

# SMPTE Participates in 18th International Television Symposium and Technical Exhibition

Montreux, Switzerland, June 10 - 15, 1993

As a means of better serving and expanding its international membership base, the SMPTE was ever present at the 18th International Television Symposium and Technical Exhibition, held June 10 to 15, in Montreux, Switzerland.

Society representatives, located in a booth in the Future Technology Exhibition, were on hand to greet current members, provide membership information to potential members, and distribute literature regarding SMPTE conferences, engineering activities, test materials, and publications. During the event, 20 new members were welcomed into the Society.

SMPTE President Irwin Young, DuArt Film Labs, was the invited guest of the symposium and served as the official representative of the Society. Several SMPTE officers were present, including Executive Vice-President Stan Baron, NBC; Engineering Vice-President Ken Davies, CBC; Financial Vice-President Charles Jablonski, NBC; Secretary/Treasurer Peter Dare, Sony Corp. of America; Conference Vice-President Ed Hobson, National TeleConsultants; and Executive Director Lynette Robinson.

A heavy rainstorm on Thursday evening, June 10, didn't dampen the spirits of the more than 100 people who attended the SMPTE Members Reception at the Terminus Hotel. The event, which was once again sponsored by Sony Corp., offered an excellent opportunity for global exchange. Representatives from such diverse nations as Russia, Bosnia, Australia, Japan, Italy, Germany, Canada, and the U.S. were able to get acquainted, as well as meet SMPTE officers and governors, and discuss broadcast engineering practices on a worldwide scale.

In addition, the SMPTE served as a sponsor of the International Electronic Cinema Festival (IECF), which presented programs that were made possible by digital technology and HDTV program production. The festival, which was held concurrently with the symposium, attracted 200 people who attended the screening of 47 HDTV programs over the five-day period.

The symposium featured 195 speakers and drew more than 2200 registrants from 72 countries. The major theme of the event was digital technology and digital compression. The

technical exhibition featured 367 exhibitors.

Two new features were offered at this year's symposium. A Weekend Forum comprised of four sessions, HDTV in Cinema Production, HDTV — New Panoramas in Creativity, HDTV Strategies and Economics — A View from Three Continents, and a Forum on Interactive Multimedia Developments, was designed for the creative and management communities; and Future Technology Day, coordinated by SMPTE Fellow Joseph Flaherty, CBS, addressed a broad-based audience drawn from the creative, broadcasting, and cable and satellite communities, and outlined the potential applications of emerging technology for future products.

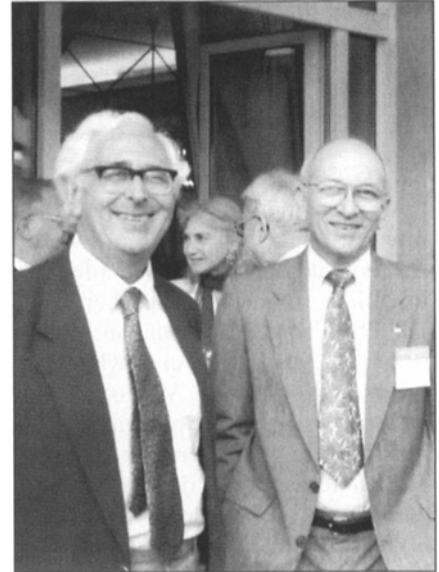
Several awards were presented during the symposium. At the presentation ceremony for the 1993 International Assoc. of Broadcasting Manufacturers (IABM) Peter Wayne Award for Design and Innovation, Tom McGann, IABM chairman, welcomed the international panel of judges who selected the winner from among 37 entries. On behalf of the judges — who represented the U.K.,



*The SMPTE International Relations Advisory Committee met during the Montreux Symposium. Pictured are SMPTE Executive Director Lynette Robinson with representatives from the Russian, Italian, and German Sections.*



*The Sony-sponsored SMPTE Members Reception provided an occasion for international exchange. German Section Chairman Rolf Hengstler (left), German Section Secretary/Treasurer Rolf von Kaldenberg (center), and Charles Steinberg, Sony Corp., took the opportunity to discuss the industry on a worldwide scale.*



*Charles Sandbank, BBC, and James McKinney, Advanced TV Systems Committee, enjoying the Members Reception.*



*SMPTE International Governor John Barry (left) and Tony Lawes, IBC, flank SMPTE Secretary/Treasurer Peter Dare, during the Members Reception in Montreux.*



*From left to right: SMPTE Conference Vice-President Ed Hobson; Chuck Phelan, National TeleConsultants; and SMPTE President Irwin Young, at the Members Reception.*

Germany, Italy, The Netherlands, and the U.S. — SMPTE Executive Vice-President Stan Baron announced the winner of the award and praised the very high standard of all the products entered.

The award, which designates the best designed and most innovative new product at the exhibition, was presented to NTL for its video compression system. John Forrest, chief executive of the company, accepted the honor and paid tribute to the design team associated with the product.

Also during the conference, the IECF Pioneer Award was presented to Joseph Flaherty, Massimo Fichera, and Nagisa Oshima, recognizing their early contributions to the development of HDTV program production; and Montreux Achievement Gold Medals were presented to SMPTE Fellow M. Morizono, Sony, for the development and introduction of the first practical high-definition analog and digital videotape machines, and Daniel Pommier, CCETT, for the development and promotion at a worldwide level of an advanced channel-coding and modulation technique for a new digital radio and TV broadcasting system over satellite and terrestrial channels that is able to provide reliable, high-quality mobile reception under difficult propagation conditions.

— Carol King