

## Introductory Remarks — Get-Together Luncheon

Advanced Television and Electronic Imaging Conference  
San Francisco, Calif., February 10, 1995

Good afternoon; I'm David George. In reality I'm your Executive Vice-President, but I have the privilege to act as your President today, in the absence of your real President — Stanley Baron. Stan has hurt his back and has been told by his doctors to stay still a little longer. And, as those of you that know him well will verify, that's a very difficult job for Stan to do. He misses being here terribly and wants to make certain that I echo his greetings to you. He had very much looked forward to being able to address you himself, and soon he will be able to, but unfortunately, it will have to wait until next time.

As for me, it's delightful to be back again in San Francisco, the home of so many successful Advanced Television and Electronic Imaging Conferences, to once again be able to share with you a snapshot of our rapidly evolving industry. Focusing on "New Foundations for Video Technology," this conference addresses certain of the technological forces that are driving change.

You have just been introduced to the members making this conference possible. Together they have developed a comprehensive program that permits us to share the insights of a number of knowledgeable industry professionals involved in the motion-imaging arts and sciences, as well as their application in addressing some of the needs of contemporary society.

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Text of the introductory remarks made by SMPTE Executive Vice-President David L. George at the Get Together Luncheon on February 10, 1995, during the 1995 SMPTE Advanced Television and Electronic Imaging Conference in San Francisco, Calif. David L. George is with Imagineering, Ltd., Toronto, Ont., Canada M3C 3E9.



*SMPTE Executive Vice-President David L. George.*

The interests of the SMPTE are indivisible from the applications and technologies of these arts and sciences and their allied fields and support SMPTE members from around the world who are involved or interested in this vast arena. That means as members — and as a Society — we have to be prepared to follow the use of motion imaging in addressing contemporary problems and in meeting current needs, no matter where that leads. At the same time we must continue nurturing, expanding, and supporting established imaging industries from which both the basic and most powerful expressions of our art springs forth.

The future of our industry involves both growth and change along the whole breadth of a technological spectrum that is already very broad and still expanding. Because of the

power of moving images, they have been adopted to achieve a wide variety of goals. The SMPTE must be prepared to take that diversity of needs and applications into account in its affairs, operations, and interests, diligently seeking with equal fervor to support existing constituencies as well as attract new ones, while recognizing that there is a transfer of imaging knowledge among that whole galaxy of interests.

Some of that diversity is also evident in the program being presented here, which addresses but a fragment of that large universe. Other SMPTE programs and conferences highlight other technologies, other techniques, and other applications.

The engine of change, in a contemporary and free society, is largely technological innovation. It puts people out of work, yet it creates new

## ADVANCED TELEVISION AND ELECTRONIC IMAGING CONFERENCE



*The Get-Together Luncheon was held Friday, February 10, at the Westin St. Francis Hotel.*

industries. It provides us with new challenges and with new pastimes, as well as new opportunities. It provides new solutions, and presents new problems and even reasons for new laws. It changes how we live and where. It changes how we spend our time, how we communicate, how we socialize with each other, and even how social we eventually become. And it changes how and when we work and how much we accomplish as a result. Technology changes the very structure, as well as the fabric, of our society.

If we are able to cope effectively with change, to be able to focus and harness it to our own ends, we must come to appreciate the underlying technologies that are causing change to happen. In that regard, the sphere of interest of this Society encompasses many of the most powerful of the technologies of media and, at times like this, if we pay attention to what we can learn through this organization at forums like this and elsewhere, we will be in a position to come to grips with new communications technologies and to better understand them.

“New Foundations for Video Technology” — exactly what are we

discussing here? Understanding something about these new technologies is key to understanding something about what they can and cannot support, to understanding the realm of possibilities contained by the envelope described in the technologies involved. From there we can construct that bigger mousetrap and catch that bigger mouse, or at least know enough to avoid the baited trap.

Technology, in my view, is an enabling mechanism. It provides an underlying infrastructure that permits — or more positively, encourages — the development or some enhancement to the existing art, or provides the basis for new art forms altogether. The structural changes new technologies bring about are often not appreciated until those technologies are well established and we have an opportunity to look back at what havoc they have wrought. Automobiles, airplanes, movies, television and, most recently, computers, are just a few examples of technologies that have dramatically changed our way of life in this century. And I would suggest that we are only just beginning to see the thin edge of the wedge of change that the wholesale

adoption of the digital and computer technologies we have been talking about will effect.

The last years of this century promise to be as exciting as the first. We as individual members and SMPTE as a Society must embrace these new technologies and techniques and ride the wave of the future that awaits us. To do this we must explore and come to appreciate what the underlying technologies are. This conference is specifically about some of these technologies and their recent progress. As such it provides an important forum for a review and exchange of ideas about what these technologies are, what they represent, where they are leading, and how they will — to use a popular and very descriptive phrase — reengineer our very lives.

“New Foundations” indeed — important new foundations on which to build new and improved imaging structures and new ways to meet the needs and challenges of our world.

Stan wholeheartedly joins with me in thanking all those involved in bringing us this conference, and for the privilege of holding it in this wonderful city of San Francisco.