

SMPTE Active at NAB '86

The 64th Annual Convention and International Exposition of the National Association of Broadcasters (NAB) was held April 13-16, 1986, at the Dallas Convention Center, Dallas, Tex. More than 39,000 industry professionals from around the world gathered to learn of the latest developments in tape and film technology. The theme of NAB '86 was "Tuning in America."

Some 700 exhibitors displayed VTRs, cameras, monitors, graphics systems, amplifiers, and other products over more than 300,000 ft² of space in the convention center. This two-level equipment exhibit drew constant crowds, as did the many technical sessions, demonstrations, workshops, and engineering meetings.

The SMPTE was active at NAB '86, occupying a booth on the convention floor. A special SMPTE/EBU control system demonstration took place. Additionally, two Society committees and several engineering technology groups convened for discussion and information exchange.

SMPTE Booth

A constant throng of NAB '86 attendees visited the SMPTE booth. Many asked questions in regard to the Society's activities and role in the motion-picture and television industries, its technical conferences and overseas meetings, and its services to membership. Others inquired into standardization and test film materials. Still



Some of the 39,000 professionals from the broadcasting industry who turned out at the Dallas Convention Center for NAB '86.

others purchased books and filled out membership application and renewal forms.

SMPTE Executive Director Lynette Robinson, Manager of Engineering Alex Alden, and International Standards Coordinator Peg Caggiano were on hand to receive visitors and answer questions. Television Engineer Barry Detwiler and Advertising Coordinator Janice Baio, both of whom also represented Society Headquarters at the convention, periodically stopped by the booth to assist.

A total of 48 persons completed membership application forms at the SMPTE booth; there were 29 renewals. Sixty-five copies of *Digital Television Tape Recording and Other New Developments*, the latest SMPTE book, were sold. Overall, 107

books were purchased by engineers and technical people who visited the booth.

SMPTE/EBU Demonstration

A special control system demonstration, arranged jointly by the Society and the European Broadcasting Union (EBU), was well attended. This demonstration featured a fascinating computer-controlled system for broadcast studio automation. A computer operator controlled all of the recorders in a mock broadcast studio. He was able to show how television programs can be intercut with commercials and station IDs while operating the system from a single source.

Meetings

An official meeting of the Presidential Advisory Council was held at the convention center. Also, members of the committee at work on the technical program for the upcoming 128th SMPTE Technical Conference gathered to share ideas and report progress.

Seven engineering groups met formally at NAB, as follows: Working Group on Direct-Read-After-Write (DRAW) Video Disc Technology, Working Group on Digital Control for Television, Working Group on Editing Procedures, Working Group on Component Analog Video Standards, Working Group on Camera/Recorder Interface, Ad Hoc Group on Mechanical Considerations, and Subgroup on Multiple Entry Record and Playback System (MERPS).



View of the exhibit floor at the NAB convention.