

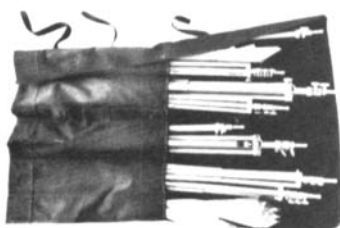
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Report on Photokina 1980

Cologne, Germany, 12-18 September 1980

This mammoth biennial event, organized by the German Photographic Industry Association and the Cologne Trade Fair Company, was first held in 1950, when 300 German manufacturers exhibited their wares. The 1980 Photokina, which covered 1,300,000 ft² (122,000 m²) of floor space, attracted 1,076 exhibitors from 33 countries compared with 1978, when there were 1,002 exhibitors from 27 countries.

The five SMPTE representatives at the Photokina—Donald Breidt, Harold Eady, Robert Smith, Pablo Weinschenk-Taberner, and Irwin Young (who had charge of the SMPTE booth) were pleasantly impressed by the number of visitors who wanted to know more about the SMPTE. More than 60 well-qualified persons applied for membership.

One of the highlights of the Photokina was the 34th World Congress of the International Scientific Film Association, held 13-19 September in the Western Convention Centre on the Cologne Trade Fair grounds. This was the first time this event had been held as part of the Photokina. The program included more than 30 hours of film presentations in the categories of research films, university teaching films, and popular science films.

Fernseh und Kinotechnische Gesellschaft (FKTG), the German Association for Motion Pictures and Television, also held a convention during Photokina.

Exhibitors of motion picture and television products mainly occupied the International Centre for Motion Picture and Television Systems in Hall 13. The new super-8 cameras attracted a number of interested observers. Some new features include microcomputer control and acceptance of 200-ft magazines. The new 16- and 35-mm cameras are noticeably smaller and easier to handle than earlier models, this

being made possible by miniaturized electronic components.

The new lenses displayed a trend toward smaller size and lower weight while providing high refractive power and low dispersion.

In the film projector display, automatic projectors for motion picture theaters and for multivision shows were displayed among many other types of projector for various purposes. The 8-mm projectors ranged from silent film to super-8 sound film projectors with hi-fi quality and professional characteristics. Quite noticeable was the trend toward ease of operation. Both 16-mm and 35-mm projectors are becoming more compact, and projectors of modular design and fully automatic systems were among those shown.

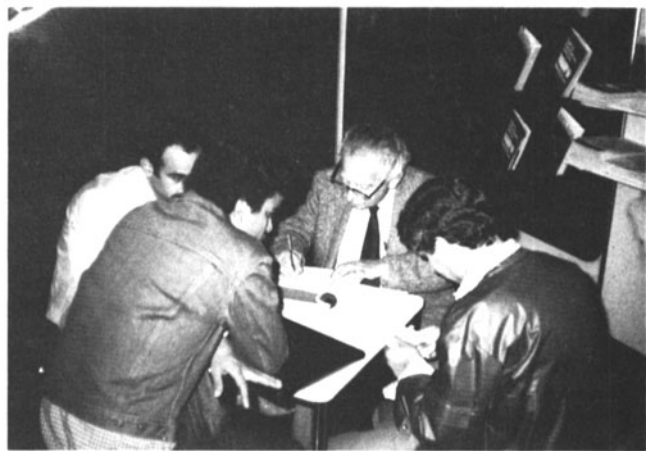
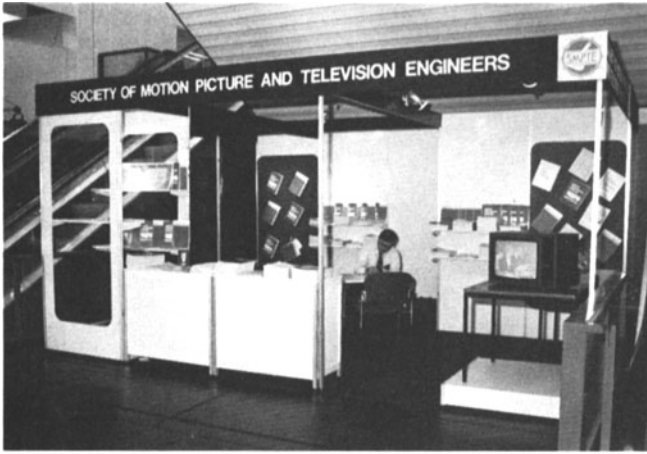
In the 16th Photokina, as in previous ones, the emphasis was on still photography, but the worldwide growth of the motion picture and television industries was evidenced by the size of the space allotted to the International Centre—15,000 square meters, which was one-third more space than was allotted in 1978. Audiovisual exhibits were shown on over half of the exhibition area.

Impressive not only because of its sheer size and the innovative equipment seen at the numerous exhibits, the Photokina provides an informative survey of the state of the world market as regards photographic products and motion picture and television equipment.

As Friedrich Wilhelm Rabenschlag, Chairman of the German Photographic Industry Association, noted, "Photography and cinematography have brought a more fundamental change in our world outlook than Gutenberg's invention of the letterpress. We live in an age of visual communication."



Harold Eady, Donald Breidt, and Robert Smith obviously very pleased at the way things are going at the SMPTE booth.



The SMPTE is truly an international organization with its home in the United States. The SMPTE booth is shown before its international opening in Cologne (above left). The International exchange of ideas from East and West come together when the booth is open: three members discuss differences in image and sound projection technique (top right). Donald Breidt, Executive Director, and Robert Smith, SMPTE President, however, must continue planning for the SMPTE future while in Europe (above left). The international reputation of SMPTE is known worldwide and Pablo Weinschenk-Tabernerero,

SMPTE Associate Editor, adds three new members (above right) from three different countries. Pablo typifies our international representation with Heinz J. Donnermeyer, Manager of the Cologne Trade Fair Company (below left). The efficiency of the fair administration and the SMPTE booth setup was remarkable considering the short amount of time involved — the space was donated to SMPTE by the Cologne Trade Fair Company. SMPTE President Smith, President F. In der Smitten of FK TG, and George Drechsler, FK TG Executive Director, see a vital future for the motion picture and television industry (below right).

