

the Jacob Javits Convention Center, and exhibitors were pleased with the location and the attendance. It was noted that the people who were there were serious decision-makers, not browsers. Several new features were added to the exhibit, including a New Products Introduction room for manufacturers wishing to announce a new device. This new addition was so successful that it will be included at the 133rd conference in Los Angeles this year.

Since the equipment exhibit began, the SMPTE has been committed to making it a vital part of its conference program. In an effort to better serve exhibiting companies, the SMPTE announced that it will extend the hours of the equipment exhibit for the 133rd conference. The Exhibitor Advisory Committee was recently expanded to consist of a full range of companies in both the motion-picture and television industries. At present, nearly 200 companies have already reserved space for the upcoming 133rd Conference and Equipment Exhibit.

Highlights of Social Events

The Society believes in mixing pleasure with business. Social functions have always been a prominent part of the SMPTE conferences. Many of them were graced by renowned tech-

nical experts or savvy political leaders. However, to name them all would make a too extensive list. But, it would be remiss not to mention some of the international celebrities who have entertained at SMPTE social functions.

The Hollywood Section has a reputation for outdoing itself during the Society's conferences. At the 1928 Spring Convention's banquet in Hollywood, members of the Academy of Motion Picture Arts and Sciences (AMPAS) presented speeches honoring the SMPE. Douglas Fairbanks was the host at the event, which included presentations by such highly regarded people as Louis B. Mayer and Cecil B. DeMille.

Comedian Bob Hope acted as master of ceremonies at the 1939 Semi-Annual Banquet. Present at the speakers table were such famous figures as Pat O'Brien, Edward G. Robinson, and Rudy Vallee.

At the 1940 Fall Convention in Hollywood, Frank Capra, vice-president of the AMPAS, was the guest speaker at the Get-Together Luncheon. Well-known guests at the speaker's table included James Cagney, Rudy Vallee, and Walt Disney, who received the 1940 SMPE Progress Medal. The luncheon concluded with a number of songs performed by Mary Martin.

Art Linkletter provided entertain-

ment at the Get-Together Luncheon during the 87th conference, held in Los Angeles in the spring of 1960.

At the 1968 Spring Conference at the Century Plaza Hotel in Los Angeles, a recording-breaking audience of over 700 people came to hear Gregory Peck's presentation at the Get-Together Luncheon.

At the Get-Together Luncheon at the 109th conference, actor Darren McGavin gave a few witty remarks. He was followed by Gregory Peck, who made a heartfelt plea for attendance at the 50th anniversary gala of the Motion Picture and Television Relief Fund. Jack Valenti, president of the Motion Picture Association, was the main speaker.

During the 1970s, news anchor Harry Reasoner and undersea explorer Jacques-Yves Cousteau both spoke at the luncheons. Attendance for Cousteau's presentation soared past all previous records.

At the 132nd conference in Los Angeles, Karl Malden, a well-known actor and president of the National Academy of Motion Picture Arts and Sciences, was the guest speaker.

Of special note, Gregory Peck will make a return appearance at the 133rd conference in Los Angeles to address the Society's Honors and Awards Luncheon.

The Annual SMPTE Television Conference — A History

By Carol King

The Annual SMPTE Television Conference, which recently celebrated its 25th anniversary, is a glowing example of the strength of SMPTE membership. It shows how the SMPTE sections and their thirst for education, their desire to keep current with new technologies, and their efforts to provide a forum for the exchange of information resulted in the

creation of an innovative learning opportunity. This article provides a brief history of how the television conference developed into the illustrious educational event it is today.

The Early Years

The SMPTE Winter Television Conference began as a joint two-day conference, "Color Television Broadcasting," put on by the Detroit, Chicago, Rochester, and Toronto Sections of the SMPTE, in cooperation with the University of Michigan Extension Service. It took place in Detroit in January 1967, and despite extremely

heavy snow and foul weather, over 400 people attended the event.

Although attendance was below expectations, and 3 of the 21 authors were unable to make it due to the weather, the conference was deemed a success. The large turnout was gratifying and considerable interest was shown during the sessions. Two panel discussions of videotape and live color cameras were extremely valuable to the audience and spurred lively discussions. Many people requested copies of the papers, and it was decided to hold another such meeting again soon.

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In 1968, a television conference was again held in Detroit. Later that year the SMPTE Board of Governors applauded the Detroit Section's successful pioneering efforts to establish a two-day midwinter working conference and designated it and subsequent meetings to be known as the SMPTE Winter Television Conference. The second official Winter Television Conference took place in Toronto in 1969, and it focused on broadcasting problems in color television, stressing the needs of the independent station rather than the major network. A Get-Together Luncheon and evening workshop sessions were also part of the program.

Timely Topics/Innovations

Each year the Winter Television Conference dedicated itself to timely technologies. For instance, the fourth television conference, which took place in San Francisco, featured 29 paper presentations, centering on the theme "Video Magnetic Recording," and at the 8th Winter Television Conference, held in Denver, the program stressed cable television technology and, in particular, the techniques and equipment associated with the transmission and reception of signals using satellites.

In 1975, at the 9th Winter Television Conference in San Francisco, an innovative equipment exhibit was incorporated into the program. A room adjacent to the technical session auditorium was set aside for authors to demonstrate equipment and techniques to the audience. It was a hands-on exhibit, and only those devices described during the program were allowed. This area proved to be very popular, since anyone could get a closer and more detailed look at the products described during the conference.

The Winter Television Conference returned to Detroit in 1976, in honor of its tenth anniversary. The meeting called attention to television newsgathering and digital video, two of the most important subjects concerning broadcasters at that time. The program featured a tutorial seminar on digital television, a rap session with a

panel of members who were directly involved in electronic newsgathering, and several social events. Also, a formal equipment exhibit was held, where manufacturers could display specialized products that were relevant to the technical sessions. The event attracted more than 700 broadcasters from all over the country, who braved a snowstorm and subfreezing temperatures to hear the full schedule of activities.

The 11th television conference, held in San Francisco, was a resounding success from every standpoint. It had a record attendance of 750 paid registrants; a specialized program that dealt with only two subjects, "Beyond ENG" and "Digital Video"; and a topic-related equipment exhibit featuring 41 booths, with 31 companies participating.

The Later Years

In 1978, the event's name was changed to the Annual SMPTE Television Conference. Interest in the two-day conference remained great, and topics continued to be specialized and timely. Sessions at later conferences included presentations on 1-in. videotape machines, digital video use for production, production and post-production microprocessors, computer animation, videographics, all-digital television facilities, multichannel television audio and, of course, high-definition television.

The equipment exhibit continued to support the technical sessions until 1989, when it was eliminated from the 23rd conference in San Francisco. In spite of the disappearance of the equipment exhibit, 640 people attended the conference, compared with the 507 registrants at the 22nd Annual SMPTE Television Conference in Nashville. The general concensus was that the absence of the equipment exhibit allowed people to concentrate more on the technical papers at hand.

The 23rd television conference did feature two engineering demonstrations. The SMPTE Working Group on Professional/Studio Picture Monitor Systems showed that consistency within the NTSC system is possible if monitors are placed in a proper view-

ing environment. The second demonstration was given by the Ad Hoc Group on High-Definition Production Colorimetry. The results of three of the colorimetry parameters specified in SMPTE document 240M, Signal Parameters—1125/60 High-Definition Production System, were successfully displayed.

Tutorial Programs

A new feature was added to the 24th television conference, which was held in Lake Buena Vista, Fla. An all-day tutorial, which called attention to post-production, preceded the conference. Attended by nearly 200 people, the tutorial took the point-of-view of the client and the producer, with the emphasis on creatively using the post-production techniques and technologies available without concentrating on specific equipment. Topics covered were off-line editing, on-line editing, film-to-tape transfer, electronic graphics, and audio post-production.

The tutorial was such a resounding success that it was decided to make it a regular conference feature. This year, before the 25th Annual SMPTE Television Conference held in Detroit, an all-day tutorial seminar on digital recording was held. According to all reports, attendance was high and the level of interest was great.

The conference returned to Detroit this year as part of its 25th anniversary celebration. Over 350 people attended the event, "A Television Continuum—1967 to 2017." It offered technical sessions on the history of television and offered predictions on its future. Several special anniversary activities were also held, including a celebratory dinner at Detroit's Greektown.

Always offering something new, this year the television conference was held simultaneously with the Audio Engineering Society (AES) International Conference and featured the first joint conference session of the SMPTE and the AES. According to SMPTE President Blaine Baker, the Society is pleased with the initial results, and discussions have already begun regarding the possibility of future meetings.