



Roland J. Zavada (right) accepting the Emmy for the SMPTE, with Marcel Auclair (left) and Frank Davidoff (center).

## Emmy Award Accepted by Roland Zavada

*In accepting the Emmy award, Mr. Zavada thanked the Academy and emphasized that this valued award for a momentous achievement recognizes not one person or one group, but the dedicated efforts of many individuals and many groups.*

The Society is honored to have been recognized for its role in cooperating with the European Broadcasting Union (EBU) and the International Radio Consultative Committee (CCIR) to bring about a world digital video specification.

Much of the early organized effort to develop digital video came from our neighbors overseas. The SMPTE's efforts began in 1975, when we organized a study group under the chairmanship of Charles Ginsburg of Ampex Corp. Within two years, sufficient technological progress and identification of objectives and needs had been developed to divide this effort. A document-drafting working group, under the chairmanship of Robert Hopkins of RCA Corp, was established to address the standardization of studio requirements for digital video. Our energies in North America were directed primarily to composite encoding of the television signal.

At a luncheon meeting in Europe in the summer of 1979, the late Herbert

Fix, vice-chairman of the EBU Technical Bureau, informed me of the progress of the EBU toward a digital video specification based upon component encoding. Europe needed to know whether the United States would consider component rather than composite encoding. In February, 1980, a pivotal decision was made by Robert Hopkins' committee to abandon our composite effort and switch to component coding. Through the cooperation of the EBU, we, as latecomers, were able to join Europe in working toward a worldwide rather than just a European standard for digital video.

Carlo Terzani, chairman of the EBU, was willing to delay for a year their decision for a digital specification. This allowed the SMPTE working group, with strong international input including that of Japan, to investigate sampling frequencies we believed necessary to assure an effective and long-lasting video specification for 525- as well as 625-line rates. For this unprecedented effort, the Society organized a task force under the chairmanship of Frank Davidoff, who joins me here tonight. At that same time Ken Davies of CBC, Canada, represented tonight by Marcel Auclair, took over the all-important task of changing our fundamental approach, coordinating with the EBU, and developing a practical demonstration to validate

the choice for our specifications. The significance of these efforts is documented in the special October, 1981, issue of the *SMPTE Journal*. What can never be published is the tremendous amount of personal dedication and energy that went into this effort by individual experts, their sponsors, and organizational and corporate support. Ken Davies' working group was able to bring about national decision and recommendations through the excellent coordination effort of Frank Davidoff and the members of his International Coordinating Task Force. These Society energies culminated in the tremendous cooperation between several CCIR national committees, and especially the EBU.

We appreciate the new-formed friendships which allow us today to accept this honor and recognition of our contributive role to a world digital television specification. This prestigious award will serve to remind us that history-making achievements can be accomplished only by unswerving dedication and a lot of hard work by the many chairmen, committee members, international groups, and four presidents, and Joseph Flaherty's encouragement as a key officer throughout the six years it took to achieve this goal. Thank you very much.

—Roland Zavada