

Steinmetz Award to Stanley Baron

Stanley Baron, whose leadership over four decades has had a profound impact on digital communications worldwide, has won the 2001 IEEE Charles Proteus Steinmetz Award sponsored by the IEEE Standards Association. Baron has been a driving force in digital television technology since 1962, when he began work with temporal filtering and synthetic video generation at General Electric. He played a key role in a groundbreaking digital graphics generator for television applications in 1968, and from 1985 until his retirement, he was managing director of technical development at the National Broadcasting Co.

Baron joined SMPTE in 1977, emerging as a leader of digital television standardization. He wrote much of the SMPTE "Red" and "Green" books, which became the basis for the SMPTE and International Telecommunications Union standards for digital television. The citation accompanying the Steinmetz Award reads: "For significant contributions to the development of national and international standards for digital television."

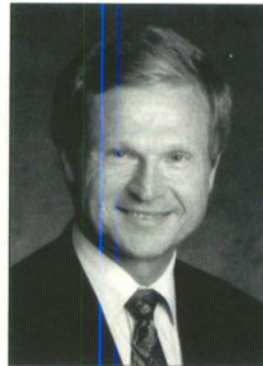
Moving On at Kodak

Joerg D. Agin has retired as senior vice-president of Kodak and president of the company's Entertainment Imaging division. Succeeding him will be Eric G. Rodli, currently chief operating officer and vice-president of the division.

Agin, who joined Kodak in 1967, was among the first to recognize the need for a convergence of film, digital, and hybrid motion imaging technologies in the entertainment industries. Rodli joined Kodak in January 2000; prior to that he was president of Bexel, the largest broadcast video and audio equipment rental services company in the U.S. He is a graduate of UC San Diego and the University of Chicago.



Stanley Baron



Joerg D. Agin



Eric G. Rodli

New Digital Cinema System Unwrapped

These are productive times at Kodak. At its Imaging Technology Center (ITC), the company has been testing and demonstrating an early prototype of its digital cinema system for filmmakers, distributors, and exhibitors. "We are determined to push digital cinema to ever-higher standards," says Robert J. Mayson, General Manager, Cinema Operations of Kodak's Entertainment Imaging division. "The basic criteria are that digital cinema must be affordable and provide realistic financial benefits along with reliable anti-piracy safeguards."

Kodak has also developed a cinema operating system, proprietary color management technology, and high-performance drivers, and is developing and testing anti-piracy software. In addition, the company is testing the new JVC 2048 x 1536 pixel D-ILA microchip technology in a digital projector for the first time. Kodak scientists and engineers are also participating in SMPTE work groups and in other forums that are developing standards for digital cinema.

New Association

The Digital Imaging Group (DIG) and the Photographic and Imaging Manufacturers Association (PIMA) have announced completion of their merger to create the International Imaging Industry Association (I3A), now the world's largest imaging industry group dedicated to industry growth, leadership, and open standards. More than 90 members of I3A include virtual-

ly all imaging industry leaders, giving it the necessary critical mass to achieve its goals, which are to drive market growth by opening new markets and opportunities for member companies, ultimately benefiting consumers, and providing a voice for the industry.

Study Assesses Large Format Films

The Giant Screen Theater Association (GSTA) has announced the results of its yearlong Economic Impact Study, a comprehensive examination of factors that affect how large format (LF) films are produced, distributed, and exhibited.

With the number of theaters around the world nearly tripling in the past ten years, and the number of new film releases all but doubling in the last five, it seems clear that a cycle of explosive growth has been building in the (LF) film industry. Such LF pictures as *Everest* and the Academy Award-nominated *Dolphins* have helped propel the industry toward a "huge crossroads," predicts Greg MacGillivray, president of MacGillivray Freeman Films, producer of the two above-mentioned films. "Whether or not this industry continues in the robust fashion of the past will be determined in the next three years," he added.

Implicit in his comment is the industry's known wish to develop further beyond its non-profit base of institutions, science centers, and other education-based organizations, to one that already includes many of the major commercial chains, and has brought the industry to new heights.