

SMPTE Participates in NAB Convention

Chicago, 21-24 March 1976

The National Association of Broadcasters (NAB) held its 54th annual Convention at Chicago's McCormick Place last March 21-24. The SMPTE, as an exhibitor and as a session sponsor at the convention, found itself in an unusual role: that of a convention participant rather than the host.

SMPTE BOOTH

The NAB generously provided the Society with booth space on the convention floor, on which the Society displayed its very attractive booth. This booth was constructed by CBS Television Network and donated to the Society.

The SMPTE booth was there to promote the Society to the broadcast industry with the intention of bringing in new members and to interest broadcasters in many of SMPTE's services. At the booth the Society employed a slide presentation depicting SMPTE's test film program. In conjunction with this, SMPTE's new test film catalog was distributed to eager broadcasters interested in SMPTE's new selection of TV test films and slides.

TELEVISION NEWSGATHERING BOOK

The SMPTE also displayed copies of its new book, *Television Newsgathering*, which was published in time for sale at the convention. The book is a compilation of presentations made at the SMPTE Winter Television Conference held in Detroit last January. It did very well at the convention and has since gone on to sell faster than any other SMPTE book.

Also on display at the SMPTE booth were copies of the *SMPTE Journal*, copies of SMPTE's book, *Color Television*, and an attractive membership sign. The Society managed to sign up many new members from the broadcast industry as a result of its participation at the convention. The Society also dis-

played a copy of the citation it received in 1975 from the National Academy of Television Arts and Sciences for the development of the Universal Video Time Code.

DIGITAL VIDEO SESSION

Of perhaps greater importance than SMPTE's booth at the NAB exhibit was the session on digital video that was sponsored by the Society on Tuesday morning of the Convention.

The session, entitled "Digital Video for the Television Broadcaster," was arranged by SMPTE Vice-President for Television Affairs Joseph A. Flaherty, CBS. The purpose of the session was to present to broadcasters a simple description of what digital video is, how it works, and its impact on the future. Participants in the session were Charles Ginsburg, Ampex; Frank Davidoff, CBS; A. A. Goldberg, CBS Technology Center, and Dennis Connor, MacDonell-Dettwiler Co. Flaherty presided at the session.

The session was extremely well attended with more than 300 persons filling the auditorium. This was in spite of the fact that it was held at 8 o'clock in the morning. In his introduction, before getting on to the subject at hand, Flaherty told his audience about the SMPTE, what it is and what it does. He also told the audience about the *Television Newsgathering* book and suggested to members of the audience that they visit the SMPTE booth. He also introduced to the audience SMPTE President Kenneth M. Mason, Eastman Kodak Co., and SMPTE Executive Vice-President William Hedden, Calvin Communications.

OTHER HIGHLIGHTS

According to the NAB, broadcast equipment exhibits valued at \$150 million and taking up 4½ acres of space were displayed at McCormick

Place. Electronic newsgathering equipment dominated the exhibits with special emphasis on minicams. (Technical papers on much of this equipment were presented at the SMPTE Winter Television Conference in Detroit last January and appear in SMPTE's book, *Television Newsgathering*.) There were also new solid-state transmitters, antennas, quadrasonic equipment, TV recorders, and audio control equipment. The convention had 210 exhibitors in the approximately 95,000 square feet of area. Attendance at the NAB was 5,440 radio and TV executives plus another 4,000 people who manned the exhibits.

The NAB was loaded with a variety of sessions of interest to various segments of the broadcast industry, including those in management, sales, programming, and engineering. One of the interesting events at the NAB Convention was a luncheon commemorating the 20th anniversary of the development of the videotape recorder. The moderator of the luncheon's visual presentation was CBS newsman Douglas Edwards whose news program in 1956 was the first to utilize the VTR.

Certificates of appreciation were presented to Edwards and 29 pioneers who helped make videotape possible. According to Paul Wittlig, CBS, who helped organize the luncheon, several tape clips of early television shows were presented, including some of Ed Sullivan, Jackie Gleason, the Nixon-Kennedy debates, and shots of the recent winter Olympic games.

ACKNOWLEDGMENTS

The Society wishes to thank the National Association of Broadcasters for providing the SMPTE with booth space at the NAB Convention. The Society also wishes to thank CBS for construction of a very attractive and useful booth.



Panelists at the SMPTE-sponsored session, "Digital Video for the Television Broadcaster": A. A. Goldberg, Frank Davidoff, Dennis Connor, Charles Ginsburg, and Joseph A. Flaherty (presiding).



The RCA booth, the convention's largest, had as part of its presentation a theater arrangement where its ENG camera was demonstrated. Several other exhibitors had similar arrangements.



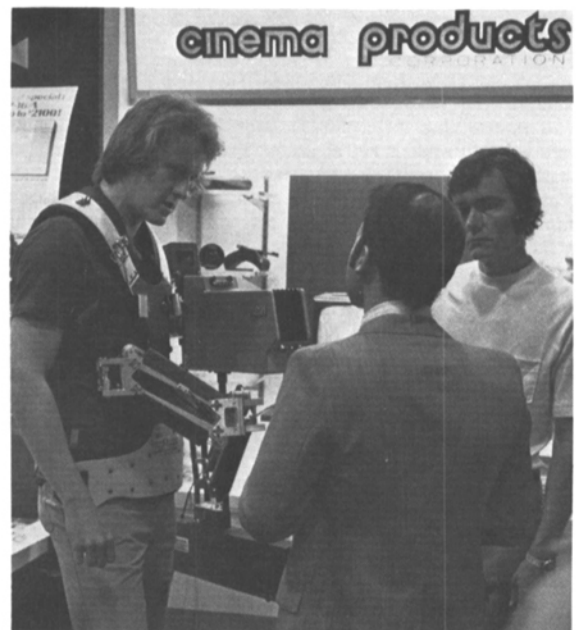
SMPTÉ staff members Pablo Weinschenk-Taberero and Peggy Caggiano manning the SMPTÉ booth.



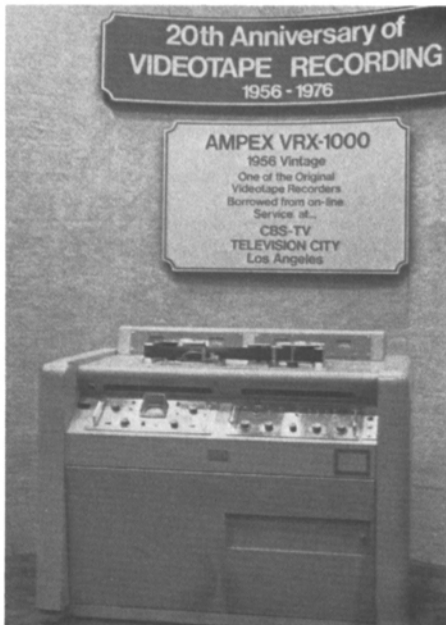
Visitors looking over SMPTÉ's new book "Television Newsgathering" at the SMPTÉ booth.



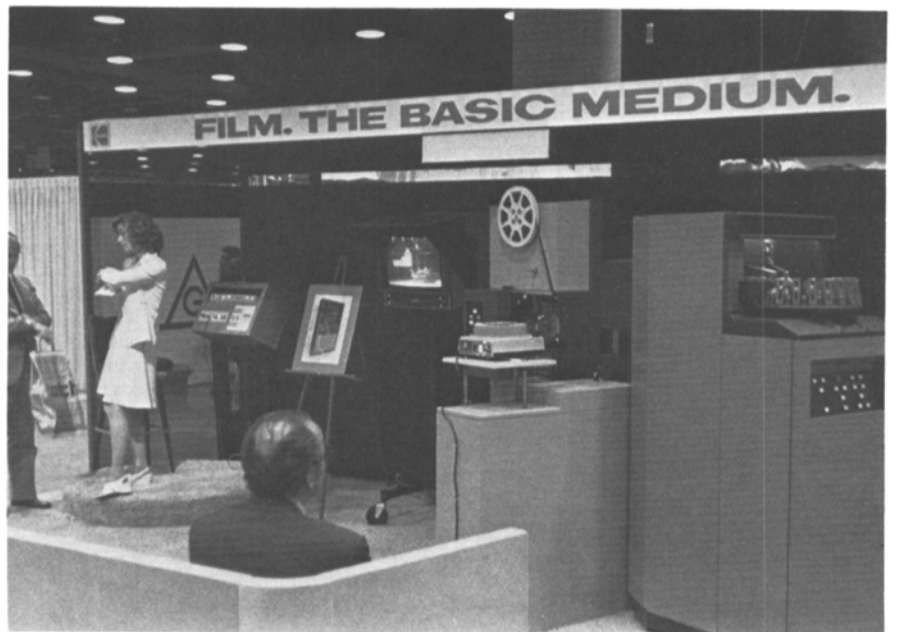
Part of the Sony booth where a wide variety of broadcast equipment was shown.



A new video camera stabilizer highlighted the Cinema Products booth.



The Ampex display behind their booth commemorating the 20th Anniversary of videotape recording.



The Eastman Kodak booth.