

Opening Address

By Maurice L. French, SMPTE President

Good morning, and welcome to the 132nd SMPTE Technical Conference and Equipment Exhibit. It's my pleasure to officially declare this conference open. I bring you greetings and best wishes from the officers and Board of Governors of our Society.

To give some perspective to the rapid growth of our Society, ten years ago, at the 122nd conference in New York City, 1400 registrants attended, 149 companies exhibited in 25,000 sq. ft. of exhibit space and 75 technical papers were presented. Comparatively, delegates to this conference are expected to exceed 12,000. There are 178 exhibitors covering 130,000 sq. ft. of exhibit space, and 130 technical papers will be presented.

The organization of a conference of this magnitude and quality does not happen by coincidence. It requires the dedication and hard work of many people. On behalf of the Society, I would like to thank Editorial Vice-President Frank Haney, Program Chairman Kerns Powers, and Vice-Chairmen John Baptista and Alan Godber and their committee for an outstanding technical papers program.

To address the theme, "Film & Television — One World?" many outstanding technical papers will be presented in 17 sessions by recognized experts from many countries throughout the world during this week. There is also a panel discussion on Electronic Editing of Film Product — "What Is The Best Way?" — which promises to be very interesting.

I would also like to commend Jack Spring, Conference Vice-President, Charles Jablonski, General Arrangements Chairman, and Patsy Spicer, Spouses Chairwoman, and their committees for their commitment in organizing the numerous local arrangements so important to the success of this conference. SMPTE Headquarters staff are also to be recognized for their excellent support.

Nineteen ninety has been a challenging, eventful, and exciting year. The Society has been involved in many successful activities, including the formation of an unprecedented number of new international sections. I believe that these activities reflect



SMPTE President Maurice L. French delivering the opening address.

the energy and vibrancy of our Society as we respond to the needs of the industry and our membership worldwide. I'm very proud of these accomplishments, and I would like to highlight some of the progress that has been made.

The year began with the successful Television Conference in Orlando, Fla. The high standard of technical papers presented at this event maintained its recognition as the world's leading television conference. The selected papers presented at this

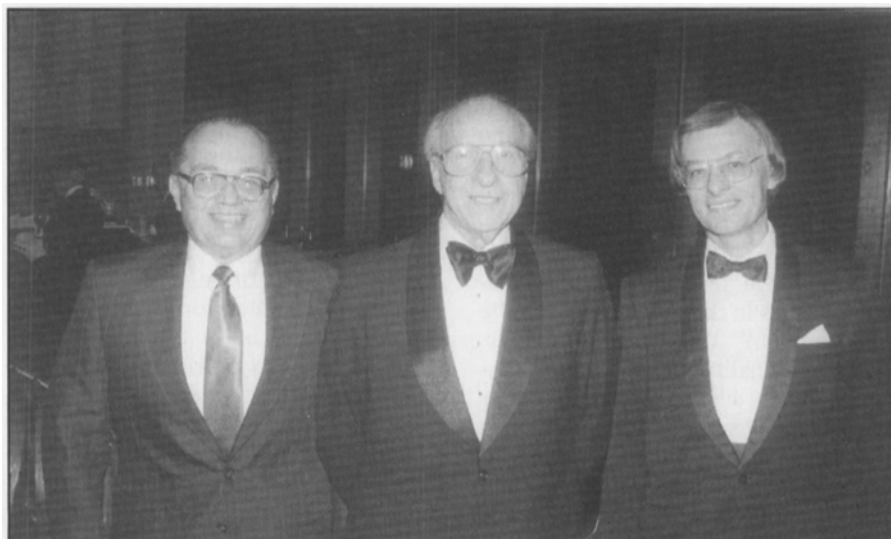
conference were published by the SMPTE in book form as *Television — Merging Multiple Technologies*.

The 14th Annual All-Day Meeting of the Chicago Section attracted a large attendance for this event and there were many excellent papers presentations.

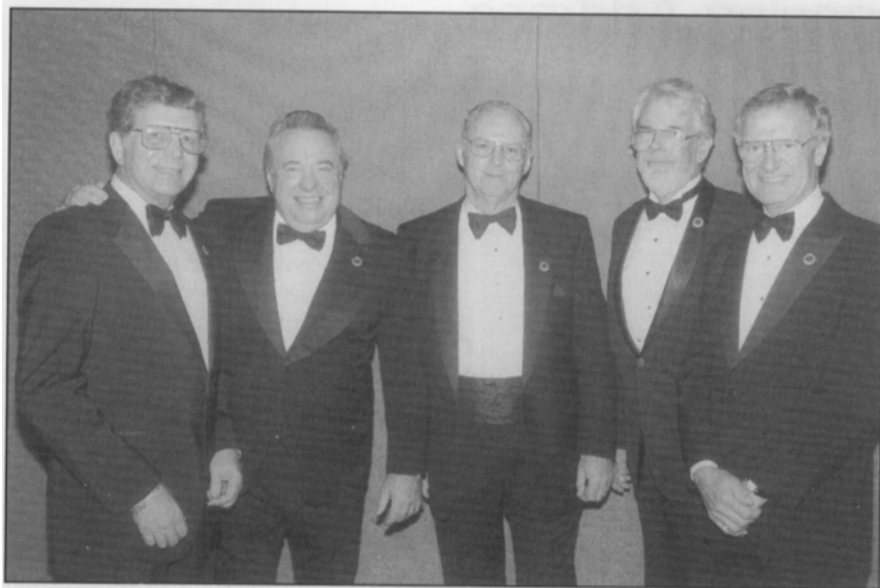
In April, the Toronto, Montreal, Ottawa, and Rochester Sections cooperated to organize a two-day mini-conference in Toronto. This event has rotated annually in Canada and New York State for over three decades. This is a fine example of cooperation between sections and provides an excellent forum for regional participation.

The activity in our local sections has also responded to the needs of our membership. All our sections have been involved in arranging frequent local meetings to ensure that information on new technological developments is conveyed to the membership.

The 10th Annual Training Seminar was held in Chicago on May 10 and 11 to prepare our new section chairmen and engineering committee chairmen for their duties. The Society welcomed 33 section officers from 22 of the Society's 23 sections and 9 engineering committee chairmen. International sections were also represented, with attendees from Australia, Italy, Sweden, and Germany.



Program Vice-Chairman (film) John Baptista, Program Chairman Kerns Powers, and Program Vice-Chairman (TV) Alan Godber.



Former Presidents Carlos Kennedy, Len Coleman, Robert Smith, Charles Anderson, and Harold Eady.

In July, I had the pleasure of delivering the opening address at the Fourth Sound & Vision Conference in Sydney, Australia. These conferences are arranged every two years and include high-quality technical papers presentations and an outstanding equipment exhibit. They are now regarded as a major motion-picture and television conference in that hemisphere.

The Australian Section, formed in 1971 with 98 members, was the first SMPTE section outside of North America. It now has a membership of 324. If the present trends continue, with Sound & Vision as the catalyst, I foresee that there will be more sections in Australia in the not-too-distant future.

Following the Australian Conference, I went to New Zealand specifically to meet our members in Wellington and Auckland. Our discussions generated enthusiasm for the prospect of establishing a New Zealand Section. I believe this could be a reality within the next two years.

The Australian and the Canadian Sections have played important pioneering roles in the development of the "international" scope of our Society. The commonality of worldwide technology and its challenges prompted our members to form the Italian Section last year. This was soon followed, in April of this year, by the establishment of a Nordic Section that will serve all of the Scandinavian membership.

I'm also pleased to announce that a new German Section was inaugurated

on September 27 in Munich. On October 1st, we inaugurated the SMPTE Soviet Union Section in Moscow. On behalf of the Society, I would like to thank the officers who accompanied me and made presentations at these historic inaugural meetings. The expansion of the Society worldwide broadens our horizons and provides tremendous opportunities for the Society to serve its members and the motion-picture and television industry.

The Editorial Vice-President, Frank Haney, maintains the excellence of SMPTE publications. The *SMPTE Journal* is recognized as the world's foremost scientific engineering publication for the motion-picture and television industry. Publishing approximately 80 technical papers annually, it has a circulation of 11,000 copies and is distributed worldwide.

The *Journal*, other publications, our conferences, and our section meetings are an integral part of the Society's continuing educational activity. The Board of Governors recognizes that in this age of escalating technology, education is of foremost importance; it is for this reason that the Society has enhanced its educational activities. A special fund has been approved for educational purposes. New educational initiatives are now being implemented by our newly appointed Educational Director, John Norris, and the Board of Governors has approved the recommendation to grant two scholarships, one to

the University of Southern California and the other to the California Institute of Technology, in Pasadena. These scholarships have already been presented.

A one-day educational seminar on post-production techniques preceded the Television Conference in Orlando. This highly successful pilot project attracted 200 people. Indeed, the success of this tutorial has resulted in similar requests for seminars by other sections.

The President's Task Force on SMPTE Standards Policy was formed to consider present Society policies, procedures relative to all of its standardization activities, and those standardization activities as they affect our Society's relationship with other organizations and standards bodies. The Task Force presented its final report to the June meeting of the Board of Governors. Their recommendations will now form part of our standards policies and administrative practices, and a report will be published in the *SMPTE Journal*. I would like to thank and commend the eminent members of this Task Force for their work and their excellent report. Engineering Vice-President Stan Baron will give further details on engineering activities and initiatives in his report, to follow.

Television and motion pictures are global communicating media, and as such, no one country or organization can work in isolation. In recognizing this, our Society has always maintained close relationships with other engineering societies and organizations worldwide. Cooperative endeavors or liaisons have always been most successful with organizations such as EBU (the European Broadcasting Union), ANSI (The American National Standards Institute), The Motion Picture and Television Engineering Society of Japan, IBC (the International Broadcasting Congress), BKSTS (British Kinematograph, Sound and Television Society), CCIR (International Radio Consultative Committee), JCIC (Joint Committee on Inter-Society Coordination), and UNIATEC (Union Internationales des Associations Techniques Cinematographiques).

It was my honor to lead a delegation to the Soviet Union in April of this year at the invitation of the State Committee of the USSR for Cinematography. I was accompanied by Past-President Carlos Kennedy, Engineer-

ing Vice-President Stan Baron, and Editorial Director, Motion Pictures, John Baptista. We certainly appreciated the hospitality extended to us while in the Soviet Union, and we thank Vladimir Makoveev, Vladimir Jegorov, Eleanora Vinogradova, and Valery Belousov.

Accompanied by other officers, I also represented the Society at the

European Broadcasting Union Conference in Stockholm, Sweden. SMPTE was also represented at the International Broadcasting Convention in Brighton, England.

My term of office as President ends this year. I would like to take this opportunity to express my thanks and gratitude to the officers, Board of Governors, and the Headquarters

staff for their support and dedication during my term of office. I would also like to give special thanks to the Canadian Broadcasting Corp., which has sponsored my participation in Society activities for the past three decades. I would also like to thank my wife, Brigid, and my family for their continued support and encouragement over the years.

Engineering Report

By Stanley N. Baron, Engineering Vice-President

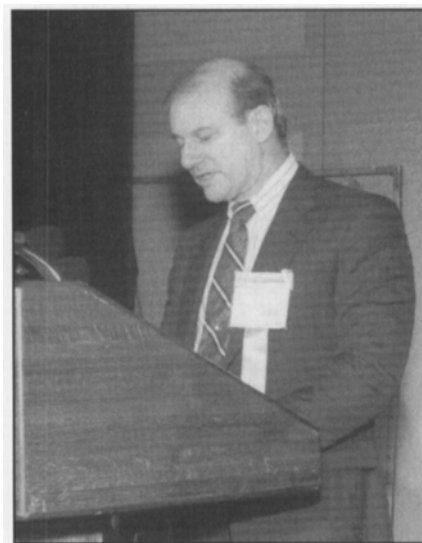
The American National Standards Institute (ANSI) and the Standards Engineering Society (SES), along with major members of the standards community, have jointly declared the week of October 14, 1990, as National Standards Week in recognition of the importance of standardization. This national effort coincides with the 21st annual World Standards Day designated by the International Organization for Standardization (ISO) and the International Electrotechnical Commission (IEC). To all of us here today, both as manufacturers and users of standardized technology and as members of the SMPTE, this is an ideal opportunity to consider our relationships to the standardization process.

Standards as the Basis of Corporate Technical Policy

Successful managers understand the need to clearly define their goals and to provide direction by establishing standards of performance in the form of business plans supported by a system of financial policies, personnel policies, and the like. In this modern world, no less important are the technical standards which form the basis of corporate technical policy.

The Role Played by SMPTE as a Neutral Standards Developer

To most of us, the term "standards" means the promotion of interchangeability among systems; in the interfacing of hardware and supplies and most importantly, in the use of the end product produced by the system and distributed to the end users. Unfortunately, some believe that "standards" are choices or selections



Engineering Vice-President Stanley Baron delivering the engineering report at the opening session.

of a single "right" way to achieve an end result. As we all know, there is always a different (and sometimes a better) way to achieve the same goal. No standards-developing organization can decide which of the various ways to reach that goal may be best or right for a specific user's needs. That decision rests with the user, who will decide which standard best fills his own needs. In understanding and accepting the voluntary, nonexclusionary status of standards, both manufacturers and users can contribute to an effective standardization process.

While some may look to standards-developing organizations like the SMPTE as the source of new technologies described in standards, the real responsibility for the development and evolution of standards rests on the shoulders of both manufacturers and users. The standards developer can-

not act as a research and development lab . . . the development of new products and systems appropriately belong to commercial organizations who can accept the rewards (and the risks) of such development. What the standards developer can and does do, is provide a structure and a forum in which users can express their needs to manufacturers, and the manufacturers can gain input from the general body of users.

The standardization of new technologies always rests on the horns of a dilemma. On one hand, we want to rush a new technology to standardization so that users can immediately understand and utilize it, and so that other products can interface to it. The proponents of a new technology may see quick standardization as a marketplace advantage . . . their system is first, and sometimes, because of the mistaken concept that standardization means "exclusive," they may believe that being first denies the possibility of competitive technologies.

On the other hand, we need to ensure that standardization correctly describes the technology. Should we hesitate to undertake the standardization process for a technology which we feel may not succeed in the marketplace? No, it is the marketplace that must make that determination, not the standards developer. We have all heard the story that in the early days of the computer industry, one corporation, having developed an electronic computer, then decided that computers were a curiosity and that 12 such devices would meet the total needs of the world market. They, therefore, decided not to take the product to production but to build a short run of engineering prototypes.