

# Highlights

**221 Engineering Report • S. N. Baron •** Successful managers understand the need to clearly define their goals and to provide direction by establishing standards of performance 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. 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 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 users, who will decide which standard best fills their needs.

## The Importance of Active Participation

But why should any of us — manufacturers, users, and members of the SMPTE — participate in the standardization process? Anyone concerned with interchangeability of equipment or products should be concerned about standards. At one level, to the user, standards provide a level of equipment interface and product conformity within a system that allows the user to purchase equipment and services in a competitive market with at least some understanding of what he's getting, and with the assurance that what he buys will interface with other elements of the system. For the manufacturer, standards provide a system identification and a means of developing consumer confidence.

**225 Motion Pictures • J. L. Baptista •** Nineteen ninety was the first year of the second century of motion pictures and the final year before the last decade of the 20th century. While few of us have more than an academic interest in whether motion pictures on film will be around to start a third century, most of us, I believe, want to see that venerable, universal standard, the 35mm film format, make it into the 21st century. While there have been some important business changes in 1990 that will impact many of us in the motion-picture industry, I would like to focus my introductory remarks on three areas of technology that I believe will help film make it to the year 2001 and beyond.



**232 Television • A. S. Godber •** Nineteen ninety showed further development of the trends noted in the previous two years, but the greater availability of alternative equipment in analog and digital (serial or parallel), composite and component, NTSC/PAL/SECAM, INTV, EDTV, and HDTV is permitting users a wide variety of alternatives. Decisions on how to design or update a facility are following diverse paths. Factors of capital, operating costs, technical quality, what is already installed or has already been planned, influence system choices, but where in past times a limited number of options made sense, the number of possible directions now seems much greater, and making the correct decision less certain.



**292 Education • I. W. Young and J. C. Norris •** Note: This Educational Report is presented in two parts. The first portion was prepared by 1990 Sections Vice-President Irwin W. Young, and the second portion by newly appointed Director of Education John C. Norris • Traditionally, the principal educational activities of the Society are carried out through national conferences, mini-conferences, section meetings, and special services provided by the section. Other educational activities of the Society are now being expanded under the newly created position of Director of Education. John Norris, the new Director of Education, chairs the Educational Advisory Committee, and the activities of his committee will be reported separately.

**T**raditionally, the educational activities carried out through national conferences, mini-conferences, section meetings, and special services provided by the section. Other educational activities of the Society are now being expanded under the newly created position of Director of Education.

**295 An SMPTE Classic Reprint — The First Progress Report • Originally published 1920 • Society of Motion Picture Engineers Report of Committee on Progress • A. R. Dennington •** A review of the motion-picture industry during the past six months or year shows a number of improvements which have been made and which help to bring the motion-picture industry into greater prominence than before. The object in writing up this review is to summarize briefly some of the notable steps which have been taken by the manufacturers of equipment and the producers of film. It is not within the province of this paper to go into detail regarding any of the matters taken up, as these subjects will in most cases be covered by other papers prepared by those who are more familiar with the details than are the various members of the Committee on Progress. It is hoped that the report may be of value in merely pointing out the general lines of improvements.

*An SMPTE  
Classic Reprint  
The First  
Progress Report  
Originally  
published 1920*