

SMPTE Participates in NAB Convention

Las Vegas, Nevada, April 18-22, 1993

By Carol King

The SMPTE booth at the 71st Annual National Association of Broadcasters (NAB) Convention was a hub of activity throughout the four-day event, held April 18 to 22, 1993, at the Las Vegas Convention Center.

Approximately 60 new members joined the SMPTE at NAB, while a number of current participants stopped by and renewed their memberships. In addition, numerous orders were taken for the Society's new publications — *Advanced Television and Electronic Imaging for Film and Video*, which contains 20 presentations that were given during the 1993 SMPTE Advanced Television and Electronic Imaging Conference held in New York City, February 5 to 6, and *Proposed SMPTE Standards for NTSC Television Studio Signals and Interfaces*, a booklet containing a set of standards, some adopted and some still at the proposal stage, which should be of great interest to television equipment designers and users.

In addition, booth personnel provided information on the annual SMPTE Technical Conference and Equipment Exhibit and the Advanced Television and Electronic Imaging Conference, and distributed literature regarding SMPTE engineering activities, membership services, test materials, and publications.

Representing the SMPTE from Society headquarters were Executive Director Lynette Robinson, *Journal* Editor and Publisher Jeffrey Friedman, Director of Engineering Si Becker, Exhibits Manager Alan Ehrlich, and Staff Engineer Mark Hyman. A number of SMPTE officers and governors were also in attendance, including SMPTE Executive Vice-President Stanley Baron, NBC, who was presented with an Engineering Achievement Award on April 21, for his contributions to TV technology. Herbert Schubarth, Gannett, and Robert Silliman, Silliman and Silliman, also received Engineering Technology Awards.

During the convention four SMPTE engineering committees met: the Ad Hoc Group on Advanced Television Production Systems, the Ad Hoc Group on Digital Picture Exchange, the Working Group on Editing Procedures, and the Working Group on Serial Digital Fiber Interfaces.

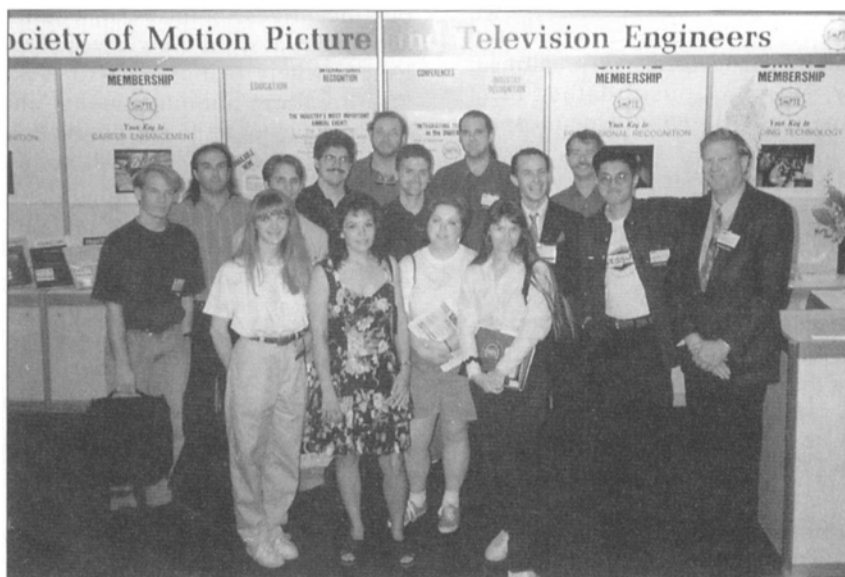
Total attendance at this year's NAB Convention was 64,510. There were over 800 exhibitors in 475,000 sq. ft. of exhibit space.

Highlights of the conference included Multimedia World, a separate conference and exhibit held April 19 to 22, which was developed to help TV and radio managers take advantage of pertinent advances in multimedia technologies and services; HDTV World, a four-day conference featuring specifics on all aspects of transmission from an NTSC to an HDTV world, including technology, programming, economics, and business strategy; a keynote presentation by Apple Computer CEO John Scully, who provided his insight into multi-

media's current and future impact on the world of communications; a tour of full-scale replicas of Space Station Freedom's two modules, provided by NASA; a summit on TV's Future, which explored TV programming, audience, and advertising trends. The panel for this event included Lucie Salhany, Fox Broadcasting Group; Howard String, CBS News; Joseph Mack, Saatchi & Saatchi; and Robert James, McCann-Erickson.

Also during the conference Dick Clark, the longtime host and producer of "American Bandstand" and creator of several other programs, received the 1993 Distinguished Service Award, and The CBS news program "60 Minutes" was inducted into the Broadcasting Hall of Fame.

The educational portion of the NAB conference featured more than 250 sessions drawn from 12 different conferences. Topics covered include Broadcasters' Law and Regulations, Broadcast Engineering, and Television Broadcasting and Management.



The SMPTE Napa Valley Student Chapter visited the SMPTE booth during their visit to the NAB Show. Pictured are Ken Spickler, John Mazza, Marci van Boeschoten, Bob Fitzhugh, Frank Mattison, Teena Winstead, Chris Powell, Kelly Miller, Tony Cox, Elizabeth Graham, Andy McGuire, Joe Green, Kenny Wong, and advisor Gary Vann.