inside the battery to cause failures and how the failures can be prevented.

Wilson's presentation included a demonstration of the Anton/Bauer on-camera light that can be operated from the attached camera battery, thus completely eliminating the power cords that have plagued cameramen for years. The on-camera light has interchangeable modules that provide fill light from 25 W (seeing the extraordinary results from 25 W is almost unbelievable) up to 80 W. A lively question-and-answer period followed Wilson's talk. — Ernie D. Walker (Secretary-Treasurer), NASA Lewis Research Center, 21000 Brookpark Rd., Cleveland, OH 44135.

San Francisco, October 16, 1984 — "Computer Videographics and Animations" was the subject of the meeting. Donna Foster-Roizen, section chairman, told of her first contact with videographics at NASA and the subsequent developments in videographic systems.

Richard Shoup, Aurora Systems, presented the history and evolution of videographic systems, with special mention of the Aurora 100. Following the presentation, Shoup and Damon Rarey demonstrated the Aurora, showing its capabilities from simple shading through complex animation, coloring, and interface with other video systems. Rarey showed how to build a number of effects from various sources, and members of the audience were invited to a hands-on demonstration. — John A. Carlson (Secretary-Treasurer), Monaco Labs, 234 Ninth St., San Francisco, CA 94103.

Washington, D.C., September 19, 1984 — Ralph C. Baxter, Arthur Young & Co., discussed artificial intelligence in a speech entitled "The Great Interactive Whale Train Express." He said that man is very complex and that to give even a limited intelligence to other entities, such as computers and robots, is an extremely difficult process. Many universities — including MIT, Yale, Carnegie Mellon, and Stanford — and many industries are working on artificial intelligence and have achieved some success with systems such as Catch, Epistle, Prospector, and Dipmeter. "But we are only at the start," Baxter said, "and the challenges are limited only by our imagination."

Representatives of three companies involved in research leading to the development of artificial intelligence — Texas Instruments, International Institute of Applied Technology, and SCION — were present at the meeting to demonstrate equipment and discuss their ideas relating to artificial intelligence. — Arthur E. Florack (Secretary-Treasurer), Eastman Kodak Co., 1555 Wilson Blvd., Arlington, VA 22209.

NEWS

L. Coleman

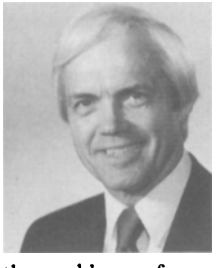
W. Koch

Leonard F. Coleman and William A. Koch have been promoted to new positions within the new Eastman Kodak Motion Picture and Audiovisual Products Div. Coleman was named general manager, marketing, and vice-president of the new division. Koch is vice-president and general manager of the division. Both men were formerly with Kodak's MP and AV Markets Div. The new division is part of the recent restructuring of Kodak's Photographic and Information Management Div.

Coleman, who has been a member of the SMPTE since 1961, and a Fellow since 1969, has held a number of offices including SMPTE Governor and Financial Vice-President. He served as SMPTE President for the 1983–1984 term.

Koch, who has been a member of the SMPTE since 1952, was also made a Fellow in 1969. Among other activities, he served two terms as SMPTE Governor. He has also been involved in section activities, serving as Chairman of the Chicago Section while stationed in Kodak's Chicago office, and later as coordinator for SMPTE student chapters.

Blaine Baker, president of Motion Picture Labs Inc., Memphis, Tenn., has been elected president of the Association of Cinema and Video Laboratories to serve the 1985 term. The ACVL was founded in 1953 to provide a forum for the discussion and exchange of ideas on the problems of motion-picture and video laboratories. Baker is currently serving as the SMPTE Financial Vice-President for the 1984–1985 term.



The SMPTE Ottawa Section will host the Ottawa/Montreal/Quebec/Rochester/Toronto Annual Special Meeting for the first time in Ottawa, Ont., at the Westin Hotel, April 26–28, 1985. The theme is "Innovations '85 — Crossroads and Horizons."

The television, film, and sound professions continuously look to the SMPTE to provide guidelines to the future. The objective of this meeting is to examine the status and innovative uses of digital technology and how it will progress into the next half of the decade. Presentations will address subjects such as digital versus analog technology, digital video, and computerized film and sound editing.

For further information, contact Committee Chairman Ross Mutton at (613) 231-2643, or write c/o SMPTE Ottawa Section, P.O. Box 2427, Station D, Ottawa, Ont., Canada K1P 5W5.

The basic architecture for a digital control network for television is near completion due to intensive efforts by the SMPTE and the EBU, it was announced by Tom Meyer, Dynair Electronics, Inc., chairman of the SMPTE Subcommittee for Digital Control. Two basic documents have already been approved as American National Standards — ANSI/SMPTE 207M, electrical and mechanical interface, and SMPTE Recommended Practice RP 113, supervisory protocol. The remaining basic documents, tributary interconnect and message architecture, are being finalized at this writing.

Three proposed Recommended Practices dealing with common system messages and VTR control messages were presented during the 126th SMPTE Technical Conference in New York City, October 28–November 2, 1984, to initiate industry comment. These comments are expected to form the basis for discussion at the 19th SMPTE Television Conference in San Francisco, February 15–16.

The American National Standards Institute (ANSI) was awarded a Private Sector Initiative Commendation from President Ronald Reagan at a White House confer-

WORLD CLASS PERFORMER.

For the high-pressure demands of their Olympic Games broadcasts, major world broadcasters chose VPR-3s from Ampex. For many good reasons. The VPR-3 handles tape more gently and with greater speed than any other VTR in the world. It responds to the touch of champion editors with effortless efficiency. It communicates intelligently with the most advanced production and post-production systems, yet it is simple and logical to operate. Most importantly, its performance pays off with superior video and audio results.

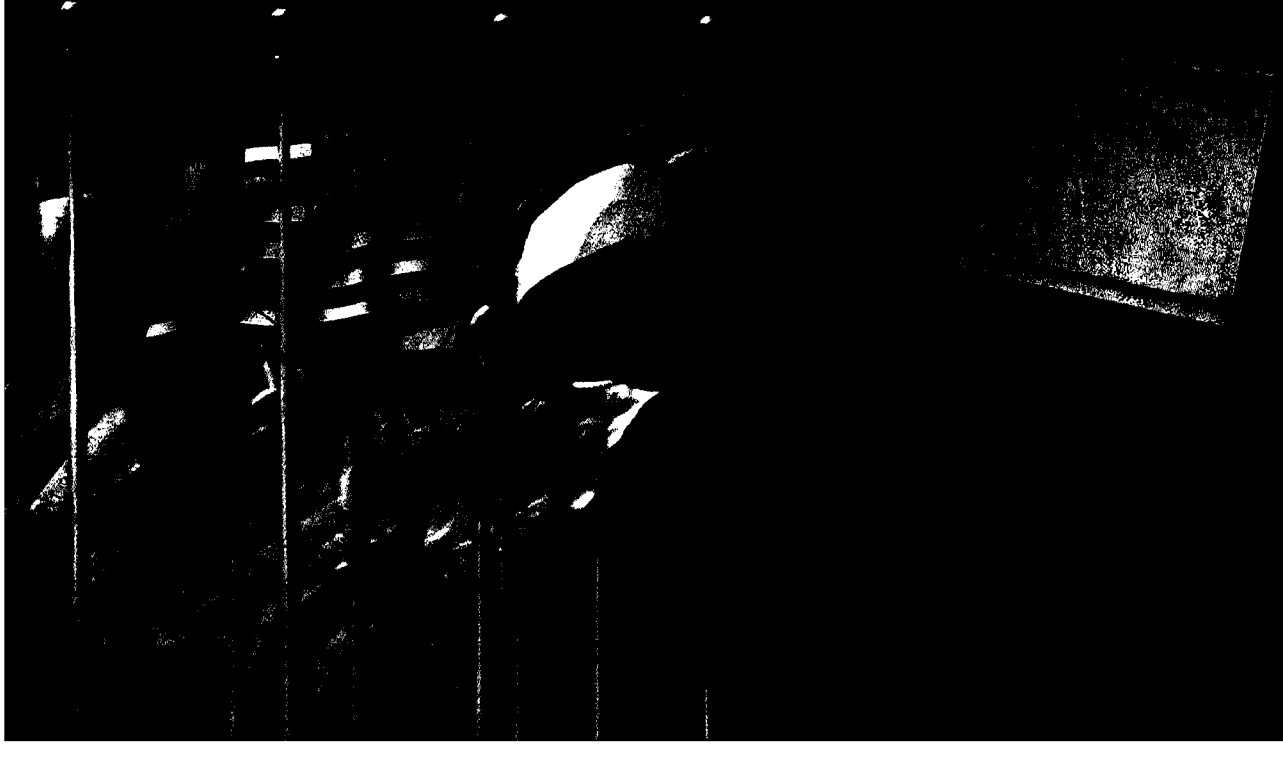
When your challenges require a VTR of world-class caliber, the VPR-3 is the top qualifier. And like all our products, it's backed by Ampex service and support, unequalled anywhere.

Call your Ampex AVSD sales engineer for full details on the remarkable VPR-3.

AMPEX

Ampex Corporation • One of The Original Computer Companies

Atlanta 404/491-7112 • Chicago 312/593-6000 • Dallas 214/960-1162 • Los Angeles 818/240-5000 • New York/New Jersey 201/825-9600 • San Francisco 415/367-2296 • Washington, D.C. 301/530-8800



WHILE EVERYONE ELSE HAS BEEN PROMOTING A FORMAT, SONY HAS BEEN PERFECTING A SYSTEM.

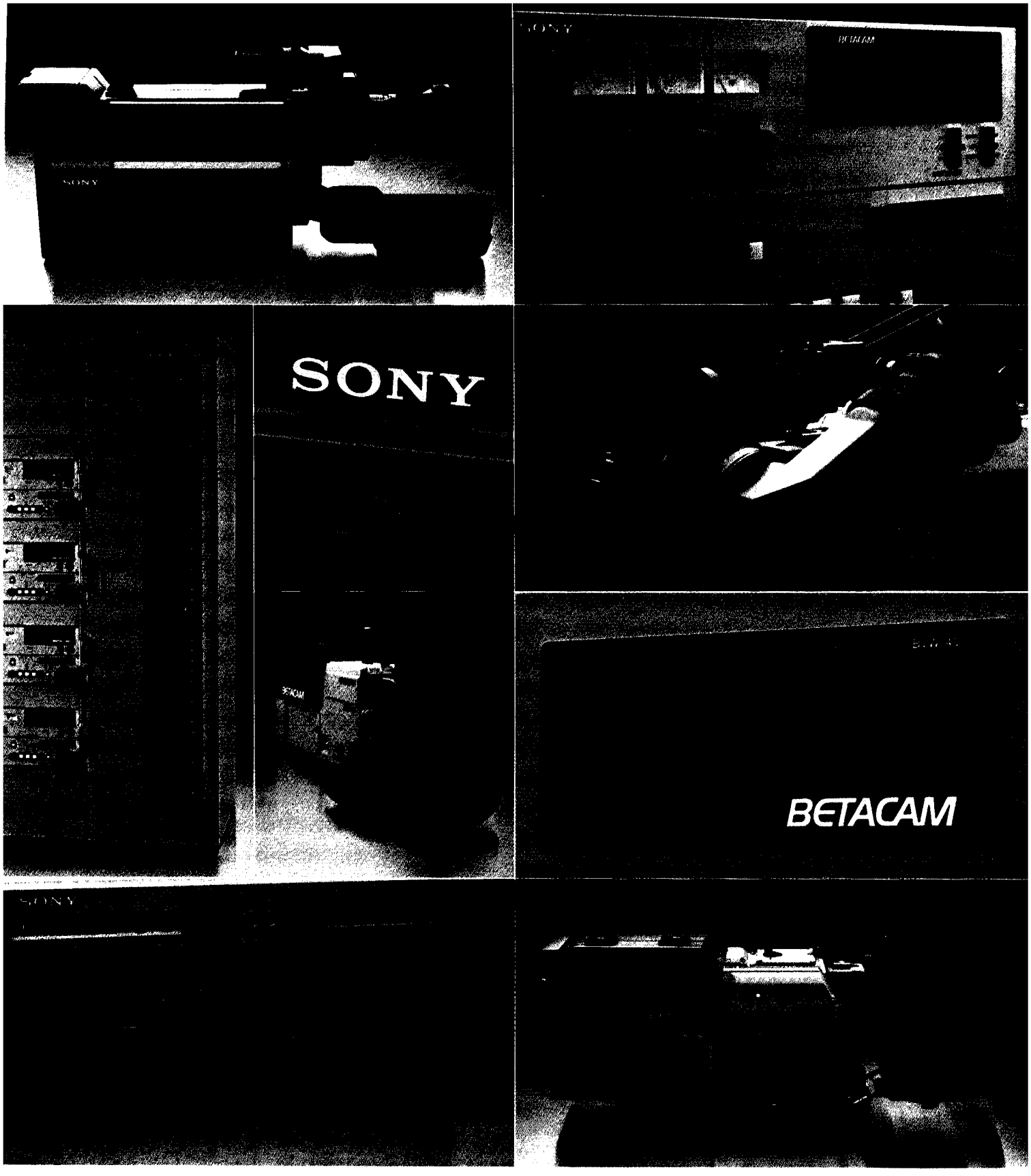
Over the last three years, Sony's rivals in the combination camera/recorder arena have spent considerable time inventing wonderful things to say about their new formats. But apparently, they've overlooked inventing many wonderful new products to go along with these formats.

Sony has taken a different course.

In 1982, Sony introduced Betacam™ and the BVW-10 playback unit. An evolutionary system that didn't force stations to abandon their existing ¾″ and 1″ equipment.

Then, in 1983, Sony expanded the system with the three-tube Betacam, the BVW-40 edit/recorder, and the world's first battery-operated ½″ field playback unit.

And this year at NAB, Sony announced a major breakthrough in cart machine technology with Betacart.™ A system



that demonstrated the Betacam format's strength beyond the newsroom, beyond the studio, and beyond field production.

At the same time, Sony also unveiled the world's lightest camera/recorder, the BVW-2 Newsmaker.™ And a prototype coder/decoder system that will make it possible for Betacam to be transmitted by microwave.

Each of these products is the result of Sony's dedication to the needs of the ENG and EFP industry. Work which has earned the Betacam format widespread acceptance by television stations and production companies around the world.

Which only makes sense. After all, in this business you don't win sales on the merits of your arguments. You win them on the merits of your products.

SONY
Broadcast

ence on association self-regulation held in October 1984. ANSI was recognized for its national voluntary standards and certification program and its service as a clearinghouse for nationally coordinated voluntary safety, engineering, and industrial standards.

The American National Standards Institute (ANSI) has moved its Washington office to 655 15th St., N.W., 300 Metropolitan Square, Washington, DC 20005. ANSI is a private, nonprofit organization that coordinates the development of voluntary national standards, approves American National Standards, and represents the U.S. in the International Organization for Standardization (ISO) and the International Electrotechnical Commission (IEC).

Sales of audiovisual products and services in 1984 are running well ahead of 1983, according to Hope Reports, Inc., Rochester, N.Y., the market research firm. The report predicts that sales for the AV industry, in terms of gross volume, will probably climb 20% over 1983 sales. Best equipment sales are video projectors and portable VCR/TVs. "Motion-picture production by contract producers is up 80%, well ahead of slide and video production, which are both doing well," the report stated. In arriving at sales trends, 13 surveys are conducted every 3 months by Hope Reports.

Allied Film & Video has expanded its Washington, D.C., sales office to provide videocassette duplication services and has moved to a new installation at 717 Second St., N.E., Washington, DC 20002. In the new facility, the company will provide on-site duplication of U-Matic, VHS, and Beta cassettes from 1-in. masters and will have all the necessary equipment for time-base correction, color correction, image enhancement, and noise reduction.

Quad Eight/Westrex has moved into new headquarters at 225 Parkside Dr., San Fernando, CA 91340. The 45,000 ft^2 building was constructed according to Quad Eight/Westrex's specifications. The building houses the firm's headquarters and the manufacturing plant.

Spectra Image, Inc., Burbank, Calif., has established an Electronic Image Effects Dept. to provide services and equipment for video and film productions. The new unit provides complete packages for productions anywhere in the world. Utilizing Ultimatte and computer-assisted, motion-control technology, the firm can package a variety of equipment, including underwater, air-to-ground, and aerial production packages. The new department, in addition to renting equipment, will assign a specialist who will consult on each production and track it from pre- through post-production.

VSA-Videographic Systems of America, a teletext and videotex systems manufacturer, has opened its first research and development facility in Stamford, Conn. VSA has leased space from Thomson-CSF, a French consumer electronics company, and has redesigned the area to accommodate its research, development, and production of teletext equipment. In this facility, VSA's teletext engineers are creating and testing the latest modifications and enhancements for the company's VST-100 local teletext system and the VSB-10, 20, and 30 model databridges. In addition, the new facility will be used for the assembly of VSA's teletext products.

Plastic Reel Corp. of America has announced a move to new headquarters at Brisbin Ave., Lyndhurst, NJ 07071. The firm was previously located in Elmwood Park, N.J. The new location is in a 90,000 ft^2 building on 8 acres. The company manufactures reels, cans, storage cases, and shipping cases for film and videotape.

John J. Burlinson, Jr., has been appointed international executive director of Variety Clubs International, New York, N.Y. Among other activities, Burlinson has served as an officer of the Theatre Equipment Association. He was a co-founder of the Inter-Society Committee for the Enhancement of Theatrical Presentation (ISCETP), an organization promoting positive communication and cooperation between various branches of the film industry.

William C. Holton has been appointed director of video facilities for Color Systems Technology, a color conversion company located in Beverly Hills, Calif. Holton has had a successful career as a freelance television and film equipment engineer. Among other projects, he installed film editing and screening systems at the Beijing Film Studios in China and at Twickenham, England.

David Rubenstein has been appointed national sales manager for Sony industrial tape, according to an announcement from Sony Tape Sales Co., Park Ridge, N.J. Rubenstein was formerly with Agfa-Gevaert, serving first as technical manager and, most recently, as national sales manager of the Magnetic Tape Div.

Ray Baldock has joined Sony Broadcast Products Co., Park Ridge, N.J., as product manager for multicassette systems. He was formerly with RCA, based at its London headquarters, where he worked as field service engineer in Europe, Africa, and the Middle East.

Frank Rush has been named head of Ampex Corp.'s Northeast regional office, Allendale, N.J. Rush was formerly manager of the mid-Atlantic region in Bethesda, Md. Ampex Corp. is headquartered in Redwood City, Calif.

OBITUARY

Hugh R. McNair

Hugh R. McNair died October 18, 1984, at his home in Rochester, N.Y., at the age of 53.

McNair was graduated from the University of Rochester in 1953 with the BSME degree. Shortly after graduation, he joined Eastman Kodak Co. as a development engineer. He was made senior development engineer in in 1963, and in 1967, promoted to product specialist. In 1973, he was made product associate, product programs and research, a post he held at the time of his death.

Among his technical achievements, McNair was instrumental in the development of the telecine analysis film, designed to help standardize telecine equipment for television broadcasting.

McNair joined the SMPTE in 1967. He served on various engineering committees, and at the time of his death, he was a participating member of the Audio Recording and Reproduction Technology committee.

A seventh-generation American, he owned the farm that had been in his family since 1790. He loved music, and among his hobbies, he enjoyed renovating old houses. He is survived by his wife, Helga, and two sons, Hugh and Robert.