

119th Technical Conference & Equipment Exhibit

16-21 October 1977, Century Plaza Hotel, Los Angeles

Robert G. Buckley, Program Chairman of the 119th Technical Conference and his committee have planned a full and exciting week of motion-picture and television sessions that should appeal to all attendees at the Conference. The wide range of topics to be covered during the week of 16-21 October includes: Interfaces; New Processes and Equipment for Television; New Processes and Equipment for Motion Pictures; Electronic Post Production for Television (an all-day session) Laboratory Practices for Motion Pictures (all day); Audio Post Production for Television; Motion-Picture Production Techniques; Television Production; Motion-Picture Sound; Corporate Production and Post Production for Television (all day); Unconventional Imaging Systems (Motion Pictures); Ecology and Conservation; New Television Technology; A PMPEA Hands-on Demonstration and a visit on Thursday evening to the new Cinema facilities at USC which will include a tour of the facilities, demonstrations and a program.

Charles E. Anderson, Television Co-Chairman has summed up the week of television sessions he and his committee have planned in the following comments:

"... we are concentrating primarily on production and post production techniques including audio post production and Corporate Television. The term 'Corporate Television' unfortunately brings to most of our minds a picture of non-professional production on cheap non-professional equipment, when in reality it should bring a picture of professional technicians and artists using a variety of quality equipment to produce tapes and films of high standards and containing a wide variety of programming.

"The 1977 Winter Television Conference gave excellent coverage of portable, mobile production so only one half day has been devoted to an expansion of the subject. It became obvious, however, after the Winter Conference that there were still many questions on the subject of electronic post production; therefore, a full day has been devoted to the subject at the 119th Conference.

"On the technical side of television, two half-day sessions have been set aside. In one session the half dozen or so most significant recent new products introduced in the past year will be examined. These will be invited papers. The second session will also consist of invited papers covering advance technology in the entire television field from cameras to display devices. Hopefully these papers will give us an over-the-horizon view of what may lie ahead for us in the next five to ten years."

Leonard W. Eden, Topic Chairman for Television Production writes, "Portability and affordability—that's the

lightweight TV production equipment of today. And those qualities are helping to keep the television production business hopping. It's a good bet that there's not a local television broadcaster in the entire U.S. who isn't at least planning to adopt the new simplified hardware to his operation; and commercial production houses are finding new ways to hold down costs as they offer more sophisticated production techniques to clients who couldn't previously afford quality television production. You can add to these uses the many applications of portable television production equipment being made daily in a myriad of other fields ranging from heart surgery to sport fishing. And there you have it. Television production showing America the way, in the home, on the job, and in our schools.

"That ought to make for a fascinating session, with papers from a variety of experts who'll bring you up to date on the latest developments in television production. We'll have a television production house specialist and broadcasters demonstrate the economical and flexible features of portable television cameras and tape equipment, and how you can use "film techniques" in videotape production to enhance the quality of your production work."

William G. Connolly, Topic Chairman for New Processes and Equipment for Television describes his session: "On Monday afternoon, 17 October, a session of the conference will be devoted to the most significant new products of the year.

"Unlike the usual engineering conference session, the new products lectures will not be restricted to a single aspect of operations such as production, post-production, or videotape recordings; nor will the papers be limited to either the analog or digital domain. The principal criteria for papers in this session will be the impact of the product on the future of television operations. It must be important new technology.

"The papers will be solicited through invitation. Close cooperation between the authors and the topic chairman will be encouraged to ensure that all contributions to this session will deal strictly with the engineering problems encountered during the development program for the product.

"The identification of the problems which lead to the product, the goals set for the development program, the engineering approach to the solution, the actual goals met and the engineering compromises involved will be stressed."

Thomas Spence, Topic Chairman for Corporate Television Production and Post Production, reports: "The intent of this one-day (20 October) session is to empha-

size the fact that corporate television is indeed a potent communications medium, which has grown to its current status in a rather quiet manner. The earlier attitude that "in-house" industrial facilities could be handled by "good old George" has been replaced by a counter attitude — corporate television is important — it's doing its job — it's a viable corporate communications tool and it is staffed by professionals.

"The story needs to be told to other media profes-

sionals in all other formats. Simply put, it is why the overlap of production involvement between CCTV, filmmakers and indeed broadcast video operations is more than just borderline today.

"To satisfy this end, a series of papers will be presented at both the morning and afternoon sessions on 20 October. These papers will present cases that involve all phases of industrial television production — including the future of this important growing medium."

Report on the SMPTE Toronto/Rochester/Montreal Mini-Conference Toronto, May 6-7, 1977

By HAROLD J. EADY

For at least ten years the Toronto and Rochester sections of the SMPTE have alternated in organizing the annual "Little Convention." This year it was Toronto's turn to act as host. The Montreal/Ottawa/Quebec section was invited to join us and we decided to call the affair an SMPTE Mini-Conference. The Rochester section appointed Richard Bauer and the Montreal section appointed Walter Winchell as representatives. Several Toronto section members worked on the committee chaired by Harold Eady, including Richard Smith and Maurice French who had the primary responsibilities of programming and arrangements. Also on the committee were Findlay Quinn, Peter Elliott, Hellmut Berger, Raymond Brule, Peter Mugford, Steve Cook, Murray Fallen, Gina Caruso, and Dan Armstrong.

Approximately 175 persons attended the paper sessions which got under way at 8:45 A.M. with a computer-controlled multi-projector slide presentation by Avcor AV Corporation, entitled *Life in America*. This presentation was followed by the Session Chairman, Creighton Douglas, introducing a series of papers from 9:00 A.M. until noon.

At twelve o'clock there was a reception (courtesy of Braun Electric Canada Ltd.), followed by a luncheon at 12:30. One highlight of the luncheon was an address by Robert M. Smith, Executive Vice-President of the SMPTE. He gave a short welcoming speech on behalf of the Society and described the services provided by the SMPTE for its members.

Harold Eady presented Spencer D. Caldwell with a duplicate Fellow Award which Caldwell had won originally in 1961. Another highlight of the luncheon was a surprise birthday cake and

the singing of "Happy Birthday" to Bob Smith. Ed Messina was responsible for this fine gesture.

The afternoon panel discussion, entitled "The Film Challenge," commenced about 2:15 P.M. and ran until 3:45 P.M. At 3:45 P.M. buses transported everyone to the CN Tower which is the tallest free-standing structure in the world. At 5:30 P.M. buses transported everyone back to the hotel.

Complementing this very interesting day of events was a well-organized Ladies Program which was put together by Miss Gina Caruso. The Ladies Program included a tour of the new Eaton Centre, luncheon, plus a tour of the CN Tower in the afternoon.

At 7:00 P.M. there was a cocktail reception hosted by Kodak Canada Ltd., followed by a banquet and dancing. At the banquet, Conference Chairman Harold Eady presented to each one of the committee an SMPTE plaque acknowledging their participation and contribution toward making this Mini-Conference a success.

Summary of the Technical Program

"Life in America"

A computer-controlled multi-projector slide presentation by Avcor AV

Corporation in Toronto utilized 15 Ektagraphic 35mm slide projectors. The projectors were controlled with an AVL Show Pro-V programming computer. The extent was seven minutes, five seconds, and throughout that time projected approximately 550 slides onto a 10- x 30-foot screen. At given parts of this presentation you would view a panorama from three to seven projectors simultaneously with soft edge mattes that gave the impression of one continuous image. Complementing the slide imagery was a well-amplified stereo soundtrack.

Testing Audiovisual Equipment Three Years Later

Ralph Curtis, National Film Board
of Canada

The National Film Board has a testing laboratory whose job is to evaluate AV equipment and to report to some 2,000 readers in the Canadian educational community. This program was just getting started in 1974 when Ralph Curtis presented the paper "Evaluation of A-V Equipment" at the SMPTE's 116th Conference in Toronto. Now, three years later, we were brought up to date on a service that is probably unique in North America.



At the Luncheon head table were: John Pytlak, Rochester/Section Chairman; Peter Elliott, Toronto/Section Chairman; Bob Smith, Executive Vice-President, SMPTE; Harold Eady, Conference Chairman; Herb Pilzer, Sections Vice-President; and Robert Desrosiers, Montreal/Section Chairman.

Submitted on May 1977 by Harold J. Eady, Bonded Services International, 205 Richmond St. West, Toronto M5V 1V5, Ontario.