

News

SMPTE Executive Director Lynette Robinson was presented with the Photokina Gold Pin by Lord Mayor Norbert Burger during the official opening of Photokina—The World's Fair of Imaging Systems. The award was given in recognition of Robinson's continued valuable and promotive support of Photokina. The ceremonies took place on Tuesday, September 15, the day before the opening of the biannual event.



Lord Mayor Norbert Burger congratulating SMPTE Executive Director Lynette Robinson on her receipt of the Photokina Gold Pin.

The **SMPTE Napa Valley College Student Chapter** has announced its officers for 1992 through 1993. Andy McGuire is Chairman and Eddie Hernandez is Secretary-Treasurer. In early 1992, the Chapter held several meetings including acting as host of the San Francisco Section's May meeting. Many events are in the planning stages for the 1992 to 1993 school year, including a trip to Las Vegas for the 1993 National Association of Broadcasters Convention.

SMPTE Rocky Mountain Section Chairman John Switzer, Sony Business and Professional Group, was the recipient of Sony's Samurai Award for sales excellence. The award was presented to Switzer and other Samurai winners from the U.S. at a dinner held at the Four Seasons Resort in Nevis, British West Indies. The dinner was in conjunction with a week-long trip to the Caribbean, which was awarded to all Samurai winners from the U.S. Switzer is currently the account manager for broadcast, cable, and production in Colorado, New Mexico, and Wyoming.



Akio Morita, chairman of Sony Corp., was named an Honorary Knight Commander of the Most Excellent Order of the British Empire by Queen Elizabeth II. The award, which recognizes Morita's contributions to British-Japanese relations, was presented to him at the British Embassy in Tokyo by Secretary of State for Wales David Hunt. Morita has played a major role in strengthening bilateral links by such investments as opening television manufacturing plants in Wales in 1973.



He also served as a regular participant in the U.K.-Japan 2000 Group to promote educational and cultural exchanges. Morita and fellow engineer Masaru Ibukya founded Tokyo Telecommunications Engineering Corp. in 1946, adopting the name Sony in 1958.

Howard Miller has been named vice-president and general manager of IDB Communications' Broadcast Services Unit, based in New York City. In his new position, Miller will oversee the unit's Program Booking Center and sales efforts to the radio and television industries, and assist with the unit's overall plans for the future. Miller joined the company in 1985 as director of network services. He later served as director of operations at the company's Los Angeles International Teleport before becoming general manager of IDB New York in 1988. Most recently Miller served as vice-president and general manager of East Coast operations.

George Hutchinson has been named executive vice-president of Consolidated Film Labs (CFI), it was announced by Jerry Virnig, president of CFI. Hutchinson, who has been with the company for 37 years, most recently held the position of senior vice-president, laboratory operations.

Pinnacle Systems, Inc., manufacturer and marketer of integrated video production systems, has relocated to a 24,000-sq.-ft. facility in Sunnyvale, Calif. The company was previously located in Santa Clara, Calif. The new address is 870 W. Maude Ave., Sunnyvale, CA 94086. The new telephone number is (408) 720-9669; the fax number is (408) 720-9674.

Book Review

Before Video: A History of the Non-Theatrical Film

By **Anthony Slide**, Greenwood Press, Westport, Conn., 1992. Hard cover, 192 pp.

Nontheatrical films have for 50 years been a significant element of the exploding global information and presentation communications media. Its impact has been much greater than inferred by another name used for it many years ago: substandard. So points out Anthony Slide in his latest writing, *Before Video: A History of the Non-Theatrical Film*.

Anyone interested in the 16mm film medium will find the book to be a fasci-

nating account. Slide did an impressive amount of research to come up with so much about people, companies, and organizations.

Nontheatrical film as of 1992, when this book was released, has had a venerable 69-year history. And its life is not yet over. In fact, something Slide did not bring out in his closing chapter, "The Waning Years," is that 16mm negative film for production is doing better than ever. For example, during the past two years Eastman Kodak has sold more 16mm negative film than in the history of the company. As a presentation system, however, 16mm print film has been

almost totally replaced by videotape.

I can appreciate the dilemma that Slide must have faced when he organized his thoughts for the layout. The first five chapters are subject oriented: "Origins," "Chicago — The Non-Theatrical Capital of the World," "The Eastman Kodak Connection," "Specialization," and "Film in Education and Religion." The book's last three chapters follow a chronological sequence: "The 1930s and 1940s," "Decades of Progress and Prosperity," and, finally, "The Waning Years."

The chapter on Chicago's dominance in the industry was one of the more interesting and informative for me. Competition between Chicago and Detroit is traced. In many ways New York could be a third candidate for recognition as the nontheatrical film capital.

Chapter four, "Specialization," spells