

The 120th Conference and Equipment Exhibit

29 October - 3 November 1978, Americana Hotel, New York City

Those of you who are planning to attend the 120th SMPTE Conference can look forward to one of the finest meetings the SMPTE has ever had. With the Conference three months distant at the time of this writing, even now it is apparent that the Conference cannot help but be a success.

The opening session will bring together a major film producer, a major tape producer and leading researchers in the field to present their insights into the Imagery of Today and Tomorrow — the theme set for this conference. The papers program should be among SMPTE's best.

The Equipment Exhibit has been growing each year by leaps and bounds. But this year growth was impossible because the amount of available exhibit space was 10 booths less than we had sold last year. As a result, the exhibit was sold out at the earliest date in SMPTE's history. There will be more than 100 companies participating in the exhibit and they will occupy more than 210 booths. The exhibit will be the largest ever in New York (the previous record was the last New York Conference in 1976 which had 166 booths). A wide range of film and television equipment will be on display.

In addition to its program and exhibit, the SMPTE will have several social activities including a Sunday evening event at Eastman Kodak Co., the Monday Get-Together Luncheon, and the Wednesday evening Banquet.

Program Chairman for this Conference is **John Zeman**, Eastman Kodak Co. The Local Arrangements Chairman is **Irwin Young**, Du Art Film Laboratories.

The SMPTE Conference is under the jurisdiction of the Conference Vice-President **Harry Teitelbaum**, Hollywood Film Co. The program part of the Conference is under the supervision of the Editorial Vice-President **K. Blair Benson**, Video Corp. of America.

Committee Meetings

SMPTE Engineering Committees will meet during the 120th Conference. Committee members will be notified by letter of the dates and times of their meetings. Editorial activities during the Conference include a joint meeting of the Publications Advisory Committee and the Board of Editors.

Equipment Exhibit

The 120th Conference Equipment Exhibit will be one of the biggest and most comprehensive the SMPTE has

ever held in New York. A record number of exhibitors for New York has signed up for the exhibit space. The strong exhibitor participation has required an additional exhibit area upstairs giving the exhibit a total capacity of 211 booths. The types of equipment that will be on display include film and video cameras, sound equipment, lighting equipment, editing equipment, lenses, laboratory equipment, projection equipment and television equipment. The directory of exhibitors (as of 11 July) appears after the Advance Program.

Get-Together Luncheon

The traditional SMPTE Get-Together Luncheon on Monday, 30 October, will feature **Harry Reasoner**, the well-known television newscaster, as guest speaker. In addition, the luncheon will feature the presentation of SMPTE awards which recognize outstanding achievements in motion pictures and television, and service to the SMPTE. All weekly registrants (including spouses) and daily registrants for Monday will receive a free ticket to the luncheon, compliments of Agfa-Gevaert.

SMPTE Banquet

On Wednesday evening, 1 November, the SMPTE will hold its Cocktail Party, Banquet and Dance in the Imperial Ballroom of the Americana Hotel. Cocktails, dinner, dancing and top-notch entertainment will make this evening a memorable one. Companies wishing to reserve tables at the Banquet should get in touch with **Kurt Wullman**, % SMPTE Headquarters, 862 Scarsdale Ave., Scarsdale, NY 10583.

Tables, which are in limited supply, will be reserved on a first come, first served basis. The cocktail party preceding the Banquet will be sponsored by Technicolor Corp.; the music and entertainment will be sponsored by Hazeltine Corp.

Sponsored Social Events

Eastman Kodak Co. will sponsor an open house on Sunday evening, 29 October, at the Kodak Gallery, 1133 Avenue of the Americas. In addition to serving refreshments, the Kodak Gallery will feature an exciting photographic preview of the Treasures of Tutankhamun, as well as slide shows and movies describing the discovery of the tomb. There will also be a display of available museum reproductions of the artifacts. Agfa-Gevaert N.V. will

sponsor the Monday Get-Together Luncheon for all weekly registrants (including spouses) and daily registrants for Monday. Eastman Kodak Co. will sponsor the refreshments before the Fellows' Luncheon on Tuesday, 31 October. Hazeltine Corp. will sponsor the music and entertainment at the Banquet on Wednesday evening, 1 November. Technicolor will sponsor the pre-Banquet cocktail party.

Spouses Program

"In and Around the Big Apple" has been chosen the theme for the Spouses Program at the 120th Conference. Spouses Committee Chairlady Mrs. **Edna Smith**, Montvale, N.J., has planned a schedule of events that will make Conference week memorable and enjoyable. Mrs. Smith points out, however, that there will be additions in the program between now and Conference time, and that the final schedule of events will appear in the Conference Program.

The following is a brief outline of what the spouses have to look forward to. Sunday, 29 Oct.: Ladies Lounge open for registration and afternoon tea. Monday, 30 Oct.: Morning lecture and slide presentation of new fall fashions by *Glamour Magazine*. In the afternoon, the French Champagne Information Bureau will give a lecture (with tastings of French champagne). Tuesday, 31 Oct.: A trip to Soho, art galleries, boutiques and lunch. Wednesday, 1 Nov.: A cooking demonstration by the noted chef Annemarie, including lunch. Thursday, 2 Nov.: A delightful day with expectations of visiting a famous home in New York City.

Association of Cinema and Video Laboratories

The ACVL will meet at the Americana Hotel on Friday and Saturday, 27 and 28 October. On Friday there will be a Board of Directors meeting followed by a dinner for laboratory principals. Preston B. Bergin will be honored at this dinner for his long service to the ACVL. On Saturday there will be members' meetings all day beginning with the Laboratory Members' Meeting at 8:30 a.m. and a symposium of papers on Laboratory Techniques with a break at noon for lunch. SMPTE members are invited to attend the Symposium.

Coffee Club

The Coffee Club for the 120th Conference will be open Monday through Thursday and will be sponsored by the Philip A. Hunt Chemical Corp.

Reduced Rate Advance Registration

Advance registration is available at reduced rates. To avoid waiting in line to register, and to save money, register in advance by mail. Advance registration forms have been sent to all members. The form should be returned with payment to SMPTE Registration, 862 Scarsdale Ave., Scarsdale, NY 10583. Badges and tickets will be waiting for registrants at the Conference registration desk. To receive the advance registration rate, your payment must be received by 20 Oct.

Registration Rates

	Advance	At Conference
Member Weekly	\$85.00	\$100.00
Nonmember Weekly	100.00	115.00
Spouses Weekly	20.00	25.00
Student Nonmember	5.00	5.00
Member Daily	30.00	35.00
Nonmember Daily	35.00	40.00
Get-Together Luncheon	17.00	17.00
Banquet	30.00	30.00

Hotel Reservations

Reservations must be made on the conference registration form. If you wish

to receive the special reduced rates, make your room reservation early because there is a limit to the number of rooms at the special rates. Rooms at the special conference rates are available to conference registrants only. Rooms are being held at the Americana and the Americana City Squire (located across the street) only until 29 September. The rates are: Americana: Single, \$50; Twin/Double, \$62; Suites: \$125 and up. Americana City Squire, including parking: Single, \$48; Twin/Double, \$60.

Advance Program

This Program contains the most accurate and complete information available at the time of publication, listing papers within each individual session. Although the sessions as described here are firm, some papers may be omitted or rearranged before the Conference. Inquiries about specific papers or sessions should be addressed to Society Headquarters, Att.: 120th Conference—Lynne Robinson, Conference Programs Secretary, (914) 472-6606; or to Program Chairman John Zeman, Eastman Kodak Co., 6677 Santa Monica Blvd., Hollywood, CA 90038, (213) 464-6131. The Final Program listing paper titles, authors, and times of presentation will be available ten days before the Conference from Society Headquarters. The Synopses Booklet will be available at the Conference.

SUNDAY, 29 October

REGISTRATION (from 12:00 noon)

ENTERTAINMENT (evening) — Kodak Open House, 1133 Avenue of the Americas, New York City

MONDAY MORNING, 30 October

GENERAL OVERVIEW

The opening session of this conference will be quite different from similar sessions in past years. Responding to the needs of SMPTE members, the session has been designed to close the gap between the hardware and software elements of the industry.

Brought together in a panel discussion, a major film producer, a major tape producer, a leading researcher in the field, and a respected statistical analyst will provide new insights related to the conference theme, "Imagery — Today and Tomorrow." Each panelist will present a mini-paper to the conference. The panel discussion will be moderated by a well known entertainment figure from television and film who will act as the honorary assistant chairperson.

These people will bring considerable experience with them to comment on industry as it exists today. Equally important, they will be active participants in the shaping of our industry in the future.

GET-TOGETHER LUNCHEON (noon)

Guest Speaker: Harry Reasoner, CBS Television
Presentation of Awards

MONDAY AFTERNOON

EQUIPMENT EXHIBIT OPENING, 3:00 p.m.

MONDAY EVENING

PMPEA PROGRAM, Ziegfeld Theater

TUESDAY MORNING, 31 October

THE PBS SATELLITE SYSTEM

(Concurrent sessions)

The Planning and Implementation of the Public Television Satellite Interconnection System

John E. D. Ball, *Public Broadcasting Service, Washington, D.C.*

System Performance Objectives and Acceptance Testing

R. Evans Wetmore, *Public Broadcasting Service, Washington, D.C.*

The Public Broadcasting Satellite Interconnection System Earth Terminal Site Selection and Installation

Edmund A. Williams, *Public Broadcasting Service, Washington, D.C.*

Augmentation of the PBS Technical Center

Robert McCormick, *Public Broadcasting Service, Washington, D.C.*

Computer Services Support for the Satellite Transmission System

Donald F. Ford, *Public Broadcasting Service, Washington, D.C.*

Satellite Technical Operations and Maintenance

W. Gordon Douglas, *Public Broadcasting Service, Washington, D.C.*

TUESDAY AFTERNOON

SATELLITE EQUIPMENT & DELIVERY SYSTEMS

(Concurrent sessions)

Transmission of Four Simultaneous Television Programs Via a Single Satellite Channel

Liston Abbott, *RCA Laboratories, David Sarnoff Research Center, Princeton, N.J.*