

Fellows Luncheon

The annual SMPTE Fellows Luncheon was held Sunday, October 14, in the Astor Ballroom of the Marriott Marquis Hotel. The luncheon is held to honor newly elected Fellows, to introduce them to their peers, and to present them with their plaques. Attendance is limited to Fellows and Life Fellows. A reception, sponsored by Magna-Tech Electronic Co., Inc., preceded the luncheon.

Executive Vice-President Blaine Baker filled in for the absent SMPTE President Maurice French, reading the welcoming address that French had prepared and introducing the guest speaker, former SMPTE President Harold J. Eady, HJE Communications. The text of Eady's speech, entitled "Leadership," appears in the following pages.



The Fellows Luncheon.

Leadership

By Harold Eady, former SMPTE President

It's a pleasure and an honor to be here before you today on the occasion of our 15th Annual Fellows Luncheon. We have had the Fellow grade of membership for many years; however, it was not until 1976, when former President Ken Mason got the idea from our colleagues at the BKSTS in England, that these luncheons were started. Former President Bob Smith relayed a story to me about the first Fellows Luncheon held here in New York at the Engineering Club. Apparently, just before the presentations, they realized that all of the Fellows' plaques were missing, except one. They presented the same plaque to each of the Fellows. I'm pleased to see all the plaques are here this year.

In preparing for my short talk today, I did some research on what previous Fellows Luncheon guest speakers had to say. Not surprisingly, there was one thing in common — "This is



Former President Harold Eady, luncheon guest speaker.

an elite group" — and for that we can all be justly proud. There are 17 new Fellows added to this group today, and to you a special welcome and congratulations. Whether one is Associate, Active, Fellow or Honorary, membership in the SMPTE is a privilege that offers much to professional growth and the opportunity to keep up with the times in an industry that is everchanging and evolving. The

knowledge and camaraderie that you gain will stand you in good stead throughout your career.

But there is another side to the membership coin, and that is the leadership you provide. As Fellows, it is obvious that each of you has something to offer to the Society and to your colleagues and particularly to our non-Fellow members, (the grass roots of our Society, as former President Charles Anderson often said). By your encouragement to this membership to become involved in engineering and administrative meetings, presenting papers or volunteering for particular tasks, the members will find that their contributions will pay off manyfold in their own pursuits and for their own self-esteem. Please remember it is the Fellows of the Society who provide the leadership to make this happen.

I recall quite clearly the honor I felt in 1963, when I was asked by the Toronto Section if I would run on the ballot for the Board of Managers. At the time, I was at the CBC, and responsible for distribution of television programs, so getting actively involved

Text of address delivered at the Fellows Luncheon, October 14, 1990, at the 132nd SMPTE Technical Conference in New York City. Former SMPTE President Harold J. Eady is with HJE Communications, Inc., Oakville, Ont., Canada L6K, 1A4.

could only help my career.

As we all know, the backgrounds of SMPTE members are somewhat diverse. They range from true engineering types who are involved daily in technical responsibilities to the managerial types responsible for areas in film and/or television. I belong to the latter group, and I remember times, as SMPTE President, when I have been more than a little uncomfortable, trying to decide who or what was right in a highly technical engineering debate. As you know, we have three major television networks (or did at the time), headquartered here in New York, whose views are not always the same, and thank goodness for that. I recall meeting with a number of executives in television, film, and related fields to assure their continued support for the SMPTE. I was bombarded with terms like CCD, DVE, ADO, H-Phase, RS 170A — needless to say it was mind-boggling.

Some time ago, I came across a book that I believe was more in keeping with my scientific vocabulary early in my professional career. The book describes the internal combustion principle of the automobile thusly... "The internal combustion engine, which forms the heart of your car, is a lightweight, fairly efficient and relatively uncomplicated piece of machinery. The basic gizmos are simply the things that bring the fuel and the air together in the proper quantities, ignite them and channel the resulting power to the wheels. All the rest of the stuff is there to make this happen with ease and efficiency, to provide you with some control over what's going on and to give you a place to sit and to store your groceries." The book, by the way, was written by Deanna Sclar and is entitled *Auto Repair for Dummies*. Well, my engineering vocabulary has somewhat expanded since those early days. I read that this year's papers include: "Digital Auto Mixer for the Teleproduction Editing Environment," "Two-Dimensional Adaptive Comp Filter for 1D TV with Constant Peak Amplitude Response," and "Motion Adaptive Pro-Scan Converter with Contour Enhancer." I can accept that — well, at least I'm still learning.

Speaking of learning, I can remember the first time that I stood behind a SMPTE dais. It was the Honors and Awards Luncheon in 1979. In those days you purchased your luncheon ticket separate from your registration

fee, and at times we seemed to have more people on the dais than in the audience. As Secretary, I was asked to introduce the President. My place at the far end of the dais seemed like miles from the microphone, and when I was asked to make the long trek to center stage, my legs weakened, my hands trembled, my throat was dry, and I was terrified that my mind would go blank. Somehow I got through the ordeal and, as I returned to my place at the end of that long, long, table, my seating partner turned to me with an expression of utter surprise on his face and said "Hey, Harold, that was very good." I knew then that I was among friends, and people who could instill confidence in even an inept speaker.

Except for ten years that I spent in New York with Novo Communications, my career began and continues in Canada and, as a Canadian (by tradition a modest and unassuming creature), I would like to blow the horn for a moment on behalf of the neighbor to the north. Like most countries, we do have some problems — taxes, Meech Lake Accord, taxes, government inability to govern, taxes, uprising of our Indians, and more taxes. However, on the plus side, great social benefits and, very importantly, for many years a steady supply of Canadian talent to the world stage and to our industry; for example, Mary Pickford, Paul Anka, Joni Mitchell, Michael J. Fox, to name a few. Talented organizations such as Nelvana, a world-renowned animation specialist, talented producers such as Atlantis and Alliance; IMAX Systems; the National Film Board; the CBC and its two networks, English and French, which have set an exemplary standard around the world, both in engineering and programming; Colorization; Videotron; Leitch Video; Ross Video; Imagineering, the company that was responsible for the communications setup in the world's largest indoor/outdoor arena, the Sky Dome in Toronto. All of these companies and many others have made major contributions to new technologies and are proven leaders in the industry, and throughout is the common bond of the SMPTE Fellow.

Last year was the 50th anniversary of the National Film Board of Canada, a government filmmaking agency that is the envy of nations around the globe, and 1989 gave the world a chance to pay tribute to this institu-

tion. Among the many honors bestowed on Canada last year was the decision by the International Union of Technical Cinematograph Associations to choose, for the first time ever, to hold its Congress on the North American continent. Five hundred delegates from 21 nations met in Montreal in October. The National Film Board took the opportunity to introduce two of its latest technological breakthroughs: a new optical digital sound system that replaces analog sound and brings CD fidelity to the cinema; and its new Sound Genie, a revolutionary computerized sound-effects system.

In its 50-year history, the National Film Board of Canada has produced over 6500 original films and has garnered more than 3000 international awards, including 9 Oscars from the Academy of Motion Picture Arts and Sciences.

IMAX, the "larger than large" theater experience, is considered by many to be more fun than any Canadian export since ice hockey. In 1989, approximately 20 million people in 65 theaters in 15 countries watched IMAX films. Presently, IMAX is involved in developing 40 new theaters and plans to have 100 by the end of this decade, which will be dedicated to feature films. The latest technologies developed by IMAX are known as the "Magic Carpet" system, which consists of two simultaneous projectors, one on a screen at the front of the theater and one below the audience's feet. The other is "IMAX Solido," which shows 3-D images in a wrap-around screen theater. The first film produced using this technology is *Echo of the Sun*.

Earlier I mentioned that I had researched what other Fellows Luncheon speakers had to say. Well, there is one paragraph that I would like to quote. It's from Rolly Zavada's talk at the Fellows Luncheon of 1986. He said, "You are all intimately familiar with our challenges for the 80s, but what about the next decade, the 90s, just four years from now? Have you Fellows put a future perspective in place with regard to your outstanding rank and elite status? Can we put your technological genius and executive leadership to the test of where this Society is going to be with regard to being responsive to new technology?"

Well, 1990 is here! And thanks to "leaders" like you, I know we can. Thank you.