



Alex E. Alden, Secretariat; Dr. Deane R. White, Chairman; and Pablo Weinschenk-Tabernero, Interpreter.



Overall view of the U.S.A. Delegation with R. J. Zavada, Leader of the Delegation, standing.

International Standardization

By ALEX E. ALDEN

This is a report of the Eighth Plenary Meeting of ISO/TC 36 on Cinematography which was held in Colonial Williamsburg, Williamsburg, Virginia, 10-17 December 1973.

After holding its first meeting 21 years ago in New York City, Technical Committee 36 of the International Organization for Standardization (ISO) returned to the United States to hold its Eighth Plenary Meeting. Surrounded by the picturesque and historic setting of Colonial Williamsburg, Technical Committee 36 on Cinematography held a full week of meetings, December 10-17, 1973, at the Cascades Meeting Center, bringing together 60 motion-picture engineers from 12 nations.

The meeting was hosted by the Society of Motion Picture and Television Engineers which sponsors the work not only for standardization for all of the American National Standards in motion pictures, but also administers the International Secretariat in the name of ANSI (American National Standards Institute).

The ISO is the internationally specialized agency for standardization for all International Standards outside of the electrical field. It is comprised of the national standards bodies of 72 countries. The work of ISO is carried out through 145 technical committees; one of these, TC 36, is on cinematography.

Technical Committee 36 was formed in 1950. Since its first meeting in 1952 in New York City, the group has met approximately every three years, with meetings held in Stockholm, Sweden; Harrogate, England; Garmisch-Partenkirchen, Germany; and Moscow, USSR. The last meeting prior to Williamsburg was held in London, England, in 1971 (see "International Standardization" by Alex E. Alden, *Jour. SMPTE* 80: 832-833, Oct. 1971).

The opening session of the Eighth Plenary Meeting was highlighted by a warm reception given by the Delegates to Dr. Deane R. White, past President of the Society. Speaking on behalf of the Society, Dr. White welcomed the Delegates and reflected on the importance and growth of the activities by the committee, as well as those of the SMPTE. Dr. White also accepted the responsibility of acting as Chairman for the Plenary Meeting.

The committee on motion pictures can well be proud of its achievements without which there could not be an international motion-picture industry. The Delegates considered over 125 existing International Standards, Drafts, and Items of Work now under study.

The USA Delegation was again handled capably by Mr. R. J. Zavada as Head of the Delegation. Mr. Zavada, Eastman Kodak Co., is currently Chairman of the American National Standards Committee PH22 on Motion Pictures and a member of the ANSI Photographic Technical Advisory Board.

The members of the US Delegation consisted of the following specialists: C. C. Adams, C. Carroll Adams Enterprises; J. G. Baer, Century Projector Corp.; G. M. Berggren, Wil-Kin, Inc.; A. Boudouris, National Association of Theatre Owners; G. A. Chambers, Consultant; L. L. Endelman, Perkin-Elmer Corp.; R. A. Eynard, Agfa-Gevaert, Inc.; E. D. Falkenberg, Eclair Corp. of America; R. S. Freeman, Holophane Co., Inc.; H. E. Farmer, University of Southern California; R. A. Garth, Eastman Kodak Co.; N. P. Goldberg, Goldberg Brothers, Inc.; G. H. Gordon, Eastman Kodak Co.; F. J. Kolb Jr., Eastman Kodak Co.; E. V. Knutsen, Eastman Kodak Co.; R. C. Lovick, Eastman Kodak Co.; D. W. McConnell, Eastman Kodak Co.; F. J. Scobey, DeLuxe General, Inc.; and Petro Vlahos, Association of Motion Picture and Television Producers.

Inasmuch as the SMPTE assumed the responsibility of administering in ANSI's name the International Secretariat of TC 36, Alex E. Alden, SMPTE Staff Engineer, officiated as the Secretariat, assisted by Miss Peggy Caggiano, who handles the International Secretariat activities at SMPTE Headquarters, and Pablo Weinschenk-Tabernero, SMPTE Assistant Staff Engineer, who served as the interpreter.

Technical Committee 36 now consists of 18 Participating (P) Member Bodies and 13 Observer (O) Member Bodies:

(P) Member Bodies

Australia	France	Netherlands	United Kingdom
Belgium	Germany	Poland	USA
Bulgaria	India	Romania	USSR
Canada	Italy	Sweden	
Czechoslovakia	Japan	Switzerland	

(O) Member Bodies

Austria	Greece	Mexico	South Africa
Chile	Hungary	Pakistan	Spain
Denmark	Iran	Portugal	Yugoslavia
Finland			

(L) Liaison Bodies—participating with TC 36

ISO/TC 42—Photography	CCIR—International Radio
ISO/EC 46—Documentation	Consultative Committee of
ISO/TC 73—Consumer Questions	ITU
IEC/TC 60—Recording	EBU—European Broadcasting Union
CIE—International Commission on Illumination	OIRT—International Radio and Television Organization
CMEA—Council for Mutual Economic Assistance	ITU—International Telecommunications Union

The committee has now developed 40 International Standards on motion pictures. It is now preparing approximately 75 additional documents. Most of these parallel the American National Standards of the PH22 series. The Engineering Department of the SMPTE, working through members of the Engineering Committees who are assigned as specialists to Working Groups of TC



Members of U.S.A. Delegation: Back row, E. D. Falkenberg, A. Boudouris, G. A. Chambers. Front row, R. A. Eynard, R. C. Lovick, P. Vlahos.

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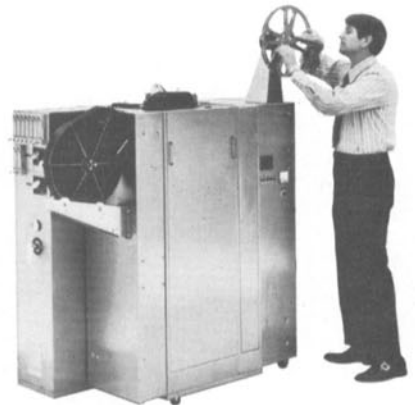
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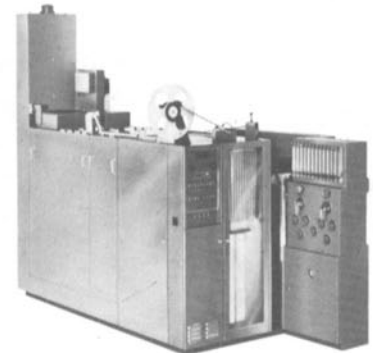
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Members of U.S.A. Delegation: Back row, G. M. Berggren, G. H. Gordon, F. J. Kolb, R. A. Garth. Front row, J. G. Baer, N. P. Goldberg, D. W. McConnell.



W. H. J. Koeter (Netherlands), A. E. Alden (Secretariat), L. A. Green (Canada) and L. H. Holmes (Canada).



Members of the German Delegation: W. Behrendt, W. Grau, H. Tummel, N. Schmitz.



Members of the Russian Delegation: V. Rudakov, N. Bernstein.

36, maintains close vigilance over the preparation of draft standards to insure compatibility between the American practice and the International documents.

The work of the committee is carried on during the interim period between plenary meetings through the activities of the five Preparatory Working Groups. (A brief description of the ISO/TC 36 activity was published earlier: "The SMPTE and ISO/TC 36" by W. T. Wintringham, *Jour. SMPTE* 80: 34 Jan. 1971.) A U.S. specialist is assigned to each group, and while not actually representing the U.S., he is especially chosen for his knowledge of our national engineering practices and procedures. Our current specialists are:

- PWG-1, Raw Stock Dimensions and Labeling: E. V. Knutsen
- PWG-2, International Film Exchange Printing and Processing: F. J. Scobey
- PWG-3, Sound Recording and Reproduction: F. J. Kolb, C. C. Adams, and Petro Vlahos
- PWG-4, Projection: G. M. Berggren
- PWG-5, Spools, Shafts and Magazines: D. W. McConnell (Chairman)
- PWG-6, Films for Television: D. M. Zwick (Chairman)

The growing use of communications satellites and the expanding international exchange of motion-picture and television programs increases the need for international standardization agreements.

Those organizations which expect to compete in foreign markets must participate in the formulation of the documents with which they will be forced to comply. This compliance can be costly. But the investment through early participation in this work is far outweighed by the benefits gained.

Voluntary standardization in the U.S.A. is desirable and beneficial. There are, however, problems in finding appropriate talent to carry on the activity, and of obtaining private financing. The SMPTE assumes a major portion of the responsibility. We cannot, however, overlook the generosity and thoughtfulness of other organizations which understand the significance of the U.S. participation and leadership in international standardization. These organizations assist in financing the activity and underwrite the time and expenses of many of the specialists.



Members of the French Delegation: Second row, D. J. Gallois, M. Terrus. Front row, R. M. Saint-Germain, J. Leaute, J. Ferriere.



Members of the Japanese Delegation: Back row, S. Ono, H. Teshi, Y. Yasuda. Front row, K. Ouchi, M. Tano, M. Masaki, H. Kondo.



Members of the Delegation of the United Kingdom: C. E. Crowhurst, L. Knopp, B. J. Davies, G. A. Pryke.