

SMPTE Represented at Photokina and IBC '86

The Society was represented with booths at two major international events: Photokina, held September 3-9 in Cologne, Fed. Republic of Germany, and the IBC '86 International Broadcasting Convention, held September 19-23 in Brighton, England. The Society was on hand to make its presence felt and to keep European members posted on industry events taking place here in the U.S.

At Photokina, the SMPTE booth was staffed by Executive Director Lynette Robinson and Manager of Engineering Si Becker. President Harold J. Eady, Novo Communications, Inc., also attended Photokina and was an active representative of the Society. Engineering Vice-President Richard G. Streeter and Video Recording and Reproduction Technology Committee Chairman Bernard Dickens, both of CBS Broadcast Group, stopped by at the booth to disseminate information about the Society and its activities.

The 19th Photokina in Cologne at-



Visitors at the Photokina exhibit.

tracted a high level of international participation, earning it the name of the "World's Fair of Imaging Systems." It was attended by 126,000 visitors from 121 countries, a 5% increase over their 1984 event. A total of 1265 exhibitors from 35 countries participated in Photokina. Of the 34,000 non-German visitors registered, over 22,000 came from Common Market nations. Countries represented included The Netherlands, Belgium, Great Britain, France, Italy, Denmark, Spain, Sweden, Switzerland, Austria, Hungary, Yugoslavia, the U.S., Canada, Brazil and other Latin American nations, Iran, India, Singapore, Australia, and Japan. Visitors from overseas accounted for about 10% of the total attendance.

The SMPTE booth at IBC was manned by Si Becker. President Eady also attended the IBC meeting and was a frequent visitor to the booth. In addition to President Eady, SMPTE members at the IBC included Past Governor Herbert Pilzer, Motion Picture Enterprises; Governor-at-Large Bengt O. Orhall, Film-Teknik; and Joseph A. Flaherty, Jr., CBS, Inc.

Many visitors were attracted to the booth, and a number of new members were added to the Society's roster.

The IBC 11th International Broadcasting Convention, held at Brighton, England, was an even bigger success than its 1984 predecessor. In a four-day program of technical sessions, papers dealing with the latest developments in sound and television broadcasting and allied fields, including satellite broadcasting and cable television, HDTV and related systems were discussed by leading world experts. Approximately 200 exhibits were set up to complement the technical sessions. Four separate HDTV demonstrations were put on at IBC, with several manufacturers from Japan and Europe participating. Visitors had a chance to view the competing technology, and to ponder the equipment choices which are now or are soon to appear on the market.

In keeping with its status as an organization with membership drawn from countries around the globe, the Society was proud to participate in these two important international events.



President Eady visiting Past Governor Herbert Pilzer at the Motion Picture Enterprises booth.



President Eady with Governor-at-Large Bengt Orhall at the Film-Teknik booth.



The SMPTE booth at Photokina. (L-R) Executive Director Lynette Robinson, Manager of Engineering Si Becker, and President Harold J. Eady.