

# Production Symposium

## Tokyo, Japan

We are also looking at new techniques involving multiplex analog components and progressive scan methods to improve the TV image delivered to the home.

Now that I have described our role in HDTV and Enhanced TV, I would like to take advantage of this opportunity to acquaint you a little more with the SMPTE and its services to the film and television industry. Let me start this phase by saying that we are proud of our large Japanese membership, especially since many prestigious Japanese engineers are not only ardent members, but also serve regularly on our many standards committees and working groups. We are also very appreciative of the many Japanese companies that have become sustaining members of the SMPTE.

### SMPTE — 1916-1985

The original Society, founded in 1916, was called the Society of Motion Picture Engineers, and continued that way until 1950, when our charter and our name was changed to include television. The SMPTE has enjoyed fairly steady growth over the years, and our worldwide membership is now well over 8000. Our conferences and equipment exhibits have also grown even more rapidly, to where the SMPTE annual technical conference is regarded as the major meeting place for the film and television industry.

Our annual television conference held each winter has also developed into the leading technical symposium on television-related topics.

In the same year that your HDTV was first demonstrated there, the 15th Annual TV Conference also

was the site for establishing the 4:2:2 digital sampling standard now adopted on a universal basis. A group of our sustaining members, including Ampex, RCA, Sony, Tektronix, and many others, provided the equipment for the qualitative tests that led to this digital standard. This was the time that we saw the first digital helical VTR.

More recently, many of the same companies participated in demonstrating the benefits of the Studio-MAC system, and committee members have now drafted a set of parameters for consideration as a standard.

### SMPTE Services to Industry

I consider the work the SMPTE does in the standards area as one of our most important functions. While I admit that achieving consensus on a standard is a difficult and tedious undertaking, I would like to point with pride to the achievements the Society has had in this field. These have included the quadruplex VTR format, the SMPTE time and control code for editing, the Type-B and Type-C 1-in. helical VTR formats, and of course, the many narrower tape formats which were in fact first developed in Japan. It was a proud moment when the SMPTE accepted an Emmy Award for the Type-C format, a 1-in. helical videotape recording system that has become the workhorse of the broadcast industry, with more than 23,000 machines in current use.

I should not forget to mention that even now, after many years of diligent committee work, we are approaching a digital VTR format us-

ing 19mm tape in a cassette configuration, and we hope that it will become the standard for all of the manufacturers of digital VTRs to adhere to.

### Service to Members

Like your Society, the SMPTE serves its members by providing a monthly technical journal which carries the latest scientific, technical, and operational articles in our fields of interest. I have noted that many of these articles are authored by Japanese engineers. We also publish timely books on emerging technology, and we include tutorials for our younger members to get familiar with the technology involved.

We provide the film and television industry with a wide variety of publications and test materials to make adherence to technical standards easier and more efficient. We also provide a pleasant social environment where our members and friends from all over the world can get to know each other better, and we hope this leads to an improved international understanding.

It is in that spirit that my colleagues and I are here today. I cannot resist the temptation of inviting those of you who are interested in joining the SMPTE to do so. I can assure you that you will be warmly welcomed by our existing membership.

I also want to take this opportunity of wishing you the most successful High Definition Television Symposium possible. Once again, on behalf of myself, my colleagues, and the SMPTE, thank you for honoring us with your invitation to participate in your inaugural meeting.