



Visitors to Australian Section's first International Conference and Exhibition.

## SMPTE Australian Section Holds First International Conference and Exhibition: Sound & Vision '84

By Joyce R. Hurwitz

The Society took a giant step forward into the international arena by holding its first International Conference and Exhibition in Sydney, Australia, on June 7-9, 1984. Organized by SMPTE's Australian Section, this marked the first time a meeting was held outside the North American continent. The conference "down under" was an overwhelming and unqualified success.

The conference had as its theme "Sound & Vision '84: The International View of Sound & Vision Communication Technology." Located at the Sydney Showgrounds, which covers an area of several blocks and contains many buildings of various shapes and sizes, the exhibit and technical sessions were held in an unusual and exciting setting. Two weeks before opening day, registration was proceeding at such a rate that plans had to be changed to accommodate the ever-increasing numbers. Even with larger rooms for the technical sessions, additional seating had to be supplied as registrants poured in to

hear the papers presentations. Registration figures exceeded all expectations, with over 650 delegates attending the three days of intensive lectures and visiting the various equipment exhibits.

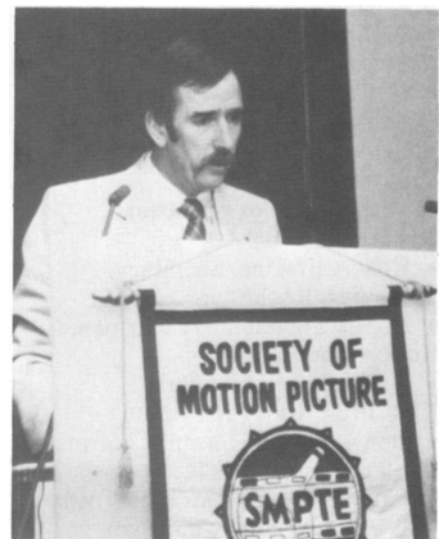
The Australian engineering group FACTS (Federation of Australian Commercial Television Stations) scheduled their meeting just prior to the conference so that they would be able to take advantage of the SMPTE Conference and Exhibition.

### Opening Ceremonies

The conference officially opened at 9 a.m. on June 7, with an address by Australian Section Chairman John F. Donovan, Atlab Australia, who welcomed the attendees, discussed the need for the dissemination of technical information, and expressed his pleasure in this first overseas meeting of the Society.

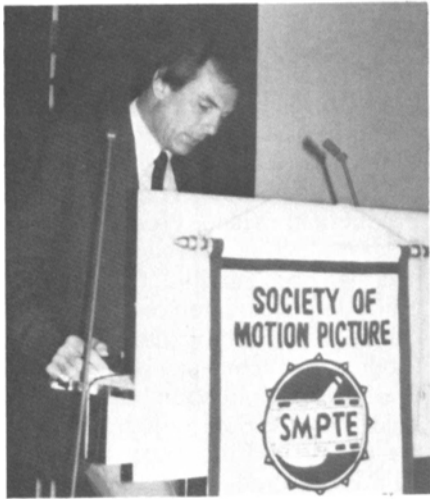
An interesting slide presentation followed, entitled "Sydney — One Hell of a Town." Donovan thanked those people whose hard work had resulted in the success of the meeting. Assisting Donovan in organizing the conference were the Board of Managers, made up of Past Chairman Murray Forrest, Colorfilm Pty Ltd.; Gov-

ernor-at-Large John Barry, John Barry Group; Papers Chairman Dominic Case, Colorfilm Pty Ltd.; Secretary/Treasurer Jeff Deal, Kodak Australasia Pty Ltd.; Conference Secretary/Treasurer Bruce Harrell, Atlab Australia; Bruce Robertson, Television Corp.; Ross Thyer, Quantum Electronics Pty Ltd.; and Frank White, Australian Commonwealth Film; and a conference committee

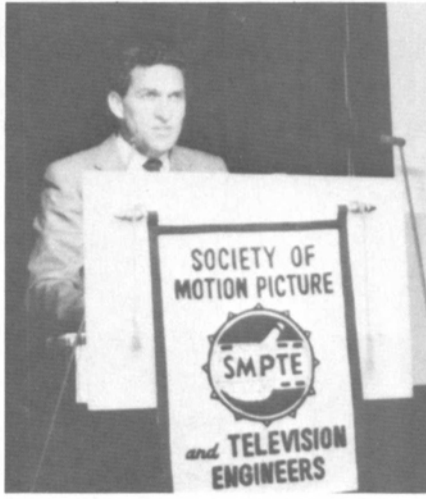


Australian Section Chairman John Donovan delivering opening address.

The author would like to give special thanks to Joseph Roizen, president, Telegen, Palo Alto, Calif., for supplying some of the information used in this article.



Murray Forrest, Immediate Past Chairman, Australian Section, speaking to delegates.



Paul Landa, Attorney General, New South Wales, addressing delegates.



(L-R) Malcolm Smith, Australian Film Commission, SMPTE Executive Director Lynette Robinson, and Australian Section Chairman John Donovan.



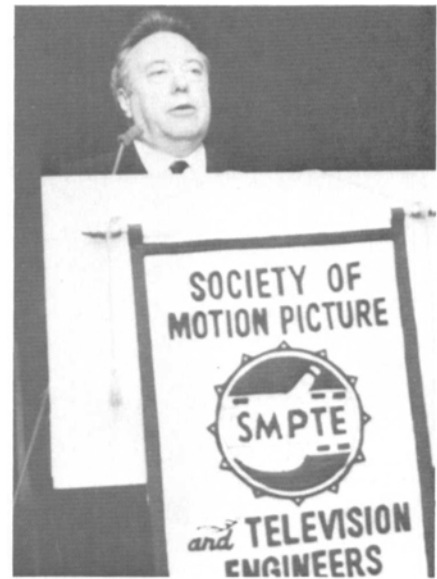
Papers Chairman Dominic Case with Georgia Forrest and Judy Barry, Ladies Committee co-chairwomen.

which included Conference Engineer Richard Leathers, Amalgamated TV Services Ltd.; Conference Secretary Ann Black; and Judy Barry and Georgia Forrest, co-chairing the Ladies' Committee.

Donovan then introduced Paul Landa, Attorney General of New South Wales, who spoke on the challenges of the technology and the great strides made in Australian motion pictures and television. Many new films set in Australia have recently received critical acclaim and have enjoyed commercial success worldwide.

Next, SMPTE President Leonard F. Coleman, Eastman Kodak Co., described the Society's history, activities, and goals. Coleman then introduced Lynette Robinson, SMPTE Executive Director, who explained the staff's role in supporting the volunteer officers. Following this brief overview of headquarters operations, the technical sessions were officially opened.

In addition to President Coleman, officers of the Society attending the conference included Executive Vice-President Harold J. Eady, Novo Communications, Inc.; Engineering Vice-President Richard E. Streeter, CBS Broadcast Group; Secretary M. Carlos Kennedy, Ampex Corp.; Former President Robert M. Smith, Du Art Video; Governor John F. X. Browne, Browne Associates Inc.; and Governors-at-Large John Barry, John Barry Group, Bengt Orhall, AB Film-Teknik, and Burton Stone, Deluxe Laboratories, Inc.; and San Francisco Chairman Donna Foster-Roizen, Telegen.



SMPTE President Leonard F. Coleman delivering speech about the Society.



SMPTE Executive Director Lynette Robinson explaining the role of headquarters staff.



Dr. Henning Schon, National Film & Sound Archive, presenting a paper at technical sessions.



(L-R) Australian Section Secretary Bruce Harrell, SMPTE Executive Vice-President Harold J. Eady, Former SMPTE President Robert M. Smith, and Malcolm Smith, Australian Film Commission, enjoying a break in the conference activities.



The technical sessions attracted a large and attentive audience.

## Technical Sessions

The three-day papers program began on Thursday morning, and continued through Saturday afternoon. More than 60 papers were presented. Thursday's sessions were divided into the following topics: Trends in Image Production, Video Production and Post-Production I, Television Engineering, and Satellite Communication. On Friday, topics covered included Film Production and Post-Production Technology II, Theatrical Presentation, and Sound in Film and Television. On Saturday, papers were presented on Film-Tape Interface, Television Production Engineering, and Video Production and Post-Production II.

The papers were delivered by experts in their fields from many corners of the globe. Some of the highlights included a review of Australian TV, the impact of the 1956 Melbourne Summer Olympic Games on public TV in Australia, and the introduction of videotape recording in that country. A discussion was held on some of the current problems of TV station operation, and the necessity of finding room for film and tape storage. Video technology came under discussion, as well as DBS, digital video effects, and computer graphics for use in the 1984 Summer Olympic Games.

## Equipment Exhibit

Coinciding with the technical program was a comprehensive equipment exhibit located within adjoining pavilions at the showgrounds. Approximately 45 companies participated in the exhibit, giving the more than 5000 attendees a chance to examine the new systems and technologies displayed. Delegates from twelve countries were in attendance, representing the U.S., U.K., West Germany, Finland, Sweden, Switzerland, New Zealand, Malaysia, Hong Kong, Japan, Singapore, in addition to the host country, Australia.

Some of the highlights of the exhibit were Ampex's introduction of the 625-line version of AVA-3, their graphics system, while Quantel displayed their newest Mirage. Rank showed their digital ADS-1 telecine and slide store, while Magnatech displayed CMX editors and Dolby Labs noise reduction, among others. Bosch showed its new switching system, and Sony featured the Betacam. Australian manufacturers exhibited some of

their locally developed wares, including some unique remote broadcasting equipment.

The SMPTE booth was situated in the Amatil Pavilion, where full details of the Society and membership applications were available. Cassettes of the papers presented at the sessions were on sale, and order blanks for the tapes were on hand at the booth.



(L-R) SMPTE Governors-at-Large Bengt Orhall, John Barry, and Burton Stone.

### Social Events

In addition to the full schedule of papers presentations and the equipment exhibit, several other exciting events took place during this time. Social events began with a Kodak-

sponsored Sydney Harbour cruise for international delegates on the evening preceding the conference. A number of Australian companies opened their doors and gave tours of their facilities

to interested delegates, and there were several individually-sponsored events.

Spouses visiting the conference could participate in an informative and varied program highlighted by a tour of Sydney, including a cruise on the magnificent harbour with its view of the city skyline; the Opera House; Harbour Bridge, the residence of the Prime Minister; and the many magnificent homes and parks surrounding the area. The program also included trips to the North Shore and to an area of natural bushland, providing an opportunity to see koalas, kangaroos, and other animals at close range in their native setting.

On Saturday evening, a formal dinner at the Sebel Town House featured entertainment and dancing to the music of the 50's. Guest speakers at the dinner were Barry Jones, Minister for Science and Technology, and Philip Adams, Chairman of the Australian Film Commission.

A coffee club was available for the convenience of delegates throughout the conference, and was open during exhibit hours. It was sponsored by Samuelson Film Service, 3M, and Ampex.



Visitors to the exhibit area examining some of the equipment displayed.



The SMPTE booth, where information about the Society was available to conference attendees.

### Special Events

The Film and Television Production Association of Australia (FTPAA) sponsored a Theatrette, and screened three of Australia's most popular feature films. Guests at the conference were privileged to see the current successes *Careful*, *He Might Hear You*; *Razorback*; and *Man of Flowers*.

### Conclusion

The Society is proud of the success of this first Australian conference/exhibit on film and television. The interest, support, and enthusiasm for this meeting is an indication of the esteem in which the Australian film and television industries are held.