



From left to right, the speakers at New York's June meeting: Gopal Soora, Stuart Elby, and Howard Hall.

or any other commercial video user to schedule and distribute video as easily as making a phone call. The underlying technology will be ATM wide-area networking and MPEG-2 real-time compression. — John Martin (Chair), MTI/The Image Group

Rochester May 14, 1996

Twenty-seven people turned out for the May meeting, held at the Rochester Institute of Technology and featuring a presentation by director and cameraman Tim Wainwright. Wainwright offered a lively discussion and a screening of several commercials that he has produced for a variety of industrial and commercial clients. He has created highly imaginative motion images by mixing technologies such as elaborate dolly rigging, computer image processing, and compositing. — Walter C. Snyder (Chair), Eastman Kodak Co.

Rochester June 11, 1996

Once again, the Rochester Section closed its program season with a studio tour and picnic. Forty-one people came out to the "Crystal Pix" video post-production facility located in Fairport, N.Y. Crystal Pix is one of Western New York's newest video post facilities and specializes in editing, graphics, and sound post-production for industrial, institutional, and commercial clients. After a tour and screening of demos, attendees socialized and enjoyed a complimentary picnic. — Walter C. Snyder (Chair), Eastman Kodak Co.

Toronto June 11, 1996

"The Next Generation of Digital Video Tapes" held at Deluxe Toronto, featured presentations by JVC on Digital S, Panasonic

on DVCPRO, and Sony on Betacam SX. Neil Neubert, JVC Professional Products, spoke on the recently introduced Digital S format, starting with a technical overview of 4:2:2 component digital processing. He then gave a technical explanation of the 4:1:1 processing system employed by the consumer DV format, along with its inherent limitations in processing a digital image.

Stuart Hurst, Matsushita of Canada, outlined the advantages of the 4:1:1 processing system employed by DVCPRO. DVCPRO will use IEEE 1394 finewire cables for connecting to other devices for a distance of up to 2.5 m. The 25 Mbit/sec data rate means that high-speed tape transfer from a DVCPRO tape to a file server at four times normal speed is possible. Existing 100 base T Ethernet can carry the equivalent of two DVCPRO video streams.

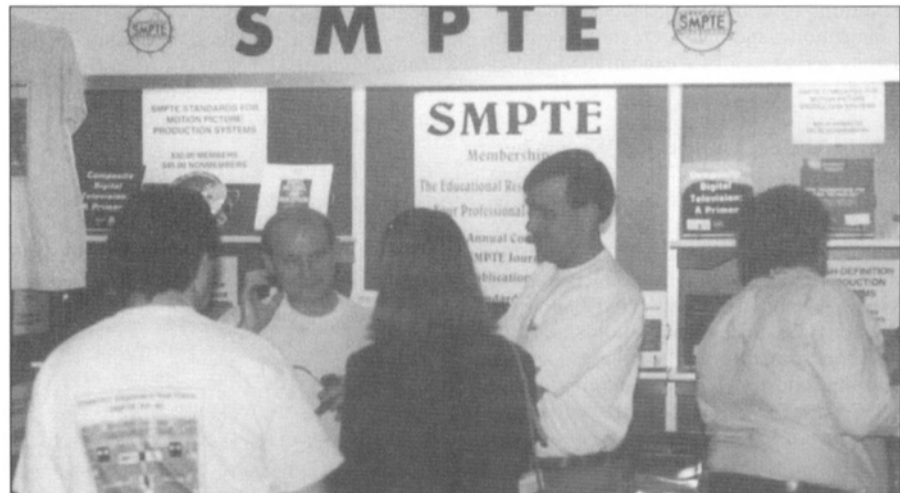
John Quanz, Sony of Canada Ltd., concluded the evening with a presentation on Betacam SX, stating that it still costs between 40 and 60 cents per megabyte to store digital video on a hard drive, while the corresponding cost on tape is about 1/2 cent per megabyte. Betacam SX has adopted the MPEG 4:2:2 Profile/Main Level as its standard. It has a video image equal to Betacam SP and delivers a data rate of 25 Mbits/sec (18 Mbits/sec video and 7 Mbits/sec audio and other data). Betacam SX records on the same Betacam SP tapes in use today, and because of Betacam SX's lower data rate, the tape moves at half the speed of existing Betacam SP systems. This means that tape time is effectively doubled. — Brad Fortner (Promotions Adviser), Rogers Communications Centre, Ryerson Polytechnic University

News

SMPTE at ShowBiz Expo West

The Society was among the exhibitors at ShowBiz Expo West, held at the Los Angeles Convention Center, June 28 to 30, 1996. SMPTE staff members as well as President Stan Baron, NBC, were on hand for those who had questions regarding membership, conferences, publications, and test films. In addition, Baron served as moderator for a panel discussion held Sunday, June 30, entitled "HDTV — Pipe Dream or Reality?"

Thomas M. Gurley has been appointed vice-president, technology, of the Association for Maximum Service Television (MSTV), Inc. In this role, Gurley will provide technical guidance and support to MSTV and its more than 300 member television stations. He will also represent MSTV's technology and spectrum management goals in all



SMPTE President Stan Baron (second from left), Executive Director Fred Motts (second from right) and Staff Engineer Mark Hyman (far left, back to camera) sport SMPTE's RP-45 tee shirts at the SMPTE booth at ShowBiz Expo West.

Addendum

Since the publication of the August 1996 *Journal*, the following Officers and Managers for the Hong Kong Section have been announced:

Chairman: Kwok-Luen Lam, Wharf Cable Ltd., 5/F Wharf Cable Tower, 9 Hoi Shing Rd., Tsuen Wan, N.T., Hong Kong

Secretary/Treasurer: Shun-Chung Chan, Asia Television Ltd., 21/A Block 8, Tai Po Centre, Tai Po, N.T., Hong Kong

Membership Chair: Tony T. M. Ngai, Salon Films (HK) Ltd., Unit C, 1/FI Freder Center, 68 Sung Wong Toi Rd., Kowloon City, Kowloon, Hong Kong

Technical Advisor: Pang H. Cheung, Macostar Technology Ltd., Flat E, 26/F Sung Fung Center, 3 Fook Yum Rd., North Point, Hong Kong

Managers: Charles Cheung, Finson Lam, Stephen Lam, Wicky Law, Noel Leung, Wai Boon Leung, Wai Sing Lo

regulatory, legislative, and technical forums. He comes to MSTV from the Advanced Television Test Center, where as director of testing, he was responsible for the development and implementation of procedures as well as direction and management of testing of advanced television systems. Prior to his work at ATTC, Gurley was with RCA Broadcast Systems.

Americo Silva, Rank Video Services America, has been promoted to vice-president, purchasing and quality assurance. As such, he will be responsible for making sure that Rank's suppliers meet all customer requirements. He had previously served as senior director, purchasing and quality assurance.

Lawrence Brody, Communications Engineering, Inc., has been chosen, along with CEI's president Carlos Gomez-Fernandini, as a 1996 Entrepreneur of the Year Award winner in the greater Washington area. The two founded CEI in 1986, and since that time the company has become a leader in design, engineering, and integration by supplying technical solutions to complex broadcast, telecommunications, and media creation problems. Brody serves as CEI's executive vice-president.

Chris Miller, Fairview/AFX, has been named president of the International Communications Industries Association, Inc. (ICIA), an organization that serves manufacturers, dealers, and end-users of audio/visual/presentation products and services. As president, Miller will supervise the activities of the association's staff and act as a spokesperson for the association and the industry. His term expires in June 1997, at which time he will become the chairman of ICIA's board of governors.

Philips Broadcast Television Systems Co., an SMPTE Sustaining Member, has been honored with a 1996 Technical Achievement Award from the Society of

Operating Cameramen. The award is for the company's invention of the first portable hand held video camera, the Norelco PCP-70 electronic camera, developed by inventor Walter Wolthers in 1968. The award was presented on July 13 at the Ritz Carlton in Marina Del Rey, Calif.

A convergence symposium series focused on the technologies being used to deploy full-service networks is being offered by Tektronix, Inc., an SMPTE Sustaining Member. The sessions are centered around three application areas: video, telecommunications, and mobile communications. The session titles are:

- MPEG Video Compression Technology Overview
- Digital Video Standards and Testing
- Deploying Digital Transmission in Cable TV Networks
- SONET Technology and Testing Overview
- Jitter and Wander Analysis and Service Implications
- Physical Layer Compliance Testing and Troubleshooting
- CDMA Modulation Technologies and Measurements
- TDMA Modulation Technologies and Measurements

The series is designed to help managers and engineers in the telecommunications,

cable television, and video industries better understand and manage measurement challenges faced when delivering broadband, video, and wireless services. The symposium will run from September 1996 through January 1997. For more information, including dates and cities, write on company letterhead to Tektronix Measurement Business Division, Literature Distribution Center, P.O. Box 1520, Pittsfield, MA 01202, or call 1-800-763-3133.

Showlight '97 is the fifth international colloquium aimed at lighting for the performing arts and will be held April 28 to 30, 1997, at the Flemish Opera House in Ghent, Belgium. The conference features invited speakers presenting papers covering a full range of topics as well as a trade show where a range of lighting equipment will be demonstrated throughout the event. A call for papers has been issued, inviting lighting designers and associated professionals working within the entertainment field to submit papers on various aspects of entertainment lighting. For more information, contact Ruth Rossington/John Offord, Showlight '97 Administration, Lighting + Sound International, 7 Highlight House, St. Leonard's Rd., Eastbourne, East Sussex, BN21 3UH, England, tel: +44 1323 642639, fax: +44 1323 646905.

Euro Display '96 will be held at the Metropole Hotel and Conference Centre at the National Exhibition Centre in Birmingham, England, October 1 to 3, 1996. The keynote addresses will be given by Peter Raynes, Sharp Laboratories of Europe, and J. M. Smith, Philips Display Components. Among the sessions to be presented are "Display Systems," "Supertwist LCDs," "Ferroelectric LCDs," "Liquid Crystal Materials," and "Cathode Ray Tubes." The conference will be preceded by the International Active Matrix Workshop, which will be held September 30 at the Metropole Hotel. For more information regarding registration, contact Judy Hayes, Euro Display '96 Secretariat, tel/fax: +44-1905-617-532, e-mail: judy@amiconf.demon.co.uk.

Reaching SMPTE Staff by E-Mail:

- Fred Motts, Executive Director: fmotts@smpte.org
- Carl Girod, Director of Engineering: cgirod@smpte.org
- Jeffrey Friedman, Editor/Publisher: jfriedman@smpte.org
- John Izzo, Director of Marketing: jizzo@smpte.org
- Andrew Zeyer, Finance Manager: azeyer@smpte.org
- Zoila Figueroa, Administrative Assistant: zfigueroa@smpte.org
- Shellie Anderson, Conference Coordinator: sanderson@smpte.org
- Mark Hyman, Staff Engineer: mhyman@smpte.org
- Aileen Moroney, Associate Editor: amoroney@smpte.org
- Marilyn Waldman, Advertising/Editorial/Program Coordinator: mwaldman@smpte.org
- Daureen Matera, Membership/Computer Services Coordinator: dmatera@smpte.org