



The SMPTE registration area was one of the busiest places at the conference.

The 127th SMPTE Technical Conference and Equipment Exhibit

Oct. 27–Nov. 1, 1985, Los Angeles

The 127th Technical Conference of the Society of Motion Picture and Television Engineers (SMPTE) was held October 27–November 1 at the Los Angeles Convention Center. This year's Equipment Exhibit set new records for the SMPTE. All booth space was sold by September 1, and a total of 253 companies filled more than 750 booths at the Convention Center. The exhibit officially opened Monday, October 28, and attracted more than 15,000 engineers, executives, and production people from the motion-picture and television industries.

The conference was under the overall supervision of SMPTE Conference Vice-President Maurice L. French, Canadian Broadcasting Corp. The conference program was under the direction of SMPTE Editorial Vice-President Howard T. La Zare, Deluxe Laboratories, Inc.

Program Chairman Donald C. McCroskey, ABC (retired), was responsible for putting together the technical sessions. He was assisted by Program Vice-Chairman Edward J. Blasko, Eastman Kodak Co. Co-Chairman T. Russell McMurray, Eastman Kodak Co., was responsible for the papers on film and audio; and

Jerry L. Isenhower and Craig Curtis, both of NBC, shared the television portion of the technical sessions. General Arrangements Chairman Mi-

chael V. Chewey, Systems Unlimited, was in charge of coordinating the myriad details necessary to make the rest of the conference run smoothly.



Roland J. Zavada accepts the SMPTE Progress Medal from SMPTE President Harold J. Eady.

Technical Program

The papers delivered at the technical sessions addressed the changing trends in motion-picture and television technology. The motion-picture and television engineer is confronted with many choices among both newly-developed and established technology and devices. The program for this conference was dedicated to presenting information to help him make an informed selection. During the five days of technical sessions, 130 papers were delivered on the theme "New Directions in Technology — Difficult Decisions."

The program was presented as follows:

Monday morning, October 28 — Conference Opening. Monday afternoon, Film and Laboratory Technology I (concurrent with Personal Computer Applications); Tuesday morning — October 29, Film and Laboratory Technology II, concurrent with Film Camera and Projection Systems; Tuesday afternoon, Film and Television Production I, concurrent with International Technology; Wednesday morning — October 30, Digital Audio Applications, concurrent with Film and Television Production II; Wednesday afternoon, Film-Tape Interface, concurrent with Video Transmission and Processing Systems; Thursday morning — Octo-



SMPTA Editorial Vice-President Howard T. LaZare and SMPTA Conference Vice-President Maurice L. French.

ber 31, Electronic Graphics and Digital Techniques, concurrent with Multi-Channel Television Sound; Thursday afternoon, Video Post-Production and Editing, concurrent with High-Definition Television; Friday morning — November 1, Television Systems, concurrent with Television Cameras; Friday afternoon, Video Recording.

Equipment Exhibit

More than 253 companies participated in the exhibit, which occupied 110,000 ft² in the Convention Center. Three companies occupied an additional 2000 ft² outside. Approximately 3500-5000 of the conference participants were registered as exhibitor representatives. A total of 750 booths were taken, representing a 33% in-



Members of the Arrangements Committee: Front row, left to right: Scott Robinson, Don McCroskey, Esther Kessler, Michael Chewey, Judy Stone, Ida Teitelbaum, Maurice French, Ken Fowler, Ron Little, Gus Dato. Back row, left to right: Fred Godfrey, Louis Wolf, Jr., Joseph Ulasewicz, Don Kloepfel, Milt Shefter, Craig Curtis, Frank Pontius, Chuck Kircher.



A wide-angle view of the SMPTE exhibit, the largest in the Society's history.

crease in the number of companies and a 95% increase in sales over the 1984 SMPTE exhibit, held in New York.

The exhibit hours were from 2:00 p.m. to 8:00 p.m. on Monday; 10:00 a.m. to 6:00 p.m. on Tuesday; 10:00 a.m. to 6:00 p.m. on Wednesday; and 10:00 a.m. to 4:00 p.m. on Thursday.

Conference Events

The conference opened on Sunday morning with registration at the Convention Center. A press briefing was held in the afternoon at the Bonaventure Hotel. Sunday evening, Eastman Kodak Co. hosted a reception for conference registrants at the California Ballroom of the Bonaventure.

The conference officially got under way on Monday morning. The opening ceremonies featured a welcoming address by SMPTE President Harold J. Eady, Novo Communications, Inc. Following Eady's remarks, an engineering report was presented by SMPTE Engineering Vice-President Richard G. Streeter, CBS

Broadcast Group. Also featured were two guest speakers, Wilbur Prezzano, group vice-president, Eastman Kodak Co., and Larry Gershman, president, MGM/UA Television Group. The papers program, consisting of five full days of presentations on the technical aspects of motion pictures and television, continued through Friday afternoon.

The annual Honors and Awards Luncheon was held on Monday at noon in Petree Hall at the Convention Center, followed by the official opening of the equipment exhibit with a ribbon-cutting ceremony.

The Fellows Luncheon was held on Tuesday in the Avalon Room of the Bonaventure Hotel, during which the newly elected Fellows of the Society were introduced to their peers. A reception sponsored by Magna-Tech Electronic Co., Inc., preceded the luncheon.

Social Events

In addition to an outstanding technical program and a fine equipment

exhibit, the conference featured a series of exciting social events. Among the highlights of this program were a Sunday evening reception for registrants sponsored by Eastman Kodak Co.; the Honors and Awards Luncheon on Monday, following a reception hosted by Dolby Laboratories,



Spouses Program Chairman Judy Stone and Co-Chairman Ida Teitelbaum.



Inc.; and the Fellows Luncheon (for Fellows only) on Tuesday, preceded by a reception sponsored by Magna-Tech Electronic Co., Inc.

The Honors and Awards Luncheon was an important event honoring the recipients of the Society's awards for 1985. Guest speaker at the luncheon was Robert Wise, president, Academy of Motion Picture Arts and Sciences. After Wise's remarks, the following awards were presented by President Eady:

Citation for Outstanding Service to the Society: John Barry, John Barry Group; Richard L. Cornell, RLC & Associates; John F. Donovan, Atlab Australia; Yvon Jean, Societe Radio-Canada; and Thomas J. McCormick, Noto Audio Visual Supply, Inc.

Presidential Proclamation: Harold Greenberg, Astral Bellevue Pathe Inc.; William H. Smith, Allied Film & Video Services; and Joseph D. Kelly, Glendale Audio Engineering Consultants.



SMPTE President Harold J. Eady greeting the Honors and Awards Luncheon guest speaker, Robert Wise.

Journal Award: (Motion Pictures)
Denise Q. Humphreys, Richard C. Sehlin, and Paul J. Mutter, all of Eastman Kodak Co.; **(Television)**
William F. Schreiber, Advanced Television Research Program, M.I.T.

Agfa-Gevaert Gold Medal Award:
Leroy E. DeMarsh, Eastman Kodak Co.

Eastman Kodak Gold Medal Award:
Allan "Craig" Curtis, NBC Studios.

John Grierson International Gold Medal Award: William C. Shaw, Imax Systems Corp.

Herbert T. Kalmus Memorial Award:
Dr. Keith E. Whitmore, retired Kodak Research Fellow.

Alexander M. Poniatoff Gold Medal for Technical Excellence: Dr. Thomas G. Stockham, Jr., Prof. of Electrical Engineering, University of Utah.

David Sarnoff Gold Medal Award:
Richard J. Taylor, Quantel.

Samuel L. Warner Memorial Award:
Ioan R. Allen, Dolby Laboratories, Inc.

The Progress Medal: Roland J. Zavada, Eastman Kodak Co.



The opening session drew a full house.



Visitors waiting to enter the SMPTE exhibit on opening day.



A view of the Honors and Awards Luncheon from the dais. More than 800 persons attended the event.

The following newly elected Fellows of the SMPTE were honored at the Fellows Luncheon:

John Arvonio, Photo-Magnetic Sound Studios, Inc.; Herman Badler, CBS-TV; Ronald Balousek, Producers Color Service, Inc.; Wendell V. Discher, Eastman Kodak Co.; Otis Freeman, WPIX, Inc.; Thomas B. Keller, NAB; Stephen D. Kerman, Tektronix, Inc.; Wilson Markle, Mobile Image, and Colorization, Inc.; Thomas R. Meyer, Dynair Electronics; Paul J. Mutter, Eastman Kodak Co. (also co-recipient of Journal Award); Charles F. Riley, Merlin Engineering Works; John D. Ross, Ross Video Ltd.; and Masao Sugimoto, NHK (Japan Broadcasting Corp.).

Additional social activities included the Wednesday evening cocktail party, banquet, and dance, featuring a pre-banquet reception hosted by 3M Co., table wines by Technicolor, Inc., and banquet centerpieces by Multi-Track Magnetics, Inc. (a Matrix Co.). A daily coffee club was sponsored by Fuji Photo Film USA, Inc. for the enjoyment of those attending the conference, and a full week's activities for spouses rounded out the program.

Additional sponsors at the confer-

ence were American Broadcasting Co., Inc. (pages); Ampex Corp. (program); Ikegami Electronics (U.S.A.), Inc. (centerpieces for spouses program); NBC (one lounge area in exhibit hall); Foto-Kem Industries (flowers for banquet); and Eastman Kodak Co. (Ektaprint No. 85 copier and Instagraphic copy stand). The Will Rogers Institute ran a free blood-pressure testing program for the benefit of those attending the conference.

Conference Chairmen

Assisting the program chairmen mentioned earlier were the following conference topic chairmen:

John Aalto, John Aalto, P.E.; John E. Allen, John E. Allen, Inc.; Robert J. Bajorek, AME, Inc.; John L. Baptista, MGM Laboratories; Kenneth R. Fause, Smith, Fause & Associates, Inc.; Francis J. Haney, ABC; William M. Hogan, Ruxton, Ltd.; Julian D. Hopkinson, Agfa-Gevaert, Inc.; Addison V. Humphrey, Vince's Editorial Services; Steven Irwin, Universal Studios; Joseph J. Kane, Jr., Philips Test and Measurement Instruments; and C. Robert Paulson, AVP Communications.

The following chairmen were responsible for specific conference functions:

Facilities Chairman, Joseph P. Ulasewicz, NBC; *Banquet and Entertainment Chairman*, Louis F. Wolf, Jr., Universal Studios; *Awards/Fellows Luncheon Chairman*, Craig Curtis, NBC; *Display Chairman*, John Aalto, John Aalto, P.E.; *Video Display Chairman*, Gus Dato, ABC; *Registration Chairman*, Fred Godfrey, Eastman Kodak Co.; *Hotel Chairman*, Milt Shefter, Novo Communications, Inc.; *Membership Chairman*, Kenneth D. Fowler, Eastman Kodak Co.; *Hospitality Chairman*, Esther Kessler, ABC; *Opening Films Chairman*, Ronald J. Little, Consolidated Film Industries; *P.A. and Recording Chairman*, Frank E. Pontius, Westrex Corp.; *Projection Chairman*, Don Kloepfel, Don V. Kloepfel & Assoc.; *Transportation Chairman*, Emerson R. Barlow, The Burbank Studios; *Security Chairman*, Charles D. Kircher, Foto-Kem Industries, Inc.; *Assistant Auditor*, Gordon Corey, NV Systems; and *Spouses' Program Chairman*, Judy Stone.

A full report on the 127th Conference will appear in next month's *Journal*. — Joyce R. Hurwitz