

Keynote Address for HDTV

September 17-18, 1985,

By Harold J. Eady, SMPTE President

Mr. President, distinguished guests, ladies and gentlemen. I feel greatly honored to be speaking to you today on behalf of the Society of Motion Picture and Television Engineers. The similarity in purpose between our two professional organizations, and the fact that many of your members are also our members, doubles my pleasure in participating in your symposium, which no doubt will be the first of many on this important topic. As you will hear later from my two SMPTE colleagues, Mr. Streeter and Mr. Stumpf, on the television and film aspects of HDTV from an American perspective, I will direct my remarks to the SMPTE role in the HDTV field and some general background on our other activities.

As many of you already know, the SMPTE has been very active in providing an open forum for the new and emerging technologies of film and television. In fact, more than four years ago, Dr. Fujio brought his first American demonstration of the 1125-line, 60-field HDTV system, developed at NHK Research, to our 15th Television Conference in San Francisco in February 1981. That was almost a whole year before he and Dr. Shigeta again demonstrated the HDTV system in cooperation with the CBS-TV network in January 1982.

Our Society recognized even then the potential importance of the NHK-developed HDTV system, and we were proud to extend our conference facilities for both the equipment demonstrations and the associated technical papers. Those demonstrations also attracted considerable interest from the film



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world. The renowned film director Francis Ford Coppola was one of the many from that field who had their first look at HDTV at our conference.

We were indeed pleased when this exposure led to Mr. Coppola taking an active role in producing some of the first HDTV programs for your subsequent demonstrations, both in the U.S. and in Europe.

Since that first introduction of your HDTV system at our Society's 15th Television Conference, there has not been a single major society conference where papers on this topic have not been presented, many of them by individuals sitting in this audience today.

At our most recent Television Conference in San Francisco, held February 15-16, 1985, some new

HDTV papers by various experts were presented, including Kouichi Yabashi of NHK together with Dr. Éto of Hitachi. At this conference, the SMPTE provided for special equipment demonstrations at the ABC Studios of KGO-TV, and for the projection of HDTV film transfers at the North Point Theater. Both of these events, which were carefully scheduled to be after the conference itself, drew large audiences who were fascinated by the excellent pictorial quality of the films and tapes that you demonstrated.

I would like to add that for our 127th Technical Conference in Los Angeles next month, we have organized a unique set of "Technical Demonstrations" where all the latest and most advanced equipment for HDTV, analog component video, and enhanced NTSC will be on display in a specially dedicated exhibit.

In general, I can say that the SMPTE has played a major role in fostering interest in the HDTV system developed and supported here in Japan, and we will *continue* to play that role in the future.

The SMPTE is a neutral body whose charter requires that we provide a similar open forum for all of the proposals for new television systems. We have committees examining various approaches to the enhancement of the basic NTSC system, the one which Americans and Japanese already share (although I must say that what I have seen of your TV in my hotel room often shows better image quality than what I see in hotels back home).