

NEWS

RCA has announced its decision to support the North American Broadcast Teletext Specification (NABTS) standard for a proposed consumer television information service. The same standard is being supported by NBC and CBS. RCA has simulated the major components of the proposed new teletext service at RCA laboratories in Princeton, N.J. The RCA Consumer Electronics Division in Indianapolis is developing prototype teletext decoders for use in future television receivers. Teletext involves a system of telecasting digitally encoded information to the home, where it is decoded by a specially equipped TV set or separate adapter. Typical teletext information displayed as text or graphics might include news, weather, sports, financial summaries, consumer tips, movie reviews, and restaurant guides.

Hope Reports, published by Tom Hope at 1600 Lyell Ave., Rochester, NY 14606, predicts that the audiovisual industry will soon show an improvement in sales. The prediction is based on several factors. Most significant is the fact that television commercial production has been increasing for five consecutive quarters after more than two years of major declines.

In a separate study, the research firm reported that corporate changes, company closings, acquisitions, mergers, and a few new company openings have been more numerous during 1981-82 than at any previous time. Ten years ago in a relatively normal economic year, the audiovisual merger rate (number of firms involved in some kind of corporate transaction versus total number of companies) was 1.7%. In the recession year of 1975, the rate jumped to 2.3%. For the 12-month period from June 1981 to July 1, 1982, the rate was even higher at 2.6%.

The number of suppliers of educational media has declined from 810 in 1972 to 535; however, the number of training media suppliers has risen from 70 in 1972 to 290.

Carleton H. Musson has been appointed Director, Video Systems Product Management, for RCA Commercial Communications Systems Division, Camden, NJ 08102. He was previously Manager, Studio and Control Equipment Engineering and Product Management, for the Division. Musson joined RCA in 1958 as a leader, design development engineering, in the field of commercial and military high-power transmitters.



Joseph A. Flaherty Elected Fellow of IEE

Joseph A. Flaherty, Vice-President, Engineering and Development, CBS Television Network, has been elected a Fellow of the British Institution of Electrical Engineers (IEE), one of the oldest engineering societies in the world. The IEE admits to its membership persons whose academic attainment, professional training, and experience make them worthy of recognition as Chartered Electrical Engineers.

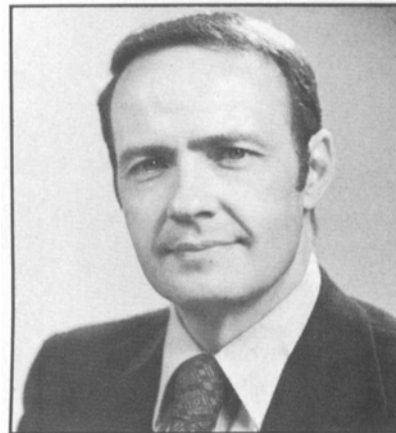
The IEE was founded in 1871 as the Society of Telegraph Engineers. In 1880 it became the Society of Telegraph Engineers and Electricians. The IEE adopted its present name in 1888 and was incorporated by Royal Charter in 1921. The 80,000-member institution serves as a professional regulating body and as a technical authority participating in the formulation of national and international standards.

In 1963 he joined Wickes Industries, Camden, and became Vice-President, Eastern Operations. He rejoined RCA in 1970 as Manager, Transmitting Equipment Engineering and Product Management. In his new post he is responsible for managing RCA's complete line of studio and field television cameras, TV film systems, videotape recorders, and associated control equipment.

Sony Corporation and Thomson-CSF announced jointly that Thomson-CSF has adopted the 1/2-in. camera-recorder system for broadcast use based on the Betacam format. The announcement was made in Tokyo on August 19. On June 22, Sony submitted the final format of its broadcast-use camera-recorder system to the SMPTE for standardization consideration. Thomson-CSF has adopted this format and will manufacture and market the 1/2-in. camera-recorder system.

Sony introduced the U-Matic VTR system (the BVU series) in 1976. The U-Matic system used for ENG purposes consists of two separate units — the VTR and the camera. While providing superior picture-quality and speed in newsgathering, it was less easily handled than a 16-mm camera; so reduction in size and weight, improved ease of operation, and portability were desirable.

In 1976, Thomson-CSF introduced the first Microcam ENG color camera, developed by its subsidiary Thomson-CSF Broadcast Inc. (U.S.A.). At the same time,



Flaherty is responsible for all engineering and development activities for CBS Television, including planning and coordinating the development of new equipment and installation of technical facilities throughout the network. He is a Fellow of the SMPTE, a Fellow of the Royal Television Society, a member of the Fernseh und Kine-technischen Gesellschaft, Germany, and the Societe des Electriciens, des Electroniciens, et des Radioelectriciens, France.

Thomson-CSF concluded a license agreement with Sony for the manufacture of this ENG camera, which is now produced by both Thomson-CSF and Sony. The agreement covers a detachable 1/2-in. recorder system based on the Betacam format, and will allow Thomson-CSF to extend its range of ENG and EFP products.

Paul F. Amedick has been appointed Manager, Community Affairs, for RCA's Commercial Communications System and Government Systems Divisions with headquarters at RCA Building 206-1, Cherry Hill, N.J. He is responsible for community and government relations activities for the two RCA divisions, which have major installations in Camden, Cherry Hill, Moorestown, and Hightstown, N.J.



Previously, he was Manager, News and Information, for RCA Commercial Communications Systems Division in Camden. He joined RCA in 1968 in the industrial relations activity and has held various public relations and publicity posts since 1971.

He is succeeded by Bruce E. White as the Division's Manager of News Services.

Staff Changes at the *SMPTE Journal*



Joyce R. Hurwitz

Recent changes in the editorial department of the *Journal* include the appointments of Joyce R. Hurwitz as Associate Editor, Mark F. Askew as Assistant Editor, and Mary V. Connolly to the position of Editorial/Program Coordinator.

Joyce Hurwitz has been with SMPTE since October, 1980, first as Production Assistant and later as Editorial/Production Coordinator, following several months of freelance work for the *Journal*. She attended Ohio State University and Hofstra University, and previously held various editorial and publicity positions with Doubleday & Co., Random House, the Estate of Thomas Wolfe, Pocket Books, and Simon & Schuster in New



Mark F. Askew

York City. Joyce is an enthusiastic tennis player and enjoys sailing, and she takes an active part in community affairs. She lives in New Rochelle, N.Y. with her husband and two children, one of whom is away at college.

Mark Askew is the newest member of the *Journal* staff, making his debut with the October issue. He was raised as an "Air Force brat," and traveled all over the world as a child. He graduated from Florida State University, and came to New York in 1978. Previous experience was with Logical Technical Services as a copy editor, and with Dennis Cooney Productions in New York City. His hobbies include weight lifting, writing, and skiing. Mark lives



Mary V. Connolly

in New York City and reverse-commutes to work at SMPTE headquarters in Scarsdale.

Mary Connolly, who has been Editorial Secretary at the *Journal* since December, 1980, has now taken on the additional responsibilities of handling programming for SMPTE Conferences. She attended The Wood School in New York City. Previous experience includes working for the F.B.I. for seven years, and three years as executive secretary with Park Benziger & Co. Mary is an active person who enjoys long walks and gardening. She lives in Scarsdale, N.Y. with her husband and four children, two of whom are away at college.

—J. Hurwitz

The appointment of three senior vice-presidents and one vice-president for DeLuxe Laboratories, Inc., film processing subsidiary of Twentieth Century-Fox Film Corp., has been announced by Burton Stone, president.



Robert J. Aten



Fred Austin

Fred Austin becomes Senior Vice-President of Operations; Robert E. Klees, Senior Vice-President of Marketing; and Robert J. Aten, Senior Vice-President of Finance and Administration. Austin and Klees have been vice-presidents since 1975, and Aten since 1978. Ellis J. Mills was promoted from Assistant Vice-President and Plant Manager to Vice-President and Plant Manager.

Austin joined DeLuxe in 1959 and has served in a variety of production positions. Klees joined the company in 1975. Aten came to DeLuxe in 1977. Mills has been with the company for 22 years.



Robert E. Klees



Ellis J. Mills

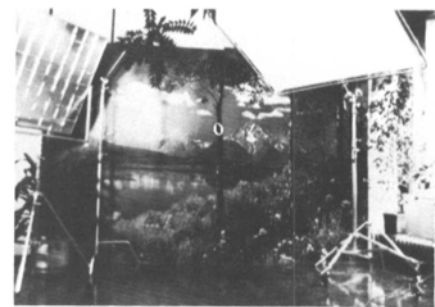
A course in Geometric Optics will be taught by Milton Laikin at the University of California at Los Angeles beginning January 3, 1983. Classes will be held on Monday evenings from 7 to 10 p.m.

The course will cover the design of optical systems, emphasizing geometric design aspects; first order or Gaussian optics; image formation; third order aberrations, prisms and mirrors; spherical and aspheric surfaces; and optical materials. Also dis-

cussed will be application to telescopes, microscopes, photographic lenses, projectors, and other devices.

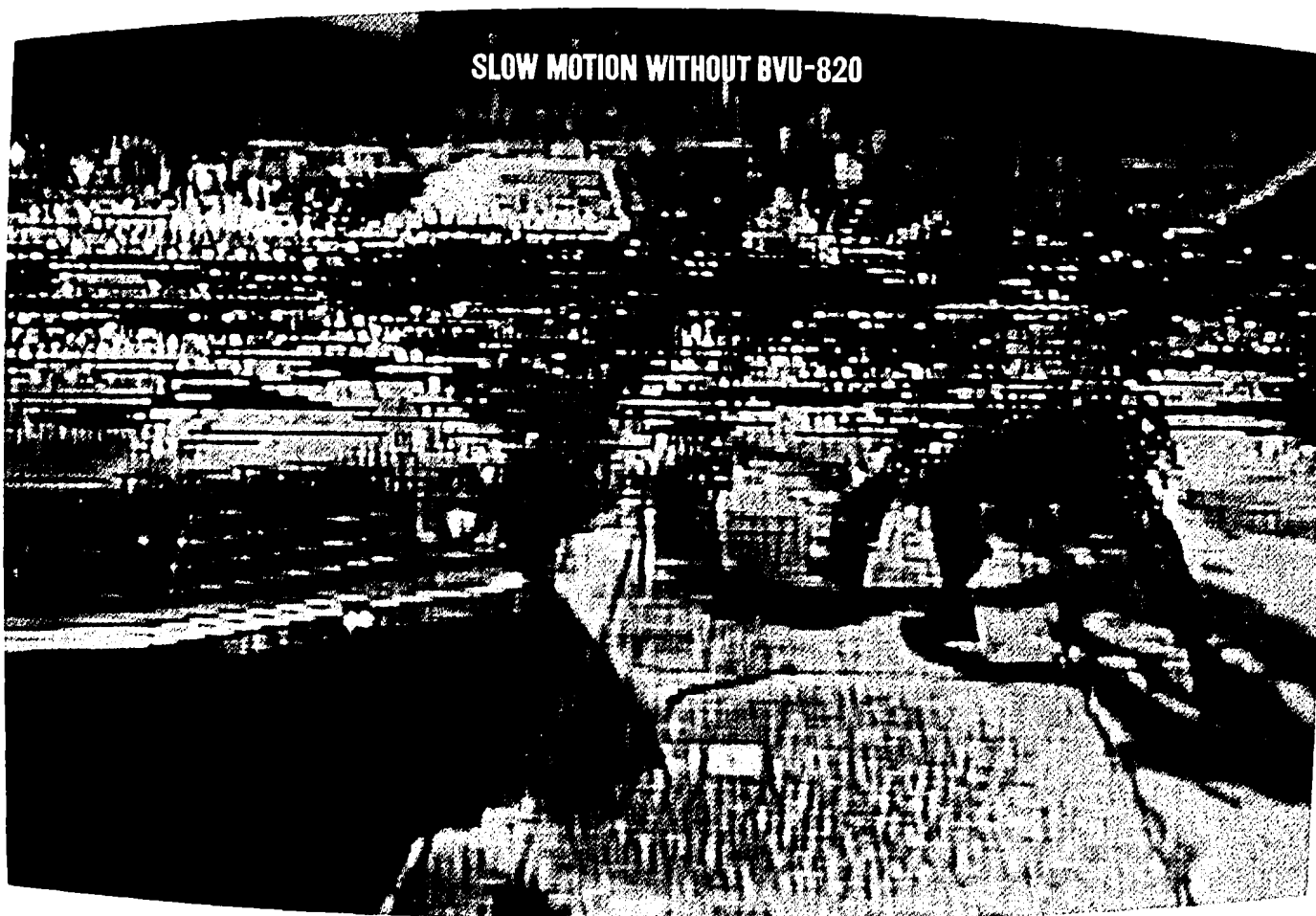
Further information is available from the University of California at Los Angeles, Continuing Education in Engineering and Mathematics, 6266 Boelter Hall, Los Angeles, CA 90024; or from Milton Laikin, Laikin Optical Corp., 5630 Arbor Vitae St., Los Angeles, CA 90045.

Matthews Studio Equipment, Inc., Burbank, Calif., has announced the opening of a new facility called Matthews East at 143

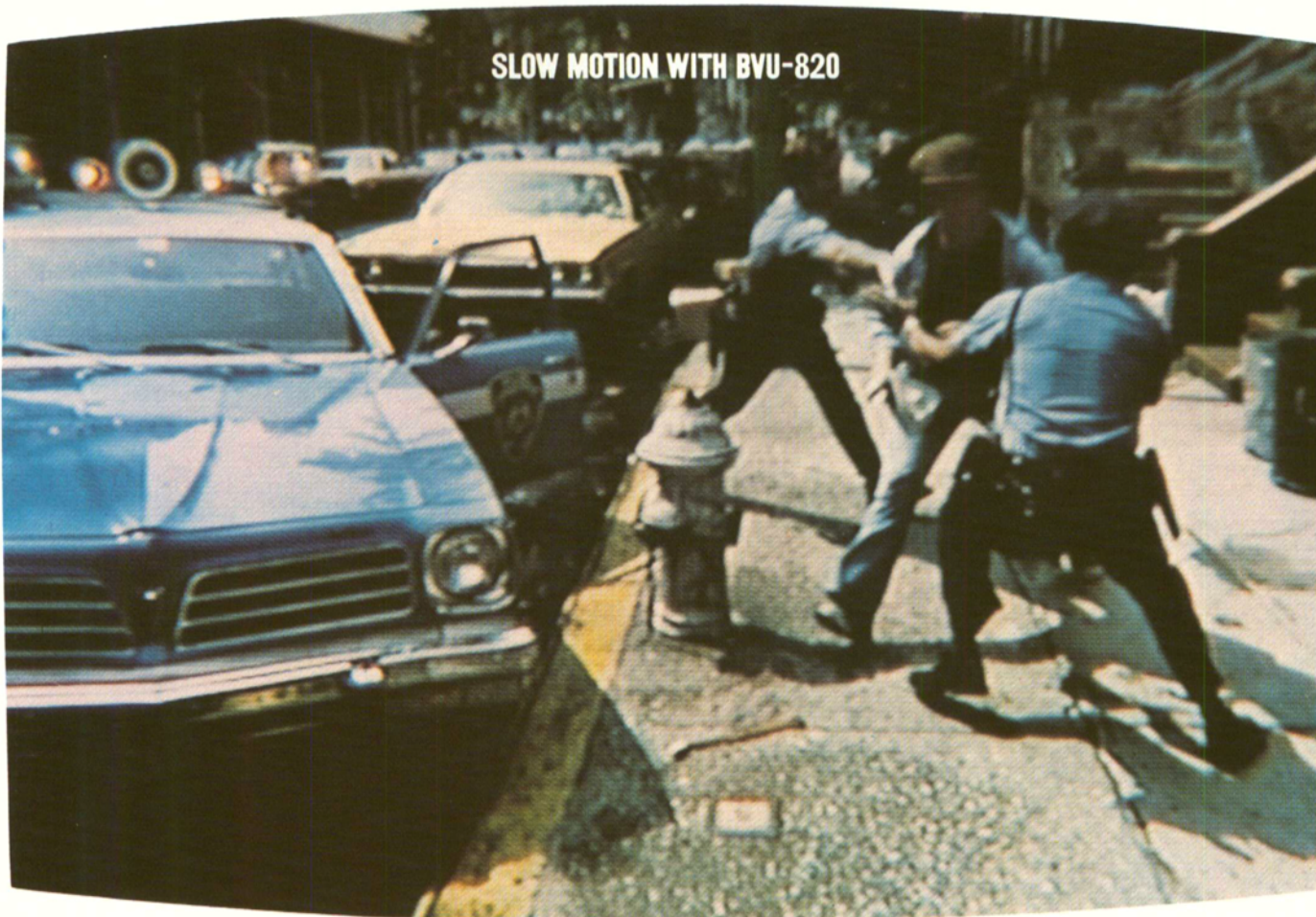


Matthews East.

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And the implications of this in terms of saving time and money are enormous.

**TWO NEW WORDS IN ¾" VTR'S:
DYNAMIC TRACKING.®**

At the heart of the new, fully integrated, plug-compatible Sony editing system is the BVU-820 videocassette recorder.

It retains all the outstanding qualities of the BVU-800 series. Including up to 40x play speed in shuttle, which is more than twice as fast as ever before—to stop, instantly, without slewing or breaking up.

But there's one brilliant addition—Dynamic Tracking. Which means U-matic users now have the ability to broadcast special effects—something which, until now, has only been associated with more expensive reel-to-reel broadcast VTR's.

**TOTAL FLEXIBILITY AT YOUR
FINGERTIPS.**

If the BVU-820 is the heart of the system, then the BVE-800 is most assuredly the brain. Not merely because of its 128 multi-event edit memory,

but because of the way it gives you total motion control of three VTR's.

The BVE-800 is expandable and upgradeable and includes full A/B sync roll capability; time code or CTL editing; built-in BVS-500 Audio/Video switcher control logic and something else only Sony can offer:

A price that's at least \$5,000 less than its nearest competitor.

A CHAIN WITH NO WEAK LINKS.

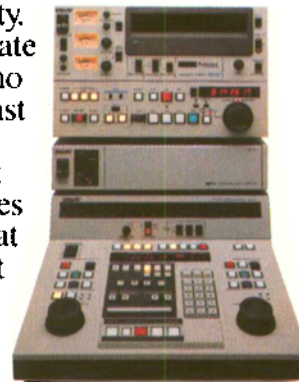
The Sony U-matic editing system features another marvel of Sony technology, the BVT-800 Digital Timebase Corrector.

Without it, the BVU-820 is capable of up to 10x play speed—fully viewable.

With it, it's capable of up to 40x play speed fully viewable, and full play speed in reverse to 3x forward with broadcast quality.

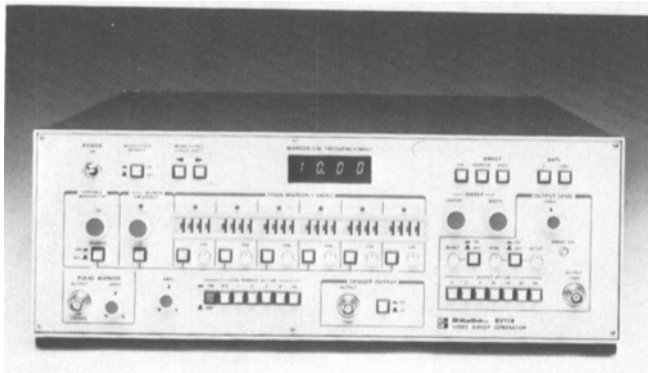
For all the facts on the state of the art, from the people who invented it, call Sony Broadcast in New York/New Jersey at (201) 368-5085; in Chicago at (312) 860-7800; in Los Angeles at (213) 537-4300; in Atlanta at (404) 451-7671; or in Dallas at (214) 659-3600.

SONY
Broadcast



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W. 20 St., New York, NY 10011. The 7500 sq. ft. facility dedicates approximately 5000 sq. ft. to its showroom and "hands-on" demonstration area, with the remaining space being utilized for inventory, repair, parts, and service.

MM Editing Systems, Inc., the representative of KEM products east of the Rocky Mountains, has moved to 118 East 25th Street in New York City. The new location provides 2,000 sq. ft. on the seventh floor of a 12-story building, with a permanent demonstration room where KEM products are shown.

Edward Efron has been appointed Director of Engineering for ABLE Computer, 1732 Reynolds Ave., Irvine, CA 92714. He will

have full responsibility for the design of new products for the company with special emphasis on developments for new markets. According to the announcement, he is widely recognized for his creativity and innovative approach in fields as diverse as medical technology, motion pictures, television, and videodisc production. Before joining ABLE, Efron held senior positions in several IBM divisions.

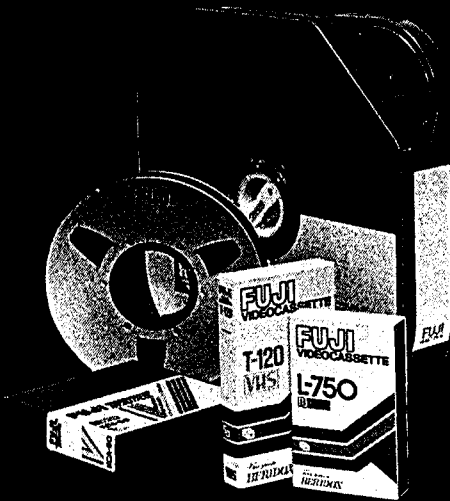


Allied Film Laboratory's Oxberry animation stand.

Computerized animation equipment for producing special effects on film has been installed at Allied Film Laboratory, 7375 Woodward Ave., Detroit, MI 48202. The new Oxberry animations stand is fully

SMPTE Journal, December 1982

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computerized with north-south, east-west, zoom, spins, traveling pegs, and other features to produce special animation effects economically in either 16-mm or 35-mm formats.

The Satellite News Channel (SNC), a joint venture of Group W Satellite Communications and ABC Video Enterprises, has designed an electronic art department utilizing the Lyon Lamb VAS IV animation controller and animation stand. A camera is mounted on the stand. It is used as a moving copy stand, and everything is put into electronic storage. SNC combines images created by their animation department with a Computer Graphics Lab Images Computer, a Quantel, and an Ampex ADO to produce total in-house animation and graphics. The VAS IV controller acts as an editor/switcher. It is interfaced with two Sony BVU-800s in tandem, allowing frame-by-frame recording and editing directly to broadcast videotape.

Steenbeck, Inc., has purchased larger and more modern premises at 9554 Vassar Ave., Chatsworth, CA 91311. The firm was formerly located at 9045 Eton Ave., Canoga Park, Calif. The new location provides for considerable expansion in-

cluding more spacious test and assembly areas, separate showroom, rental department, extra space for service, and greater storage for spare parts.

Kodak Develops ASA 1,000 Film

A new 35-mm color print film with an ASA rating of 1,000 has been developed at Eastman Kodak's Research Laboratories. Reported to be the world's fastest color film, usable under extremely low light conditions, it is expected to be the first in a series. The ASA 1,000 film is said to have the same-quality grain and sharpness as the ASA 400 film, currently the fastest available. The new film was produced by altering the shape and sensitivity of the silver halide crystals that give photographic materials their sensitivity to light.

Judith Schwan, Assistant Director of the Research Laboratory, commented on the new film, saying, "We feel that we have made an important advance in silver halide technology. This emulsion technology can be applied to a number of products; it can be used for black-and-white and color films, negative and reversal, and we feel that it also has potential for motion picture film."

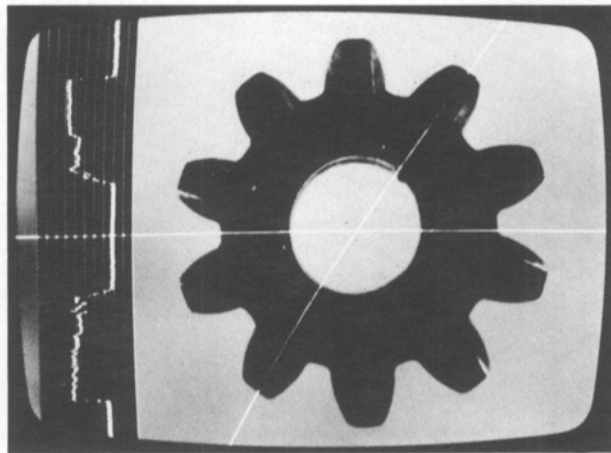
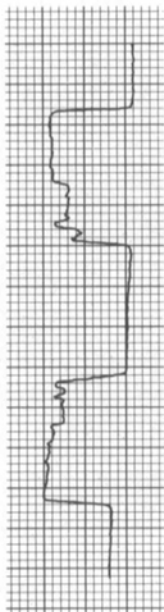
Ms. Schwan said that this new film, "with which we are all delighted," was the result of dedicated teamwork on the part of the Laboratory's personnel.

BOOK REPORTS

The Video Age: Television Technology and Applications in the 1980's by Mark Schubert is available from the publisher, Knowledge Industry Publications, Inc., 701 Westchester Ave., White Plains, NY 10604, at a price of \$29.95. Containing 264 pages, the book covers several aspects of the many advances made and being made in television technology.

Schubert documents the many inventions and breakthroughs from the videotape recorder to high definition television cameras, and describes developments yet to emerge from the laboratory and those awaiting government approval. The innovations he discusses are in every area of television technology including acquisition, storage, distribution, processing, and presentation. Presented within a historical framework and soberly critiqued, the innovations include such developments as cellular communications that may someday allow individuals to communicate with two-way portable television systems; pictures shown on displays only 1-in. wide (making wristwatch television a reality); displays the equivalent of wall murals; and fiber optics transmission which could make

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