

## An 80-Year Commitment to Excellence

In my March 1995 President's Message, I discussed how important SMPTE volunteers are to the Society. As we celebrate our 80th anniversary this year, the volunteer commitment from our individual and Sustaining Members remains one of the most important commodities we have. In fact, the volunteer effort is the foundation on which the Society was formed in 1916, and that foundation remains equally as strong today. I appreciate every task a volunteer performs. Whether you are participating in engineering committee work or conference arrangements, your work does not go unnoticed. Most volunteers have their own professional lives and responsibilities, which at times may prevent them from taking on Society projects, but the education, training, and professional development you get out of the Society's programs can make it all worthwhile.

### Call for Volunteers

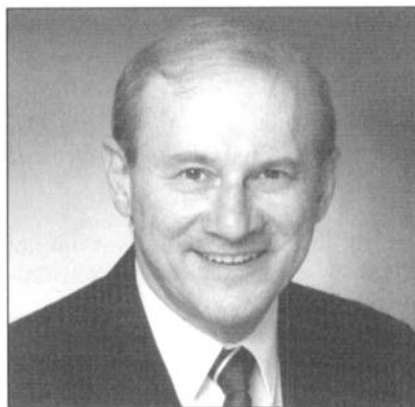
So, during this very special anniversary year, let me make a call for your continued support by asking for a few people to work on some key projects. Chuck Dages, of Warner Bros., is this year's Program Chair for the 138th SMPTE Technical Conference, in Los Angeles, October 9-12, 1996. Chuck will need a few people who can provide suggestions for a technical program and look for papers presentations. The conference theme is "Film and Video Synergies: Creation to Delivery."

I am also looking for some volunteers to review the Society's existing publications and make recommendations for updating some of them. In addition, we are looking for volunteers to start planning the technical program for the 1997 Advanced Motion Imaging Conference, which will be held in New York. The Society is always grateful for your volunteer support. If you can assist with any these programs, please feel free to contact me.

### 80 Years of Progress

Our 80th anniversary also provides us a time to look back at where we came from and review the progress we have made as the world's leading standards-setting organization.

In his address before the Washington meeting of the Society in July 1916, Henry D. Hubbard, Secretary of the U.S. National Bureau of Standards, spoke of



Stanley N. Baron

his deep appreciation of the work of the Society, and went on to comment:

"To me the motion picture is the wonder of the world in its effects and possibilities. Its uses in education, science, recreation, industry engineering, and social movements make it vie in interest and power with the printing press itself. It speaks the universal language of action. It is the magic carpet .... to take us to all lands, under sea and under land, among the clouds, .... and into the world's markets, laboratories, hospitals, and factories. In portraying the flight of the bullet it magnifies time, in recording the unfolding of a flower from the bud it compresses days into seconds. It is not making the world a little neighborhood, it is rather making each neighborhood a little world. It intensifies life by broadening its contact with all life — for it is your business to bring into the experience of each the experience of all .... in fact, we may create new experience, for nowhere has the magic of the miraculous been so tangibly realized as on the screen. The quickening effect of this wonderful art upon social evolution is beyond estimate .... its possibilities are limited only by the power of the engineer .... May your work have a success commensurate with its interest and importance, and through your organization may you, in the words of Washington, 'raise a standard to which the wise and honest can repair.'"

A very powerful statement and challenge to the Society in its first year of existence. A challenge that the Society accepted, made its own, and upon which it has built a very proud tradition of accomplishment.

### Evolution of the Society

Since 1916, the Society has developed

as the preeminent international engineering society dedicated to the development of motion imaging arts and sciences. We have evolved from film technology to analog television and to digital imaging and distribution. The Society's role was, and is, as the bridge between the creative users of the technology and the providers of the technology. This bridge is built upon a firm foundation of education and standards.

### Standards

In fact, we are still best known for our standards work. For almost eight decades, the standards the Society produces have maintained their equality and their relevance. Imagine how chaotic the world would be, and how difficult your jobs would be, if there were no film standards, or SMPTE time code, or the 4:2:2 digital signal standard. To this day, standards are one of the three focus points of Society activity and represent a firm commitment to service that benefits both our members and the industries we serve.

### Continuing Education

SMPTE is about information, education, and training, as well as standards. Each year, as part of our commitment to education, the SMPTE mounts highly respected technical conferences to address current issues in the motion imaging industries. This year's Advanced Motion Imaging Conference carries on in that tradition.

The conference will be held in Seattle February 1 to 3. The first day is dedicated to a workshop providing a technical introduction to digital video. This will be a one-day course that hits all the basics and identifies the important issues. The course is based on Charles Poynton's new book, published by John Wiley & Sons, and a copy of the book is included in the price of admission. The two days that follow will focus on issues relating to the convergence of computer and television technology.

The Society's goal in sponsoring conferences like the Advanced Motion Imaging Conference is to help its members cope with the ever-changing technology that drives the media world. By doing so, we make possible the creation of those new experiences mentioned by Henry Hubbard and provide for the continuation of the magic of the miraculous on both the small and the large screen. Truly, SMPTE has raised "a standard to which the wise and honest can repair."

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