

Remembrances of Longtime SMPTE Members

By Carol King

The SMPTE has a broad-based membership that ranges from students to professors, product managers to technical directors, and staff engineers to high-level executives. Many of these members have realized how much the Society offers, but only a select group have reaped the true benefits of membership by making an investment in the SMPTE—and enjoying the returns that involvement has to offer. To illustrate the advantages of participating in the Society and its activities, the Journal invited some longtime outstanding members to discuss the Society and how membership has served them.

Carlos H. Elmer, Carlos H. Elmer Publishing

Carlos H. Elmer joined the Society in 1949 while he was in the photographic instrumentation field, working on rocket testing for the U.S. Navy at its China Lake, Calif., test base. He was actively involved with the 9th International Congress on High-Speed Photography, in 1970, serving as its chairman. He also served as Vice-President for Photo-Instrumentation Affairs. In 1953 he was made a Fellow, and in 1985 he became a Life Fellow.

As the Society celebrates its diamond anniversary, it gives me pause to reflect that I have enjoyed my relationship for 42 of those 75 years. In 1949 I was in the photographic instrumentation field, and for the next quarter century the SMPTE devoted an important part of its efforts toward promoting that field of work through papers sessions, publication of reprint volumes from papers that had appeared in the *Journal*, the operation of the 5th International Congress on High-Speed Photography in 1960, and the 9th International Congress in 1970.

The presentation of the two Congresses was a major undertaking for the Society, involving much of its staff for most of a year in each instance.

Carol King is Assistant Editor of the *Journal*. Copyright © 1991 by the Society of Motion Picture and Television Engineers.



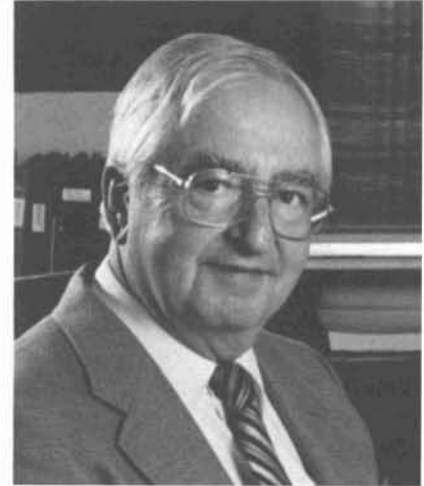
Carlos H. Elmer

Both were sponsored by the U.S. Department of Defense and attracted hundreds of delegates from more than 20 nations. As Chairman of the 9th Congress, I devoted more than three years of work to its planning, serving as “dollar-a-year man” for the SMPTE. During the Congress, Assistant Chairman Bob Shoberg observed that I had not yet been paid and forked over three one-dollar bills.

Of course, the primary legacy for me is the hundreds of friendships made over the years. A highlight has to be the wonderful meetings at the Lake Placid Club, which were made possible by Past President Earl Sponable. That’s where I met Ted and Ruth Harding. I cherish the panoramic group picture taken at that convention, and I believe it was the late John Waddell who ran around the back so as to appear twice in the photograph.

Herbert E. Farmer, School of Cinema-Television, University of Southern California

Herbert E. Farmer joined the Society in 1941 and has served as Governor, Secretary, Editorial Vice-President, Educational Vice-President, and Chairman of the SMPTE Educational, Industrial, and Consumer Film Technology Committee. He is currently a member and SMPTE delegate to IT 7 and a member



Herbert E. Farmer

of the SMPTE Theatrical Projection Technology Committee and the SMPTE Board of Editors. A Life Fellow, he was awarded the Eastman Kodak Gold Medal Award in 1976 and the Presidential Proclamation in 1986. He has spent 52 years at USC, including four years as a student.

I was thrilled when I became involved with the Society at the section level. It offered interesting engineering meetings and a chance to spend time with those people who were responsible for the technical side of the industry. It offered the opportunity to deal with problems, meet people, and get to know them professionally.

Later, John Frayne got me involved in being a part of the Board of Governors and in being Secretary of the Society. The opportunity to meet, talk, and work with people in putting together the conventions in the early days was a wonderful thing. There is quite a difference between the early conventions at the old Pennsylvania Hotel in New York and the conventions that we offer today.

Joining the Society was a great start for me. It helped me to create good contacts, such as Carleton Hunt and the SMPTE Presidents who followed him, that I wouldn’t have been able to make on my own. You really can’t make it in the industry without the contacts that you get from the SMPTE. As an involved member, I

also got to follow trends from a viewpoint that you would not normally get just by reading the *Journal*.

Also, becoming a Fellow made a difference in my life. It opened doors to a different kind of basis with people that I've known and respected. It's like being in a club with people you admire.

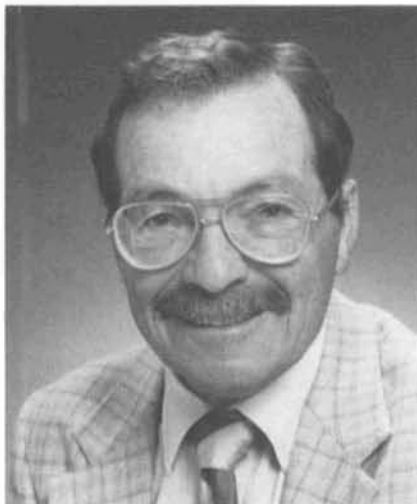
I definitely feel that students entering the engineering world should join the Society. If they want to know what is going on, this is the place to do it. You find out what's going to happen in the future. You get to encompass the new technologies that will eventually replace what's already out there.

Charles P. Ginsburg, Ampex Corp., Retired

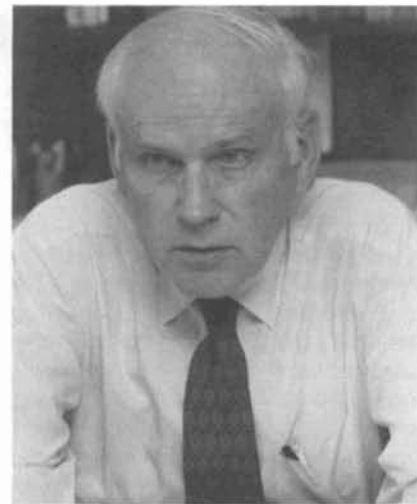
Charles Ginsburg was the head of the Ampex team in 1956 that completed the development of a practical videotape recorder and thereby revolutionized the television industry. He is an Honorary Member of the SMPTE, which is the greatest distinction and highest grade of membership that can be conferred by the Society. He has also been the recipient of many other coveted awards, including the SMPTE David Sarnoff Gold Medal Award, the Vladimir K. Zworykin Television Prize of the Institute of Radio Engineers, the Valdemar Poulsen Gold Medal of the Danish Academy of Technical Sciences, and the Master Designer Award of Product Engineering Magazine.

All my memories of the Society are good ones. My fondest recollection is of 1957 when I was the recipient of the David Sarnoff Gold Medal Award. The citation was prepared by the Award Committee under the direction of William B. Lodge, who was vice-president in charge of engineering at CBS, a man whom I admired and who was familiar with my work. It was read by SMPTE Engineering Vice-President Axel Jensen, who was the director of visual and acoustics at Bell Telephone Labs. The presentation took place at a special ceremony held just for me during the Get-Together Luncheon. I could not attend the scheduled Honors and Awards Luncheon because it took place on Rosh Hashanah, the Jewish New Year.

The Society really means a great deal to me. I was given the opportunity to give a talk at an SMPTE meeting in New York a few years back and it



Charles P. Ginsburg



Thomas W. Hope

gave me a chance to pay my respects to Alexander M. Poniatoff; it was under his auspices that I did most of my work.

I became a member of the Society through my job. I was a member of the Digital Television Study Group, and later became its head. This led me into close contact with a lot of people whom I have tremendous respect for. I have had the pleasure of knowing a lot of very fine people through the Society, including the late K. Blair Benson.

Thomas W. Hope, Hope Reports, Inc.

Tom Hope is a Fellow of the SMPTE who has contributed generously to the Rochester Section. His professional career has included positions at General Mills, Army Signals Corp., and Eastman Kodak Co. In 1970, he founded Hope Reports, and conducts market research on visual and audio communications, television, and motion pictures.

I've been a member of the Society for many years and I am very pleased and very proud to be a member. As an officer and member of several committees, I got to work side by side with high-quality, high-caliber people, and it's a wonderful experience. You get on a first-name basis with important people and end up with a great set of contacts that open doors for you. You start off on a business relationship and end up with a friendship.

For me, the Society also serves as a great sounding board. In my business as a market researcher, the Society helps me to keep current with what is

happening in the industry. It offers a place to meet key people, and that gives me a head start in tracking trends and predicting their future. Of all the organizations that I belong to, the SMPTE is the one that I am proudest to be a member of. I do work with students, and I tell them they too should join because it will help them in the workplace.

Even activity at the section level has rewards. We in Rochester have our own mini-conference each year. I enjoy going to that. This year there was a demonstration of the Academy Award-winning T Grade film by Kodak and a showing of *Edward Scissorhands* with wraparound CD sound. This is the way I do my business. It helps me track new technologies and get a feeling for new products. Also, the Rochester Section, in conjunction with Rochester Audio Visual Association, has a Student Film Festival where we see great work done by students. It is so good to help young people come along. We have to help them. We retire and die off and some of these young people are the leaders of tomorrow.

I travel all over the world and it is amazing how much prestige the Society has. Its membership is worldwide. When I plan a trip, I do my homework, and depending on the country that I am going to, I look through the directory and contact members in the area. Ultimately, the people I contact welcome me with open arms. When I visited Germany and Holland, people asked me how they could join the Society. It opens doors all over, even in the Orient. It's magic.



Masahiko Morizono

**Masahiko Morizono,
Sony Corp., Japan**

Masahiko Morizono, senior technical advisor of Sony Corp., Japan, has worked in the video manufacturing industry for over 35 years. He has contributed to the development of electronic newsgathering, Type-C recording, electronic editing, portable cameras, and digital videotape recording. He has also helped to advance the technology of high-definition television for use in both television and motion pictures. He was the recipient of the SMPTE David Sarnoff Gold Medal Award in 1978, and in 1986 he was presented with the SMPTE Progress Medal Award. He was also honored at the 10th Montreux International Television Symposium for his contributions to electronic newsgathering.

My relationship with the SMPTE began in 1975 when I became involved in the ENG project. My involvement with the Society is relatively short compared to its long and illustrious history, but I have many fond recollections of these years.

My participation in the standardization of the Type-C VTR was a memorable one, considering that it was completed in only one year. Other unforgettable projects were the standardization of the D-1 and D-2 digital videotape formats and also the 240M HDTV production origination format. I have many other precious memories, but certainly being honored with the David Sarnoff Gold Medal in 1978, and the Progress Award Medal in 1986, are the highlights of my association with the SMPTE.



Richard S. O'Brien

I hope that the Society will continue to actively lead the way for television-related production standards with the same determination and commitment to quality that it has shown in the past. This spirit will become especially important as we approach the digital era. Personally, I look forward to the promising potentials of HDTV and hope that the Society will pursue its standardization, particularly where it concerns links with movie production. The SMPTE's vital role in the industry cannot be overemphasized. I, and Sony, hope to provide as much support as we can to further SMPTE's role in the industry.

**Richard S. O'Brien,
CBS Television Network,
Retired**

Richard S. O'Brien received the SMPTE Journal Award in 1955 for his paper, "Color Television and Lighting Practices." An SMPTE Fellow since 1960, he has held national offices in the Society. As the first Vice-President for Television Affairs from 1966 to 1969, he helped to organize the first Winter Television Conference. He received the David Sarnoff Gold Medal Award in 1984.

In 1963 I was elected to fill a vacated Director's chair on the SMPTE Board. This was less than two years after becoming director of engineering at CBS Television, so my attention had already begun to shift from technical to business. Being on the Board provided a major enhancement to this shift in interest.

I served on the Board during the



Fredrick M. Remley

terms of eight presidents — from the late Reid Ray to the late Bill Hedden. I was very much impressed by the businesslike thinking and actions of many officers who had earlier made significant reputations in their technical fields. It was truly great to become well acquainted with many in the Society who were accomplished and important people in the industry.

As the first Vice-President for TV Affairs, I played a part in establishing the Winter Television Conference, now a major Society activity. I was Secretary for my last six years on the Board, withdrawing when I was 61.

My 15 years on the Board of Governors are memorable for the many good friends I made over the years, for the chance to help in the management of SMPTE, and for the understanding that it gave me on how dedicated individuals can work together to make a difference — a difference in which things get better.

**Frederick M. Remley,
Information Technology
Division, University of Michigan**

Frederick M. Remley has a long list of SMPTE achievements. The recipient of the 1990 Progress Medal, he is recognized worldwide as an expert in television recording and standardization. He was the chairman of the the Type-C and D-1 Video Recording Working Groups, for which the SMPTE was recognized, and he received an Emmy Award from the National Academy of Television Arts and Sciences. He is currently the Chairman of the SMPTE Board of Editors.

The most unexpected and life-changing event during my membership happened in 1979 when I had the opportunity to visit China as part of an SMPTE technical delegation. We visited Canton, Shanghai, Beijing, and Hangchow. It was a remarkable trip overall. At that time, only shortly after the end of the "Cultural Revolution," there had been few visits from groups of technical specialists in film and television and we were received in a most generous and friendly manner.

My vision for the future role of the Society sees it as the preeminent engineering organization involved in the timely preparation and dissemination of standards for advanced video systems. This work will be a significant technical challenge for the near future. The Society is the leader in the area now and I believe that it will continue to be.

I think that all SMPTE members value the friendships developed over the years within the larger Society membership. In addition, I would like to pay tribute to the SMPTE professional staff members, who are among the most competent, friendly, and helpful people whom I have had the pleasure and privilege of working with. In particular, Alex E. Alden, who served as Engineering Manager for many years, taught many of us the elements of good standardization and his instruction has served us and the Society well indeed.

**Rodger J. Ross,
Canadian Broadcasting
Corp., Retired**

Rodger J. Ross was granted Honorary Membership in the SMPTE in 1989, in recognition of his lifetime of work in motion-picture and television engineering. He joined the Society in 1948 and has served in many capacities, including Governor, Editorial Vice-President, and a member of the SMPTE Board of Editors. In 1971 he was awarded the SMPTE Progress Medal, and in 1975 he was the first recipient of the Agfa-Gevaert Gold Medal Award. He is a Life Fellow of the SMPTE and an Honorary Fellow of the BKSTS.

Certainly being a member of the SMPTE was a very beneficial experience for me. It has the great advantage of opening the door to participation in the worldwide community of specialists in motion-picture



Rodger J. Ross



Irwin W. Young

and television technology. Among these specialists are the leading figures in the development of new imaging methods and equipment. Still active today are many of those who are responsible for some of the original discoveries, such as the Ampex videotape recorder, which literally revolutionized television program production and distribution.

The specialists who are responsible for this and many other important developments can be seen at national and regional conferences, renewing acquaintances with friends and associates. The SMPTE has always been such a friendly and open Society, and attendance at its conferences allows ample opportunities for members to meet specialists and exchange ideas and information with them. In addition, the equipment exhibits at the conferences serve as showcases for new and improved machines and operating methods. Specialists are always on hand to demonstrate and describe their operating procedures. These shows attract exhibitors from many countries and that enables members to participate in valuable learning sessions.

Another bonus is that every member receives the *Journal*, the world's leading source of information for the motion-picture and television industries, including publication and continual upgrading of industry standards.

**Irwin W. Young,
Du Art Film Labs, Inc.**

Irwin Young, who received the SMPTE Progress Medal in 1987, has served the

Society in many capacities. He acted as Associate Program Chairman for the 111th Technical Conference, was General Arrangements Chairman for the 120th Technical Conference, and served two terms as elected Governor for the New York region. In addition, he served two years as Sections Vice-President and is now the Society's Executive Vice-President. He has been a Fellow of the Society since 1974.

The people relationships are the most important part of SMPTE membership. Those people who are active in the Society are a unique and unselfish group who are totally committed to their technologies. The great majority of them are willing to selflessly stand by the goals of the Society.

You really can't afford to buy the type of education that the Society offers. However, the true value is not just in membership. It is in participating, interacting, and developing the types of working relationships that I consider to be invaluable.

In the future, as the Society evolves, it will become an organization that encompasses standards and the world of computer imaging on film and video. That's where it's at. It will become more apparent as we become more digitized. In addition, people in computer imaging will want to relate to the world of motion pictures and broadcast, and the Society is the best place for them to do that.

**Roland J. Zavada,
Eastman Kodak Co., Retired**

Roland Zavada's work in standardization spans many years and many organi-



Roland J. Zavada

zations. When he retired last year after 39 years with Eastman Kodak Co., he was the standards director for imaging

technologies. From 1976 to 1983 he was the SMPTE Engineering Vice-President. He has been recognized for his technical contributions many times, including the SMPTE Progress Medal in 1985, and the SMPTE Agfa Gevaert Gold Medal in 1986. He has also worked actively in ANSI and was recently presented with its Meritorious Service Award. He is a Fellow of the SMPTE, the BKSTS, and the AES.

I joined the Society's engineering activities in 1962, and through chairmanship in various committees, including the Film Dimension Committee and the 16 and 8mm committee, I became the Vice-President of Engineering in 1976. I held that position for eight years. The honor of serving in that capacity is the highlight of my membership. It was very fulfilling to participate in the Society's engineering activities.

My involvement with the Society started at the local level when I served as a Section Chairman. The Society should be very proud that it has so many local sections where members and guests can be informed of motion-picture technology. The sections are the real heart of the SMPTE and they serve the local members who are unable to attend the national conferences.

In the future, I believe that the Society's role will change. It will transform from its exclusive role in the motion imaging technologies to a shared role in electronic and digital imaging technologies. There will also be greater interorganizational activity than in the past. Its role in international standards activity will find a greater amount of interplay with international standard organizations because those agencies are becoming more powerful.

Coming in October 1991

Milestones in Motion-Picture and TV Technology The SMPTE 75th Anniversary Collection

In commemoration of SMPTE's 75th anniversary, a selected group of milestone papers originally published by the Society during its 75-year history are being published in a single book. The book contains papers on such motion-picture milestones as the first SMPTE standards, natural color cinematography, sound, and the Technicolor process. Television milestones include papers on color television, NTSC, the Ampex VTR, and digital recording. This is a worthwhile addition to the library of anyone interested in the early history of motion pictures and television. Order early. Use the form below.

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