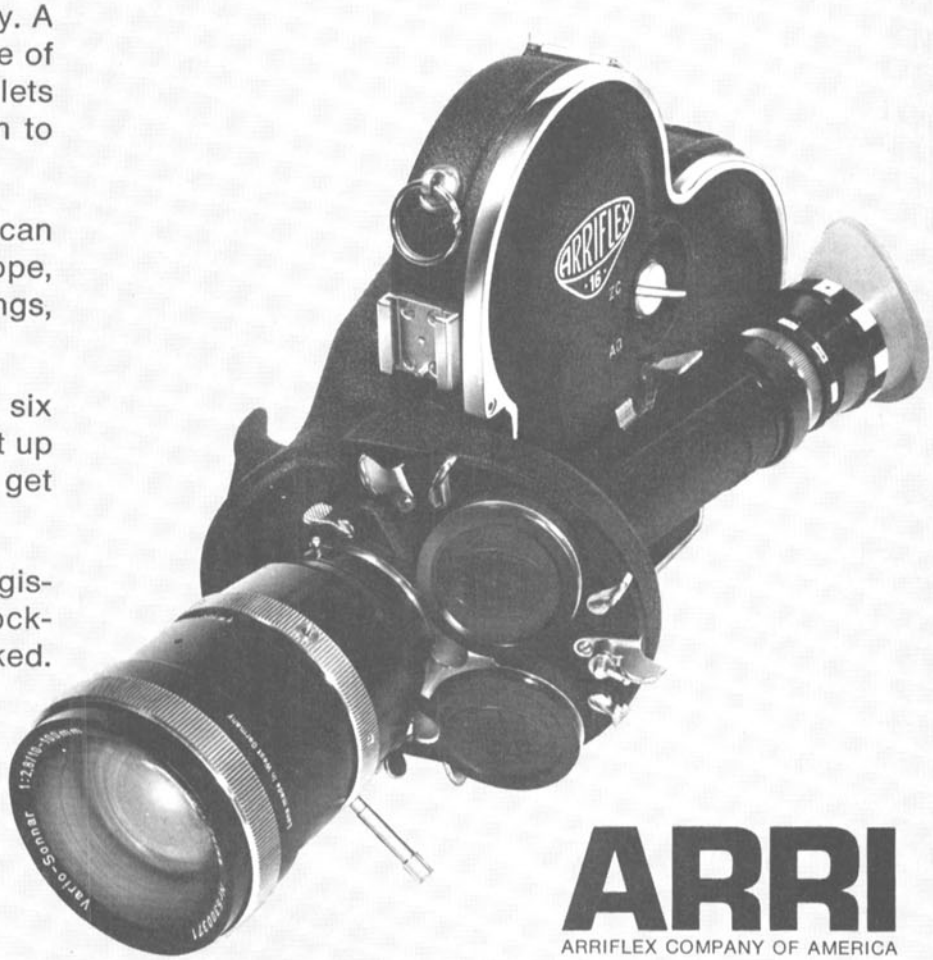
■ **Basic** because it's part of a system of professional equipment. A system that includes lenses from super wide to super telephoto, fixed and zoom. A system that includes 400 foot magazines in addition to the internal 100 foot spool capacity. A system that includes the widest range of motors in the industry. A system that lets you shoot anything from stop motion to slow motion to 64 fps.

■ **Basic** because the same camera can shoot through a microscope, telescope, or periscope. (Yes, underwater housings, too.)

■ **Basic** because at a little over six pounds fully equipped you can pick it up and grab those fast moving hard to get hand-held shots.

■ **Basic** because of a reliable pin-registered movement that holds the film rock-steady — under cranked or over cranked. And a tachometer, so you *know* how fast it's running.

■ **Basic** because you really can't go without it — no matter what kind of films you shoot.



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of broadcasting, parallels that are most striking. To me they stand out as 20-year strides in the unbelievable growth of twentieth century America. Let me establish some mileposts, starting with the present as a reference point.

Early Developments

Twenty years ago, when TV broadcasting started its fantastic growth, this infant industry was not very welcome in its own family. You may know that the National Association of Broadcasters first tried to exclude TV broadcasting. Then, as a compromise, it changed its name from the NAB to the NARTB. The RTB was to distinguish between radio and television broadcasters.

What caused this? I am sure you can guess. The radio people were concerned that TV could be the end for them. They wanted to control the growth of TV. They alleged that there would be many dire results when all the radio stations went bankrupt and left the air. What would the public do without radio?

There were about 900 radio stations then. Now, 20 years later, there are about 5,000 radio stations.

A couple of years passed under the NARTB banner until it became the NAB again. Broadcasting was broadcasting, with or without pictures. Soon broadcasting was plagued by another industry that was convinced it was about to be done-in by the new infant, television. The motion-picture industry was sure its end was in sight. Today this is rather doubtful, as the owners of modern theaters will admit. Film production for TV use has literally exploded.

Jumping back another 20 years or so into the pre-World War II era, a similar thing was going on between the radio broadcasters and the newspapers.

Radio, which started as an entertainment medium soon found that people wanted to listen to news as well as read it in the papers. They also found that the newly-growing national radio networks could bring them national events, as they were happening.

So what followed? The newspapers attempted to prevent the radio stations from obtaining the national news wire service. Some innovative broadcasters arranged for national news to be transmitted by short-wave from the east coast and had short-wave receivers installed in their studios so that code copy men could transcribe them for news broadcasts.

Would you believe that at this milestone Denver had only five radio stations? It was avowed that more were not technically possible, a further reflection on the peculiarity of contrived scarcities.

Somehow the number of radio stations in the Denver area increased from five to more than 20, along with FM; four commercial TV stations, worth many millions of dollars in the market place, now thrive in Denver.

Looking Ahead

It's time now to look ahead to the next 20 years from our recent past. Cable television began much as did those early radio stations, bringing people information and entertainment in a way different than they had been accustomed. Distant and geographically isolated communities began to receive what their big-city cousins were already enjoying.

As with the growth of any successful enterprise, cable television provided something people wanted, that they were not getting otherwise, at a price they were willing to pay, from a business venture they could support itself by their interest.

The basic commodity in cable television is multichannel service without the spectrum scarcity of broadcast TV.

Over eight million homes representing 25 million people are now freely paying for this desirable commodity. Soon a million or more homes a year will be joining this surge. You engineers have made this possible today. What will your efforts bring to its future?

I am told that the development of videotape machines was your doing. . . . It's difficult to believe that the electronic media now reproduces color TV programs using $1,500 machines. But color TV on tape 20 years ago wasn't possible even with $150,000 devices.

Why is a $1,500 color tape machine a harbinger of the future to cable television? You can remember the growth of the local radio station but do you realize the importance of hi-fi records to this growth? Another one of your members pioneered the long-playing record and its superb tonal quality. A whole new record and stereo industry grew out of this, but it was the radio stations that sparked this growth. And bear in mind the millions of home record players did not slow the growth of broadcasting. They were inter-related and mutually supported their growth.

But the radio station did more than play records. It broadcast local, regional and national news from its press wires. Should I remind you that once radio stations did not have access to the press wires? Now they have teletypes, sometimes from two major wire services.

They also covered local events, sports, stock market reports, farm events, traffic conditions, weather, politics, elections, school closings and lunch menus, broad educational activities, and a host of cultural activities.

The Future of Cable TV

Here is the future of cable television. We know that you are already at work on the hardware that will spur its achievement as we businessmen are at work on the management and support that will be necessary.

Members of Denver Committee: Frank Castro, Luncheons; Lee Edelmaier, Auditor; Herb Bannister, Tours; George Sollenberger, Program Chairman; Ron Welsh, Section Chairman; Jack Billings, Arrangements Chairman.

View of Registration Area.

So bring on your low-cost color cameras; your small format film and TV players; your computer controlled character generators in glorious color.

We will be ready for satellite channels as they become available in abundance along with your multi-channel terrestrial microwave.

Let the producers of all conceivable software get busy. As leisure hours grow, Americans will be looking for a wide selection of information and entertainment at the flip of their 35-channel TV switch.

We are not pioneering the interests or needs of America for cable television. The past generation or two has already done the pioneering. We are simply participating in the development of a better way to serve this need. Let's get on with the job.