

News

General Cinema Launches Kodak ScreenChek Experience

General Cinema has established the Kodak ScreenChek Experience at the Westwood AVCO Theatre in Los Angeles and plans to certify some 150 screens in Los Angeles, Seattle, and Boston during the coming months. The company is the first chain to commit to a Kodak initiative designed to substantially enhance the movie-going experience by working with exhibitors to certify image quality on screens.

"It is important for audiences to experience movies the way they are meant to be seen," said Richard P. Aschman, president, Kodak's Professional Motion Imaging. "It's a more immersive experience when bright and sharp images are projected on big screens with clear lines of sight. This enables the audience to see subtle details in contrast, colors, and textures that are part

of the story. They can feel the danger concealed in the shadows, and see a glint in a character's eyes that reveals their mood."

According to Aschman, studies by Kodak and other organizations indicate that the brightness of images projected on the average motion picture screen at cinemas in the U.S. falls far below industry standards. He notes that screen brightness, when sufficient enables the audience to see details that are often more important than words.

Industry standards specified by SMPTE and embraced by the National Association of Theatre Owners recommend 16 fL of brightness at the center of the screen and 12 at the edges.

The ScreenCheck program is several layers deep. During the first stage, a Kodak team works with cinema managers to evaluate image quality on their screens. Problems are diagnosed and resolved. The Kodak team also provides ongoing training for projectionists to ensure proper maintenance. After a screen is certified, exhibitors can use distinctive signage, a

trailer, and other promotions to inform moviegoers.

Radamec Broadcast Receives Award for Camera Tracking System

Radamec Broadcast Systems was honored at NAB 99 with "The Television Broadcast Editor's Pick of the Show Award" for its *free-d*, a virtual studio camera tracking system. *Free-d* is a revolutionary new camera tracking system for use in 3-D virtual studios. The *free-d* gives virtual program producers complete freedom of camera movement without compromising system reliability or chroma-key performance. It can be used in conjunction with the majority of proprietary 3-D virtual studio systems. It provides complete flexibility of camera movement, supporting handheld cameras and 360° pans, and places no constraints on either the scene content or the chroma key studio environment.

SMPTE Past Presidents Meet in Charlottesville for Third Annual Reunion

For the third consecutive year, a group of former SMPTE Presidents and their wives met to share a weekend of reminiscences, companionship, and sightseeing. The 1999 gathering was held April 29 through May 2 in Charlottesville, VA.

Attending were former presidents and their wives Ken and Jan Mason (1975-76), Bob and Edna Smith (1979-1980), Harold and Dorothy Eady (1985-86), Carlos and Fran Kennedy (1987-88), Blaine and Brandy Baker (1991-92), Irwin and Dianne Young (1993-94), and David and

Kay George (1997-98). Hosting were former SMPTE Director of Engineering Si Becker and his wife Ruth.

The weekend's event included tours of the homes of some other ex-presidents: Montpelier, the home of James and Dolley Madison; and Monticello, the home of Thomas Jefferson. The group visited the historic University of Virginia campus and enjoyed the scenic Virginia countryside and the views of the Blue Ridge Mountains from the headquarters at the beautiful Inn at Sugar Hollow. Golfers

competed in the third annual SMPTE X-Prez tournament, won this year by Ruth Becker.

In toasts offered during the closing dinner, the universal comment was on the importance of SMPTE in the lives and careers of these industry leaders and the value of the friendships that had been formed and continue. The year 2000 gathering will be held in Sarasota, FL, hosted by the Eadys and Masons, with invitations extended again to all former SMPTE presidents.



From left to right: David George, Irwin Young, Blaine Baker, Carlos Kennedy, Harold Eady, Bob Smith, and Ken Mason.

Philips and Globecomm Systems to Share UAE Contract

Philips Digital will participate with Globecomm Systems in the supply of a digital video transmission system to be installed in the United Arab Emirates (UAE). Globecomm Systems will be the main contractor with Philips Digital Video Systems supplying MPEG-2/DVB compliant digital video compression and multiplexing system. The contract contains a total of four systems, which include 2 x 4:1 redundant configurations, MCPC and SCPC switchable; 2 x 2:1 redundant configurations, SCPC. All systems will feature Philips' MPEG-2/DVB Program Encoder, 4:2:2/4:2:0 switchable; the Token/Multiplexer; the Compression Systems Manager; and the Mars Router.

ECI Telecom's HI-TV Now Supports IP Over ATM Capability

ECI Telecomm Ltd. has announced the availability of IP Over ATM (IpoA) capability for its Hi-TV system. Hi-TV's IP Over ATM redefines the way codecs are used to connect video facilities. Now, in addition to the transport of regular video feeds and compressed streams, Hi-TV also enables Broadband File Transfer between facilities, on the same single access line, using the same wide-area network.

"We are excited to offer the new capability of IP Over ATM for Hi-TV," said Jonathan Cramer, general manager, ECI Telecom Broadband Multiplexers Business Unit. The benefit of using the Hi-TV sys-

tem is increased even more. By being able to bundle Broadband File Transfer with Video and MPEG streaming using a single integrated system, service providers can now achieve far quicker return on investments and much higher penetration rates in this demanding industry, while television facility owners and managers can reap the benefits of using a single access line and a single network to increase the capabilities of their facilities and reduce the costs associated with their interconnection."

Bret Lukezic Named GM at Radamec Inc.

SMPTE member Bret Lukezic will assume the role as general manager at Radamec Inc. Lukezic will be responsible for directing Radamec's current sales efforts, developing new markets, and servicing all customers in North America. He will also participate in developing overall company strategy as it pertains to Radamec's North American client base.

"Bret's long and distinguished career in television, specifically his in-depth knowledge and experience with cameras, makes him the ideal candidate to represent Radamec in North America," said Michael Wolfe, managing director at Radamec Broadcast Systems Ltd.

Lukezic entered the television industry in 1982. Most recently he was responsible for the technical aspects of live shows for the Merrill Lynch Video Network in New York, including managing remote feeds from robotic cameras. He also held marketing and sales positions for the Sony Business and Professional Group, specializing in Sony's studio camera product line and production/post-production equipment.

SMPTE's Matthew Straeb Promoted in Merger between Orad and Imadine Video Systems

In a move to strengthen its worldwide visibility in North American operations, Orad has joined forces with Imadine Video Systems. The merger has resulted in the promotion of Matthew Straeb from vice-president and general manager to president. In his new role, Straeb will have full responsibility for marketing, sales, and service of all Orad products in North America.

A 15-year veteran of the video and electronics industry, Straeb joined Orad in 1996. He was previously director of product management—Robotics for Vinten TSM of Valley Cottage, NY, another manufacturer of virtual studio products. His career has also included executive and management positions with Access Global, a manufacturer of radio broadcast data system products, and Rohde & Schwarz, the German manufacturing electronics conglomerate.

Addendum

The May issue of the *SMPTE Journal* contained a reprint titled "Screen Size: The Impact on Picture and Sound," by Ioan Allen. Permission for the reprint was granted by the BKSTS, and they were acknowledged as the source. However, SMPTE has been informed by the BKSTS that credit should be given to *Film Journal International*, where the article was originally printed.

Obituaries

Harry N. Jacobs

Harry N. Jacobs long-time member, died on May 17, 1999. Jacobs' work in radio-television broadcasting in San Francisco spanned 44 years at KGO, KPO, NBC, and ABC. He began his career in 1937, at NBC in San Francisco, after graduating from the University of California at Berkeley with a degree in electrical engineering.

During WWII Jacobs participated in the development and deployment of the airborne magnetic detector and radar countermeasures at Columbia University's Airborne Instruments Laboratory in Long Island. After returning from the war, Jacobs returned to his job at ABC. He was responsible for the construction of Channel 7's first television transmitter and studio in the Adolph Sutro mansion on Twin Peaks. He later headed construction of the San

Francisco's 980-ft Sutro Tower, which is now a part of the city's skyline.

In 1973, Jacobs received an Emmy Award for his service to the television industry. He was a life member of SMPTE and the Institute of Electrical Engineers.

Raymond L. Estes

Raymond L. Estes a Life Fellow, passed away on March 22, 1999. Estes began his career at Eastman Kodak Co. in 1935 after graduating from the Rochester Institute of Technology. He worked in the



Film Developing Department and was later transferred to the Film Testing Division in 1938. Estes entered the Armed Forces in 1941, where he spent his first two years in the Sound Department of the Signal Corps Training Film Production Laboratory. Este was later assigned to Wright Field and served three years in the motion picture branch of the Technical Data Laboratory. He then worked in the Film Testing Division of the Motion Picture Laboratory, where he was in charge of sound recording.

Estes authored several technical articles. He served as Manager of the Rochester section and acted as a consultant on film and projection problems to various SMPTE committee members. He was also one of the co-authors of the *SMPTE Motion Picture and Theatre Manual*. Estes became a Life Fellow in 1969.