

News

SMPTE All-Day Tutorial in NYC on March 5, to Compare Computers, Film, and Video

The Society's New York Section will conduct an all-day tutorial called "Pixels, Pictures, and Perception: The Differences and Similarities Between Computer Imagery, Film and Video" at New York City's Fashion Institute of Technology on Saturday, March 5, 1994. The tutorial will be presented by an award-winning team of instructors whose credits range from blockbuster movies to long-running TV series, to the NASA space program.

"There's a lot of confusion in the field," said Linda Young, of DuArt Film and Video, who chairs SMPTE's New York Section. "Someone who knows what 8 bits, 500 pixels, and a certain type of color means in one type of imaging expects to see those values make the same sort of picture in another, but that's not usually the case." Young continued, "It's possible to achieve what you want to, but only if you understand the basic principles involved. That's the idea behind this tutorial."

SMPTE has assembled an international team of presenters, led by Charles Poynton, of Sun Microsystems. Poynton won the coveted David Sarnoff Medal in 1993 for his many contributions to the imaging field. His tutorial presentations on color, pixels, and other aspects of pictures (including film and print) have been acclaimed worldwide.

Advance registration for the tutorial is \$35 for SMPTE members, \$125 for non-members, \$25 for student members, and \$60 for student nonmembers. The seminar date has been chosen to allow participants to gain knowledge that will be useful to them in Las Vegas later in the month. For more information, contact Linda Young at (212) 757-4580, ext. 680; Fax: (212) 333-7647.

SMPTE Executive Vice-President Stanley Baron

was honored by the City of New York as a winner of the 1993 Mayor's Award for Excellence in Science and Technology for "his contribution to the city's position as the leading telecommunications center in the world." Baron received his award on December 2, 1993, from Mayor David N. Dinkins in a ceremony at Gracie Mansion. The winners of this award are selected by the Mayor



through a nomination and approval process involving leaders in the fields of science, technology, and medicine. Baron, manager of engineering at NBC, has been instrumental in the development of various new television technologies for the past 30 years. He has served the Society in numerous capacities, including Engineering Vice-President and member of the SMPTE Board of Editors.

Richard O'Brien, a Life Fellow of the SMPTE, received the third Charles F. Jenkins Lifetime Technical Achievement Award from the Academy of Television Arts and Sciences for which he was presented with an Emmy.



This award is presented to television engineers for major contributions to technology. O'Brien was managing director, planning, for CBS, until his retirement in 1982.

Long active in the SMPTE, O'Brien received the Society's David Sarnoff Gold Medal Award in 1984. He served on the SMPTE Board of Governors from 1964 through 1978, including four years as Vice-President for Television Affairs, and six years as Secretary.

Blaine Baker, SMPTE Past President, was elected a fellow of the British Kinematograph, Sound, and Television Society (BKSTS) during ceremonies in London, England, on November 29, 1993. Citing his many years in educating young people, the award recognized Baker's two-year term as SMPTE President (1991-92). Baker has been with MPL Film & Video of Memphis/Nashville for 28 years and just recently stepped down as president of the company. He is also an SMPTE Fellow.



John Baptista was named senior vice-president of imaging technology at Consolidated Film Industries. He continues to be responsible for merging the videotape department with the title and optical department, keeping his duties as CFI's Chief Engineer. Baptista, an SMPTE Fellow, was the 1986 recipient of the Herbert T. Kalmus Gold Medal Award.



New SMPTE Membership Promotion

Your Society recognizes an urgent need to increase and broaden its membership. The most effective way to grow and promote our Society is through our personal contacts with prospective new members. So as an added incentive to encourage expanding our ranks, we are offering all current members a tantalizing proposition.

Any member can qualify for a one-year free membership just by signing up five new members. Just send in all the five completed applications at one time to SMPTE headquarters, along with your name and membership number. As soon as the applications are processed, your personal membership will be automatically extended for one year from its current expiration date. This offer is valid from now until March 31, 1994.

The digital information highway is already under construction. We need to make sure its architects and users are part of our membership today. Efforts to recruit even one new member will help to insure that the SMPTE will continue to exercise a lasting impact on the future course of imaging technologies.

Membership forms can be copied directly from the latest copies of the *SMPTE Journal*, or call Headquarters and they will fax an application to you.

Neil Feldman
SMPTE Membership Chair