

Letter from the President

Members and Friends of SMPTE:

I would like to take this opportunity to share with you some insight on the current position of SMPTE and plans we are making for the future.

To set the proper perspective, we have to observe what is now happening in the disciplines we currently serve:

- Technology in the television industry is progressing by quantum leaps.
- High-definition television, digital, satellite, and cable broadcasting are all involved with new techniques, methods, and innovations.
- There are significant innovations in broadcast practices, such as the all-digital studio, which are now under review in our engineering committees.
- The motion-picture industry is continuing to receive new and improved products for production, distribution, and display.
- There is a renewed interest in 3-D motion pictures.
- Moving image displays of new formats and exhibit and entertainment centers, such as EPCOT, are continuing to spring up around the world.

The above are but a few of the many examples of the complex systems being either implemented or used in our disciplines.

SMPTE has for many years served these industries by providing the platform to receive and develop recommended practices as well as the national and international standards necessary to support the needs of the motion-picture and television industries.

We now must look to ourselves to determine how we can better serve these rapidly evolving technologies. Our Engineering Vice-President is currently investigating the procedures now used by the Society in its standardization process to see if there are ways we can expedite the current processes and yet not endanger the completeness needed for the methods of preparing these documents.

To guide us for the future needs of the Society, a former President has accepted the assignment as Chairman of our Long-Range Planning Committee. The task of this group is



to prepare the Society for events which they foresee taking place in the five-to-ten-year future, whereby we will then be prepared to cope with these needs and demands.

We are also continuing to expand the international horizons of the Society by having board representation by members of countries outside North America.

This year our National Conference will be held in downtown Los Angeles. This relocation to a new hotel site, along with the use of the Los Angeles Convention Center for our equipment exhibit, is a landmark change for the Society. To make this conference the success it has been throughout the past years, we are asking the full support of all the contributors and attendees in cooperating with our Headquarters staff.

It is my goal for the next two years as President of your Society to "streamline" our methods and procedures so that we, too, can progress at the rapid speed of our motion-picture and television disciplines. Also, periodically, I will report to you, the members and friends of the Society, as to the progress we are making to meet these goals.

Leonard F. Coleman