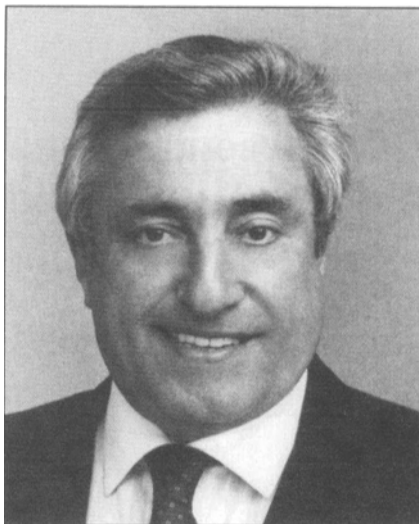


Obituary

Julius Barnathan, an Honorary Member of SMPTE, died on December 1, 1997, in Roslyn Harbor, Long Island, New York, at the age of 70. This year he was acclaimed an Honorary Member of the Society in recognition of his lifetime of contributions to the advancement of television technology. Among his accomplishments, Barnathan had guided the technical production of nine Olympics broadcasts for ABC, for which he received four Emmy awards, and spearheaded the development of the technology for closed-captioning for the hearing impaired.

Innovations for which Barnathan provided leadership covered a broad spectrum of technology ranging from the introduction of circularly polarized television transmission to the development of the slow-motion disk recorder. Barnathan's lifetime of contributions to emerging technologies helped form the basis of modern television.

Julius Barnathan retired from ABC in January 1992, as Senior Vice-President, Technology and Strategic Planning, after providing 38 years of service. He joined ABC in 1954 as Supervisor of Ratings. Two years later, he was appointed Manager of Television Research. In 1957, he was named Director of Research. In March 1958, he became Vice-President in charge of Television Research, and in July of the same year, was named Vice-President for Affiliated Televis-



Julius Barnathan

ion Stations. From 1962 through 1976, Barnathan served ABC in various roles, including President of the ABC-owned television stations, Vice-President and General Manager of the ABC Television Network, and Vice-President of Broadcast Operations and Engineering. In 1976, Barnathan was named President of ABC Broadcast Operations and Engineering. For 24 years, he served as the executive in charge of ABC's technical activities, including news, sports, and entertainment, and was responsible for the planning, design, and acquisition of equipment and facilities.

Leading the development of technology for closed-captioning for the hearing impaired, Barnathan was

awarded an Honorary Doctor of Science degree from Gallaudet College. He had served as Chairman of the Board of the National Captioning Institute. In 1982, he was honored with the NAB Engineering award for his contributions to broadcasting. Also in 1982, he received the Trustees Award from the National Academy of Television Arts and Sciences.

Barnathan received a SMPTE Special Commendation Award in 1979, and was awarded the SMPTE Presidential Proclamation in 1991, which acknowledged his innovative leadership in the advancement of television technology.

In recognition of his many contributions to the television industry, Barnathan received an Emmy Award for Lifetime Achievement in Technology in 1994.

Barnathan graduated from Brooklyn College in 1951 with a B.A. degree in mathematics and statistics. He later received an M.A. degree from Columbia's School of Mathematical Statistics. His academic honors include membership in Phi Beta Kappa and Pi Mu Epsilon (the mathematics honor society), and an Award of Honor from Brooklyn College. From 1944 to 1946, Barnathan served with the U.S. Navy.

Barnathan is survived by his wife, Lorraine Glogower Barnathan, and their three children.

— Stanley N. Baron
SMPTE Past President

Julius Barnathan's Honorary Membership Award Acceptance by Michael Sherlock

"It's a bit emotional accepting this for Julie. It's also a far greater honor for me to accept on his behalf. He's truly deserving of this award.

As his competitor, I was able to see many sides of Julie. There is no question he is a relentless professional — operator and manager. Opinionated, yes, or course, and rough on the outside, uh-huh, when he needed to be; but warm and caring, a real human being on the inside and supportive of his company, and his suppliers, and his employees, and certainly of his friends. He was my mentor when I really needed one.

This entire conference seems to have been dedicated to DTV. Julie is one of the reasons why it is digital TV and not analog HDTV. Julie is clearly a giant in the television industry, and we ask God's blessing on him."

Society Tribute

The Society was saddened to receive the news of the death of Julie Barnathan. The members, officers, and

Board of Governors wish to express their sympathy and sincere condolences to his wife, Lorraine, their children, and to the Barnathan family at this time of their bereavement.

One struggles to find words to do justice to the impact that Julie had on this industry and on each of us as individuals. Julie was a true visionary who sought new and practical ways to provide services to the viewers and to fulfill broadcasting's commitment to the public trust. Julie did not accept things as they were, but sought to stretch our imaginations to find better ways to have technology serve the viewing public. His commitment is probably best expressed in his own words, given at a SMPTE luncheon address in 1989. His words ring as true today as they did then.

The Society of Motion Picture and Television Engineers and the television industry will sadly miss Julie Barnathan. Our sympathy and thoughts at this time are with his family.

— Charles Jablonski,
SMPTE Executive Vice-President

Get-Together Luncheon Address

By Julius Barnathan

(The following is reprinted from the SMPTE Journal, April 1989, pp. 313 and 314.)

When I was asked to address this group, I thought to myself, what should I talk about that hasn't been said before. Maybe I should talk about HDTV. Not much has been said about it! We are all trying to cope with this phenomenon. I thought, maybe I should look back 25 years and see all of the great new inventions that changed our lives, like teletext, interactive video, electronic film production, videodisc players, and the video phone.

I then thought to myself, the SMPTE has been lectured by others who practice the "emperor's new clothes" theory. If you remember the story, the emperor had a contest to see who was the best tailor, and one shrewd tailor played to the emperor's ego. He completely disrobed the emperor, put an invisible suit on him, and then told him that anyone who couldn't see how wonderful he looked was an idiot. The emperor, not wanting to be considered an idiot, thought the "outfit" was wonderful and his entire court, who didn't want to be considered stupid, agreed. It took a young boy to explode the myth.

How many times have people gotten up before such an august group as this one and said, "If you are against my world-shaking idea, you are a dummy. You are against progress." So what happens, everyone goes along. How many standards has SMPTE made that never materialized into successful products? Ideas are wonderful. They are for soothsayers. Nostradamus was a soothsayer, and every industry has had its visionaries. But an idea, like wine, must not be used before its time. There are very few instant successes, such as Polaroid.

All products and services must fill a need. In addition, it must be politically and economically feasible. In telecasting, the public interest, first and foremost, must be served. You cannot legislate consumer demands or tastes. You must listen to the people and satisfy their needs.

As a marketing person, I am familiar with the marketing angle—production, distribution, and consumption. If a product is invented, one must ask, does it fit a need at an efficient cost? Can it be delivered to the ultimate consumers efficiently, economically, and can the consumer receive or use it inexpensively? For example, back in the 50s, we all dreamt of covering world events

live on television, just like we were doing in radio. There was a need. What was missing was a way to beam a signal over the ocean. The invention of synchronous satellites made it all possible.

Ideas have come true. For example, cable television grew out of the need for better reception or the lack of channels in many communities. Cable programs were dying until domestic satellites were launched, thus making it easy or possible to distribute programs to cable. Ted Turner was not the first person who wanted to have an all-news service for cable. There were others who had that idea but could not economically distribute the product. Domestic satellites made it possible. Satellites have made possible a fourth network and many live programs, such as, *Donahue*, *Oprah Winfrey*, *Entertainment Tonight*, and the new rash of new-type programs, *A Current Affair* and *U.S.A. Today*. In other words, many current everyday needs had to wait until their time had come before they became a reality.

I would like to spend the next few minutes on what we need.

1. We need better program material. Yes, Shakespeare is still right—the play is the thing. Without more and better programs, viewer rejection will continue. It's interesting to note that the proponents of HDTV in Japan are finding that, "It has become apparent that viewers are not moved by facilities or techniques but by the content of motion pictures, broadcasting or exhibitions," or this quote from Germany, "In the final analysis, however, the success of future HDTV receivers would be decided by the quality and attractiveness of the programs produced by the broadcasting corporations."

2. We need better transmission systems and the enhancement of current NTSC. For example, ghost cancelers are in urgent need for over-the-air pictures, and interference cancelers are in urgent need for cable transmissions. We try very hard to manufacture great pictures, only to see them destroyed in transmission. By the way, you will need these for HDTV as well. We need more people like Yves Faroudja, who are trying to improve the pictures of the 90s. Domestic satellites made it possible.

3. We need better television sets—smart digital sets that can make it possible to minimize ghosts, interference, and noise.

4. We need more cheap erasable videodiscs that can be read and erased to enhance our editing capabilities.

5. We need library systems with program material or erasable digital discs that are inexpensive, reliable, and high-quality.

6. ABC has spent a great deal of its research funding to enhance viewing. We have used miniature cameras for point of view on skiers, figure skaters, ski jumpers, and lately on floats, such as in the Rose Parade and the Inaugural Parade. Maybe we should work on cameras that can shoot in two aspect ratios 4:3 and maybe 16:9 and TV receivers would be smart enough to receive the right format. Maybe we should find ways to enhance motion picture aspect ratios used in a letter box form on regular TV sets.

7. We need an American effort to advance TV technology. Six years ago, the Center for Advanced TV Studios (CATS) was formed. We started the advanced TV search program at MIT. We have spent about \$5 million and the fruits of our studies have been used in current ATV projects. But many millions of dollars are needed. Hopefully, we will see funding for projects by the government through DARPA at American companies and universities.

8. Most of all, we need more engineers and scientists, and to get them interested in television. We must work on improving our math and science education programs at the grade and high school levels. We must glamorize being in the sciences by encouraging young people to enter these fields. Today, it's the get-rich-quick MBA on Wall Street who is in. This country will not win its economic battle without a strong army of scientists, mathematicians, and engineers. We must find entry-level positions for these aspiring Sarnoffs. Television corporations must spend more on advanced technology without concerns for immediate return. Government must encourage companies with tax incentives to spend more money in this area.

Finally, let's all keep our eyes on the ball. Let's not be bullied by those who use clichés and half-truths to sell our future. To our young members, I say, the future is yours, build on what we have accomplished, and I'm sure your future will be bright.

Text of address at Get-Together Luncheon on February 3, 1989, during the 23rd Annual SMPTE Television Conference in San Francisco, Calif.