

# SMPTE Television Conference

## 3 and 4 February 1978, Atlanta Sheraton, Atlanta, Georgia

According to **Richard Streeter**, Program Chairman, CBS Television Network, the program for the SMPTE Television Conference, to be held 3 and 4 February 1978 at the Atlanta Sheraton, Atlanta, Georgia, will cover high impact areas of the technology in order to give broadcasters the up-to-the minute information they need on applications of new equipment as well as new practical devices still in the prototype stage. These subjects will include:

Reports from the SMPTE Working Groups developing standards for one-inch videotape recording in both segmented and nonsegmented formats;

Papers devoted to users' experience with one-inch videotape equipment and the applications for which it is being used;

The role and developing importance of one-inch recording in the broadcasting technology, with the objective of achieving improved quality at lower cost;

New Applications of digital video and the equipment being designed for them;

Digital techniques for creating special effects, permitting form compression and expansion of a picture previously impossible with a real-time base;

Papers on new devices now avail-

able for such uses and on methods of employing them;

Recent advances in still store and slow motion, with details on storage devices and their uses;

Papers on such devices and what they offer the broadcaster, especially in improving and replacing previous methods of making presentations by the use of slides; and

Innovative use of still-store devices to provide on-air ability and maneuverability.

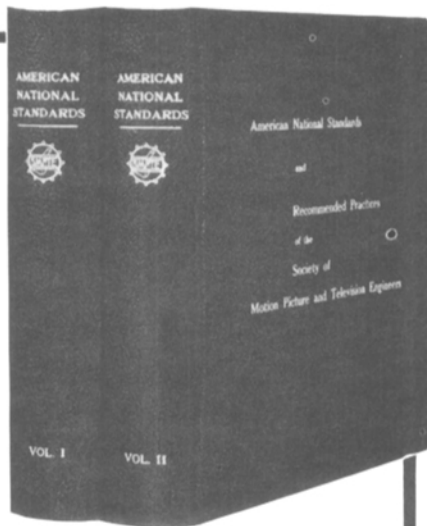


**Richard Streeter, CBS Television Network, Program Chairman.**



**Eugene Myler, Eastman Kodak Co., General Arrangements Chairman.**

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**Society of Motion Picture  
and Television Engineers**

862 Scarsdale Ave., Scarsdale, NY 10583

**Eugene Myler**, Eastman Kodak Company, General Arrangements Chairman, has appointed all the chairmen for the local committees. They are: *Administrative Assistants:* William Reddick and Hugo Bondy; *Hotel Arrangements and Luncheon Chairman:* Charles Cannon, assisted by Leigh Kelly; *Publicity Chairman:* Paul Higgenbotham; *Membership and Hospitality Chairmen:* Bill Marks and Joe Abercrombie; *Audio-Visual Chairman:* Bill Powers assisted by Mike Johnson and Lynda Thomas; *Registration Chairman:* Herbert Jenkins, assisted by Larry Bowling; *Special Events Chairman,* Edward Warnecke; *Assistant Auditor,* Archie Swiner.

A program announcement brochure, including registration and hotel rates, will be mailed to all SMPTE members in late November.

### Equipment Exhibit

The Equipment Exhibit will be limited to equipment strictly related to the subject of the program.