



Progress Committee Report for 1978

Introduction: It was the goal of Past-President William Hedden and now of your President, Robert Smith, and myself to improve the format and quality of the Progress Report with the hope of increasing its value to our members. Technical progress in each of the disciplines in which the Society has an interest is reported on and evaluated by the five Affairs Vice-Presidents and by our overseas Committee Members. Because all of the Affairs Vice-Presidents are professionals of high caliber, well known and well versed in their respective areas of interest, they have been asked to exercise much greater editorial flexibility than they have in past years and to express their own knowledge of conditions in the industry. Last year Progress Committee Chairman Robert Smith included in his Introduction a report on the activities of the Society and this practice is continued this year.

The industry trends reported in the Introductions to the 1976 and 1977 Progress Reports continued in 1978 with both the television and motion-picture industries showing encouraging growth in 1978.

In television the trend toward the use of 1-in videotape has accelerated; digital signal processing to achieve a variety of goals, including spatial manipulation of the image, is increasing; the Federal Communications Commission took several important actions during the year; and a number of improvements were reported for television cameras and pickup devices. These and other important advances are reported in detail by Frederick M. Remley, Vice-President for Television Affairs, whose report begins on page 294, as well as by several contributors from other countries.

The report by Daan Zwick, Vice-President for Photo-science Affairs, beginning on page 305 provides a brief but informative report on the International Congress of Photographic Science held during August in Rochester, N.Y., where such fields as electrophotography and unconventional imaging processes were explored. The report also includes information on the latest developments in optics.

The Society's role in Photoinstrumentation had decreased to the point where our continued efforts in that area were seriously questioned by the Board of Governors. Your Vice-President for Photoinstrumentation Affairs, Lincoln Endelman, believed he could reverse the trend when he accepted the nomination for the office two years ago, and his detailed report starting on page 298 illuminates a vibrant part of our discipline that now encompasses nonbroadcast and nontheatrical fields of

technology. He reports on the 13th International Congress on High Speed Photography and Photonics held in August 1978 in Japan and then goes on to report in detail the activities underway at a variety of science and research centers.

Progress in motion-picture technology is reported by Fred J. Scobey whose report begins on page 287.

In recent years the imminent death of film has been predicted regularly, but facts and figures show that something has gone wrong with the pundits' prognostications. Major film laboratories report substantial increases in feet of film processed. Box office revenue increased 15% to set a new all-time high, and theater admissions were up 7% from 1977. Nearly 40 films surpassed the \$10 million mark in rentals to distribution. There was a continuing trend of an exceptionally high number of prints for each of these features to fill the expanding population of mini- and multi-theaters.

As competition heightened in prime-time television broadcasting, there was a steady increase in the number of programs produced on film. At the start of the current season, 81% of prime-time network programming in the U.S. was on film, a 4% gain over the previous season and with mid-season changes the value has risen to 87%.

The use of 16mm and 8mm film in the educational and business and industrial sectors showed moderate gains. Business and industry continued the extensive use of film for industrial training and public relations/promotional needs and, additionally, there was an upturn in film used for the automobile business, point-of-purchase advertising, and airline entertainment.

Film is alive and well and it is obvious that both motion pictures and television have major roles to play in the growing audiovisual communications industry in which we labor.

Raymond Fielding, Vice-President for Educational Affairs, reports on the major growth of expenditures for audiovisual hardware and software in his report beginning on page 306. The Society has, he notes, for many years awarded scholarships, and the entire program is in the process of review with the goal of strengthening it in the future years. It is hoped the review can be completed in 1979.

Two disastrous fires that destroyed millions of feet of historical nitrate-based film occurred during the year which serves to emphasize the need to transfer these historical archives to acetate-based stocks.

SMPTE Engineering and Technical Involvements in 1978

The Society held a very successful Television Conference in early February in Atlanta on the dual themes of "Production Experience Using Broadcast Quality One-Inch Videotape Machines" and "Digital Video for Production Use." Attendance at this important conference has increased each year to a noteworthy degree. In 1978, 16 companies exhibited equipment directly related to the themes of the conference.

SMPTE Engineering Committees were very active during the year. Details of the Type B and Type C helical video recording formats were completed and final versions of the documents are now either approved as SMPTE Recommended Practices or submitted to ANSI for approval as American National Standards. Good progress was made in the field of digital television study and standards, and a new working group was formed to examine the question of digital control interfacing of television studio equipment.

The need for a jiffy reference tape for users of 3/4-in Type A recorders has been recognized, and a committee was formed to produce such a tape that can be supplied as part of your Society's test materials program. A separate committee worked concurrently to draft documents defining the jiffy tape, with the intention of making the new reference tape available for the first time at the 1979 National Association of Broadcasters Conference in March 1979.

The SMPTE took an active role in the meeting of the International Electro Technical Commission, Technical Committee 60 in Budapest in April 1978, and a report of the meeting is given in the September 1978 issue of the *SMPTE Journal*. Many of the Society's members will assist in organizing a meeting of TC 60 in the United States just prior to the 1979 National Conference.

Your Society Activities in 1978

Both the Television Conference in Atlanta and the 120th National Conference held in New York set new records for attendance and size of the exhibit area. There were 828 registrants at the Television Conference and 1600 registrants attended the National Conference where 81 technical papers were presented. A total of 110 exhibitors occupied 211 exhibit booths to show the latest innovations in television and motion-picture equipment. Over 7200 persons viewed the exhibit area. It is obvious that both the Television Conference and the National Conference are growing in importance to both the television and motion-picture industries throughout the world. Increasingly, the SMPTE is recognized as an international society where important tech-

The Progress Committee

CHARLES E. ANDERSON, *Chairman*

Daniel L. Aron	Kenji D. Hiwatashi	H. Krishnan	Arne Sanfridsson
M. J. Ashley	Japan	India	Sweden
New Zealand	Thomas W. Hope	N. Mayer	A. C. Schieman
Hellmut Berger	E. Horvitch	Germany	Canada
Canada	South Africa	R. A. McKinstry	T. F. Schluk
Carlos Velasco Coppel	J. P. Houguenade	Canada	Austria
Mexico	France	Paul J. Mutter	C. Soulé
Ettore de Cinque	W. Hungerbühler	Y. Peless	France
Italy	Switzerland	Israel	M. H. Stevenson
Harry Enequist	Arthur K. Hurley	Erik Rasmussen	Australia
Sweden	Australia	Denmark	Jan W. Varossicau
Herbert E. Farmer	Pravid Kesriragupta	Edward H. Reichard	The Netherlands
H. Fix	Thailand	Michael Rettinger	G. T. Waters
Germany	Tsutomu Kimura	Alboghassam Rezai	Ireland
Rudolf Gressmann	Japan	Iran	C. B. B. Wood
EBU	Rudolf Kingslake	M. Rothaler	England
R. N. Haig	Charles Kirkman	Germany	Yozo Yasuda
England	Canada	V. Rudakov	Japan
Jack P. Hall	Don V. Kloepfel	U.S.S.R.	
Ahmed Hegab	O. Steve Knudsen		
Egypt			

nical papers are presented representing the highest technical achievements of the television and motion-picture industries.

Membership in the Society continued to grow and has surpassed the 8000 mark with 887 members residing in countries other than the United States and Canada. Section activities continue at a healthy level although only 164 Section meetings were held in 1978 compared to 176 in 1977. Because Section activities are so important to the Society, your Past-President, William Heden, placed heavy emphasis upon bolstering the Sections in their struggle to provide interesting and meaningful programs for their members. To this end he asked your Sections Vice-President to form an ad hoc committee to seek ways to assist Sections in presenting good programs. The work of the committee was completed in late 1978 and a report submitted to the Board of Governors. The results of this committee's work should be felt in 1979.

Two mini-conferences were also held in 1978, one by the Chicago Section and the other jointly sponsored by the Toronto/Rochester/Montreal-Ottawa-Quebec Sections.

The Society received a citation from the Academy of Television Arts and Sciences for "Expediently Achieving the Difficult Task of Obtaining Industry Agreement on the One-Inch Type 'C' Continuous Field Helical Recording Standards." This is the second time your Society has been honored by the Academy.

The Executive Director of the Society, Denis Courtney, announced that he would retire 1 July 1979, upon reaching the age of 65. An ad hoc committee was formed to seek a replacement for Mr. Courtney. Out of dozens of candidates examined, the com-

mittee recommended two candidates to the Executive Committee. A choice was made by the Executive Committee for recommendation to the Board of Governors at its February 1979 meeting. (An announcement will be made later in 1979.)

The Society is in good financial condition with adequate reserves. This is in strong contrast to the situation several years ago and can be attributed to results from the Voluntary Capital Funds Program, the continuing success of the test materials sales, the growing importance of the Conferences, and, finally, excellent financial management.

The use of an in-house computer to serve our membership rolls as well as other administrative tasks has run into a series of protracted problems, and one of the tasks for 1979 is to bring the system into successful use.

It should be clear that the Society continues to enjoy a vigorous and growing role not only in the United States, but internationally as well. It is also evident that both the motion-picture and television segments of our industry are being served by the Society and that each segment needs the other in the struggle to improve the techniques of audiovisual communications.

Your chairman wishes to give his personal thanks to each member of the Progress Committee and to the Affairs Vice-Presidents who have contributed so much of their time and effort in preparing these reports. I want also to thank our sustaining members for their support and especially to thank Rae Hargrave at headquarters for her editorial help and advice in preparing the report. — Charles E. Anderson, Chairman, Progress Committee