

SMPTE President Stan Baron Honored at IBC95

SMPTE President Stanley N. Baron, NBC, Inc., was presented with the John Tucker Award on Saturday, September 16, during IBC95 in Amsterdam. In receiving the award, Baron was recognized for his more than 32 years of work in the field of digital television, and specifically for his leadership in establishing international digital terrestrial television broadcasting (DTTB) standards. He has played a major role in the development of digital TV since 1962 and of digital standards since 1977.

In addition to his SMPTE responsibilities, Baron also chairs ITU Group 11/3, which is charged with developing DTTB recommendations. Baron is credited with creating the DTTB model on which those recommendations are based and, jointly with David Wood of the EBU, producing the formula for agreement on their basic principles.

Under Baron's leadership, Technical Subgroup T3 of the Advanced Television Systems Committee (ATSC) has documented the digital TV standard for HDTV transmission proposed by the Grand Alliance and approved by the technical subgroup of the FCC advisory committee. The standard was approved by the ATSC in April 1995, as was a guide for its use.



President Stan Baron receives the John Tucker Achievement Award from Australian Ambassador to The Hague Michael Tate at IBC95.

Baron's other achievements include the invention of the first commercially available digital graphics generator in the late 1960s, the design of the first North American digital frame store processor, and original work in applying digital temporal filtering techniques to medial imaging applications.

The John Tucker Award, which was

instituted in 1984, is given for an internationally significant contribution by an individual or group to any aspect of broadcast communications, including research, design, development, manufacture, operational practice, or management. It was presented to Baron by Michael Tate, Australian Ambassador to The Hague.

IBC95 Deemed a Success

More than 18,000 people representing 98 countries flocked to Amsterdam for IBC95, which featured five full days of paper sessions, panels, workshops, and exhibits. Held from September 14 to 18, IBC95 featured presentations on such far-reaching topics as measurement and signal quality, digital terrestrial television in Europe, interactive services in multimedia, and satellite broadcasting. Panel discussions focused on digital audio broadcasting, transborder satellite transmission, and compression, while those who attended the workshops gained knowledge on ATM, media management, and MPEG in the broadcast chain.

This year welcomed a new feature to IBC. "Le Nombre d'Or," a wide-screen

festival featuring some of the latest productions, ran from Friday to Sunday in an effort to attract a more varied market, including producers and directors. This event enjoyed a great deal of success, with some 60 entries, 33 of which were displayed during the festival.

The SMPTE booth, manned by outgoing Executive Director Lynette Robinson and her successor, Fred Motts, shared space with nearly 400 other exhibitors, including Tektronix, Eastman Kodak, Grass Valley Group, Avid Technology, and Videotek, Inc. Nearly 20 new members were signed up, and the Society's newest publications — *Pixels, Pictures, and Perception*, *SMPTE 4:2:2 Digital Video*:

Background and Implementation Revised, and *Proceedings: 137th SMPTE Technical Conference, New Orleans, Louisiana* — were available for sale.

IBC96 will be held from September 12 to 16, 1996, and plans are even now under way. Already 240 companies have agreed to participate in the exhibition, many of them have doubled the size of their stands. Next year's venue will once again be the RAI Exhibition and Congress Centre in Amsterdam. For further information, contact Sarah Campbell, IBC Office, Savoy Place, London, WC2R 0BL; tel: +44 171 240 3839, fax: +44 171 497 3633.

— Aileen Moroney