

119th SMPTE Technical Conference & Equipment Exhibit

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

All sessions for the 119th SMPTE Technical Conference have now taken form and the topic chairmen, who so diligently work to secure the proper mix of papers for interest, information purposes and for the success of the Conference have supplied us with enlightening reports of what their sessions will contain.

Howard LaZare, Consolidated Film Industries, says: "The Session titled 'Unconventional Image Systems' will cover a wide spectrum of interest. The following highlights are taken from tentative papers.

"An interesting paper will be presented on General Electric's Genographics process. This unique system, a spin-off of a space program application, is a computer-based image-generation system designed to create, manipulate, record and store full color art work. The system's output can be full color filmstrips, motion pictures for animation, or a video record.

"Dr. Ralph Wuerker will present a dissertation on his latest work on holographic microscopy, certainly a unique application of holography.

"Dr. Frank Gloyns of Rank Film Laboratories, England, will give an update on the current state-of-the-art of laser beam recording. This is one of the unique systems used in the transfer of images and information from the video media to film.

"Mr. Lenny Lipton will present a paper on his system for stereoscopic three-dimensional motion pictures. The author's work in this area was directed towards the elimination of eye strain and discomfort experienced by the viewer, and to project images which are free of annoying distortions.

"Laser Images, Inc. will give a paper on their Lascrium process. This unique process marries a computer, visual laser beams and music, giving a beautiful visual display of dancing lights and images on dome ceilings such as now being presented at the Los Angeles Planetarium.

"A paper will be presented on RCA's unique new projection system called Zero Order Diffraction. This interesting paper will be given by Dr. John Russell and Mike Gale.

"As can be seen, this should be an interesting and diversified session."

Dale Manquen, California State University, who is topic chairman for the Audio Post-Production Session, writes:

"The design of an audio post-production facility involves a great deal more than just purchasing a multitrack audio machine and a time code reader/synchronizer. This session will investigate the often neglected trouble areas that arise in the interfacing

of equipment and the design of facilities for this purpose. Topics will range from basic problems in the use of time code to the layout of complete audio facilities for post production."

John Lakotas, Eastman Kodak Co., Co-Chairman for Motion Pictures, and Topic Chairman for the Interfaces session, reports:

"What is one of the key factors to the success of the motion-picture and television industry? It's that complementary and synergistic blending of cross-disciplines to produce 'moving images' for expanding formats, applications, and markets.

"And where do we run into some of our most trying and frustrating problems? In those same areas of cross-discipline: the 'Interfaces' in our industry. It is where we venture out of our realm of specific knowledge and influence and into the 'gray areas.'

"What or where are these interfaces? Tape-to-Film, Film-to-Tape, Producers and the Laboratory, Sound and Picture, Distribution and Exhibition, to name a few.

"Our opening technical paper session of the Conference will be entirely devoted to this unique and important topic. Several interfaces will be covered in-depth by noted experts in the industry. Emphasis will be on tutorial papers to give us all a greater understanding of both the strengths and the weaknesses of these interfaces and how we may resolve some of our mutual problems."

Charles Ginsburg, Ampex Corporation, Topic Chairman for New Television Technology, sums up his session with the following:

"On the morning of Friday, October 21, a set of papers will be presented dealing with the alternate futures or scenarios that are possible or likely as a result of current efforts in advance technology in the television field. One of the papers deals with the transmission of base-band video over fiber-optic links, a topic which has been the subject very recently of great speculation and disagreement. A second paper has to do with the increasingly common generation of complex backgrounds from digital stores, thus reducing the need for real scenery and offering the scenic designer an increasing range of backgrounds and perspectives with instant accessibility. A third paper treats the possibility of using digital modulation and transmission to relieve the problem of increasing demand for satellite transponder space during peak hours. One or more additional papers are expected to deal with the problems found in interfacing among the various digital formats used in

digital devices or subsystems within the television blend."

Richard Stumpf, Universal City Studios, Topic Chairman for Film — Sound, gives us a few words about his session.

"Sound in the motion-picture exhibition is receiving more attention today than at any time in the past twenty years — and for good reason! The public experiences stereo sound systems of excellent quality in their homes and public places, and yet today's patron of motion-picture theaters is generally treated to monophonic sound recorded to forty year old standards.

"The motion-picture sound session will present the latest engineering response to the challenge of improving motion-picture sound.

"The emphasis will be on innovative application of new technology to solve the complex problems of bringing multi-track, high-quality sound to the theater in a way that is compatible with existing systems.

"The fruit of much of this work will be demonstrated, for your evaluation, in the superbly equipped Samuel Goldwyn Theater of the Academy of Motion Picture Arts & Sciences."

Chet Luton, MGM Laboratories, Topic Chairman for New Equipment and Processes in Motion Pictures, reports on his session:

"Whether in the production of film, the manufacturing of film equipment, or the processing in laboratories, the processes of motion-picture film are always challenging, and can be complex as well as fascinating. At the Monday afternoon session, papers on new processes, new equipment and new systems will be presented. The authors will share with the Society, their innovations or their successes in solving some of the problems in their particular fields. Various approaches to improvements or problems always create thoughtful material, so the session should prove interesting."

Julian Hopkinson, International Papers Chairman for the Conference and liaison for the PMPEA Hands-on Session, writes:

"Following up on the success of the 'hands-on' demonstration session held during the last SMPTE Conference in Los Angeles, the Professional Motion Picture Equipment Association (PMPEA) will sponsor another practical cinematography session during the course of the 119th SMPTE Technical Conference (tentatively, Friday morning, October 21).

"Gaining on their experience of 1975 the PMPEA plan for much greater presentation space this year. The basic concept will be to screen clips from selected movies,



The SMPTE Exhibit held in 1976 in New York City was the largest to date. With 175 booths reserved as of 21 June, the Los Angeles Exhibit is already larger than that.

following which an exposé of how that particular scene was shot will be given by the appropriate Cameraman, Lighting Director, or Director of Photography. Audience participation and discussion will be encouraged."

The September issue of the *Journal* will carry the advance program, listing sessions, papers and events for the 119th SMPTE Technical Conference.

Equipment Exhibit To Be Largest in SMPTE History

The 119th Conference Equipment Exhibit will be the largest exhibit the SMPTE has ever had. By 21 June, four months before the Conference, 175 booths have been reserved. There were 168 booths originally available. SMPTE's biggest exhibit was at its 118th Conference in New York in 1976 which had an exhibit of 166 booths. This Los Angeles Conference Exhibit is already larger than that.

Fortunately, the exhibit can be expanded to accommodate all companies that wish to participate. The Century Plaza Hotel is now building additional exhibit space adjacent to the present California Drive area. The new area has room for 75 8x10 booths.

The gains come from the motion-picture and television industries. Most of the major manufacturers and suppliers of filmmaking and video equipment will be represented. The list of exhibitors, as of 21 June, follows.

Adda Corporation
The Allen Products Co.
Ampex Corporation
Arriflex Co. of America

Arvin/Echo Science Corp.
Bell & Howell Co.
Berkey Colortran, Inc.
Birns & Sawyer, Inc.
Bosch-Fernseh
Brumac Industries
Canon U.S.A. Inc.
Carter Equipment Co., Inc.
Century Precision Cine/Optics
Christy's Editorial Film Supply Inc.
Cinematics
Cine-Production Equipment, Inc.
Cine 60 Inc.
Cinema Products Corp.
CMX Systems, Orrox Corp.
Coherent Communications Co.
Cohu, Inc. Electronics Division
Commercial Electronics, Inc.
Consolidated Video Systems
Continental Camera Systems
Convergence Corporation
Dolby Laboratories
Dynair Electronics, Inc.
Eastman Kodak Company
Ehrenreich Photo Optical Ind.
Eigen Video
Eiki International, Inc.
Farinon Electric Co.
F & B/Ceco of California
Film Equipment Rental Co. (FERCO)
Frezzolini Electronics Inc.
General Electric Co.
Goldberg Brothers, Inc.
Alan Gordon Enterprises Inc.
GTE Sylvania
Hazeltine Corporation
Karl Heitz
Hitachi Denshi America, Ltd.
Hollywood Associates
Hollywood Film Co.
Houston Fearless 76, Inc.
Houston Photo Products, Inc.
Ikegami Electronics (U.S.A.) Inc.
Image Devices

Jamieson Film Company
J-K Camera Engineering, Inc.
KEM Editing Systems, Inc.
Kleigl Bros.
KLM Associates, Inc.
Lab Methods Corp.
LaVezzi Machine Works, Inc.
Lee Filters Limited
Listec Television Equipment Corp.
Lowel-Light Mfg. Inc.
L.T.M. Corp. of America
L-W International
Magnasync/Moviola Corp.
Magna-Tech Electronic Co., Inc.
Matthews Studio Equipment
M B I, Inc.
Micro Consultants, Inc.
Microtime, Inc.
Miller Professional Equipment, Inc.
Mitchell Camera Corp.
Mole-Richardson Co.
Motorola
Motion Picture Enterprises, Inc.
Multi-Track Magnetics, Inc.
Nagra Magnetic Recorders, Inc.
NEC America Inc.
Neumade Products Corp.
Norton Associates, Inc.
O'Connor Engineering Laboratories, Inc.
Oxberry Div. Of Richmark Camera Service Inc.
The Perf-Fix Company
Peterson Enterprises, Inc.
Merlin Engineering Works
Plastic Reel Corp. of America
Quick-Set, Inc.
RCA Corp.
Recortec, Inc.
Sony Corp. of America
Sachtler GmbH
Soremec-Elclair U.S.A., Inc.
Strand Century Inc.
Super 8 Sound, Inc.
Tele-Cine Inc.

Telescript, Inc.
Vega Electronics
Vlahos-Gottschalk Research Corp.
Westrex
Wide Range Electronics Corp.
The Winsted Corp.

Sponsored Social Events

Many of SMPTE's activities are being sponsored by companies in the motion picture and television industries. On Sunday evening, Eastman Kodak will sponsor an evening of food and entertainment. On Monday afternoon, Agfa-Gevaert will sponsor the Get-Together luncheon for persons registering for the week or for Monday. On Tuesday evening, Cinema

Products Corp. will sponsor an open house at their nearby plant, with food and entertainment.

The cocktails for the Wednesday eve Banquet will be sponsored by Treise Engineering. Entertainment and music will be sponsored by Technicolor Corp. The International Delegates reception on Thursday is being sponsored by Fuji Photo Film.

Forthcoming Professional Meetings

The World Film Festival of Canada will be held 19-28 August in Montreal at Man and His World, the site of Expo '67. Some 110 feature films from 20 countries will be shown. Serge Losique, Festival Director, announced that four theaters will be used. Major films will be screened in the Maison du Quebec, the former Swiss Pavilion, while three theaters in the former Theme Pavilion will be used for retrospectives. Special screenings of films with mass audience appeal will also be held each evening in the open-air theater at Place des Nations. The Festival will be dedicated to the memory of Roberto Rossellini who died suddenly in June. He had announced at Cannes that he had accepted the Honorary Presidency of the World Film Festival. Further information is available from Barry Beloff Associates Ltd., 3, Place Ville-Marie, Montreal, Que., Can. H3B 2E3.

Recent Advances in the Psychophysical and Visual Aspects of Image Evaluation will be the subject of a seminar to be held 24-25 October in Rochester, N.Y., sponsored by the Society of Photographic Scientists and Engineers, 1411 K St., N.W., Washington, DC 20005. Cooperating societies include the Optical Society of America, Psychonomic Society and the Association for Research in Vision and Ophthalmology. Psychophysics provides a link between the perception of observers and the physical image parameters over which image science has control. The seminar will examine the state-of-the-art in this field. Further information is available from Roger P. Dooley, General Chairman, Xerox Corp., Xerox Square, W147, Rochester, NY 14644.

The Southwest Region of the International Industrial Television Association (ITVA) will hold a conference on Nonbroadcast Television 14-16 October in Austin, Tex. There will be three separate seminar sections — management, videotape field production, and engineering. The management section will focus on the design, staffing and administration of a cost effective television system. The field production section will provide hands-on workshops in which participants will produce videotapes. The engineering section will examine the intricacies of digital circuitry and the various helical formats. The October ITVA meeting will be the first for the Southwest Region which covers Texas and

portions of New Mexico, Oklahoma and Arkansas. Further information is available from Sharon Williams, 9101 Lipan, Suite 106, Houston, TX 77063.

The 10th annual Midwest Film Conference will be held the weekend of Friday 17 February 1978 at the Marriott O'Hare Hotel in Chicago. More than 150 films will be shown. Lectures will be given by well known film personalities and a symposium for film teachers will be presented. Further information is available from Publicity Chairman Bruce Trinz, 308 B Frontage Rd., Northfield, IL 60093.

Calendar

9-11 August 1977

OSA Topical Meeting on Optical Propagation Through Turbulance, Rain and Fog, University of Colorado, Boulder, Colo. Info from Optical Society of America, 2000 L St., N.W., Washington, DC 20036.

15-17 August 1977

Laser Beam Information Systems Seminar, Boston, Mass. Info from The University of Chicago Center for Continuing Information, 1307 E. 60 St., Chicago, IL 60637 (See *Journal*, p. 512, July 1977.)

19-28 August 1977

World Film Festival of Canada, Montreal, Canada. Info from Barry Beloff Associates Ltd., 3, Place Ville-Marie Montreal, Que., Can. H3B 2E3 (See above.)

22-27 August 1977

SPIE 21st International Symposium, San Diego, Calif. Info from Society of Photo-Optical Engineers, P.O. Box 10, 405 Fieldston Rd. Bellingham, WA 98225. (See *Journal*, p. 362, May 1977.)

26 August-4 September 1977

International Radio and Television Exhibition, Berlin, German Federal Republic. Info from AMK Berlin, Messedamm 22, 1 Berlin 19, German Federal Republic.

15-16 September 1977

Video Management Seminar, Chicago. Info from International Tape Assn., 10 W. 66 St., New York, NY 10023.

15-17 September 1977

Radio Television News Directors Association (RTNDA) Conference, Hyatt-Regency Hotel, San Francisco, Calif. Info from Eddie Barker, 8435 Stemmons Freeway, Suite 880, Dallas, TX 75247.

19-23 September 1977

Die Fernseh- und Kinotechnische (FKTG) conference, Kiel, Federal Republic of Germany. Info from Dipl.-Ing. Georg Drechsler, FK TG, c/o ZDF, Postfach 40 40, 6500 Mainz, Federal Republic of Germany.

26-30 September 1977

SPSE/SPIE Tokyo Symposium '77 on Photo and Electro-Imaging, Tokai University Members Club, Tokyo, Japan. Info from Toshibumi Sakata, Professor, Dept. of Electro-Photo-Optics, Tokai University, 1-117, Kitakaname, Hiratsuka, 259-2 Japan, or from Robert H. Wood, Executive Director SPSE, 1411 K St., N.W., Suite 930, Washington, DC 20005. (See *Journal*, p. 91, Feb, 1977.)

27-29 September 1977

Effective Utilization of Optics in Radar Systems, Symposium, Huntsville, Ala. Info from Society of Photo-Optical Instrumentation Engineers, P.O. Box 10, 405 Fieldstone Rd., Bellingham, WA 98225.

3-4 October 1977

Photonics and Applied Imaging in Science and Engineering, Seminar, Wisconsin Center, Univ. of Wisconsin, Madison, Wis. Info from John M. Leaman, Dept. of Engineering, Univ. Extension, 929 N. 6 St., Milwaukee, WI 53203. (See *Journal*, p. 512, July 1977.)

SMPTE Technical Conferences

16-21 October 1977

SMPTE 119th Technical Conference and Equipment Exhibit, Century-Plaza Hotel, Los Angeles. Info from SMPTE Headquarters.

3-4 February 1978

SMPTE Television Conference, Sheraton Atlanta Hotel, Atlanta, Ga., Info from SMPTE Headquarters.

29 October-3 November 1978

SMPTE Technical Conference and Equipment Exhibit, Americana Hotel, New York City. Info from SMPTE Headquarters.