

# Opening Address

## SMPTE Sound & Vision '88, Sydney, Australia

### M. Carlos Kennedy, SMPTE President

G'day. It's a real pleasure and honor for me to welcome you to the third SMPTE Conference, Sound & Vision '88, "The Challenge of Changing Technology." I've had the pleasure of participating in the first two conferences in 1984 and in 1986. For me to be at this third conference and also to be in Australia during your bicentennial year of celebration is one of the highlights of my Presidency.

The Australian Section of the SMPTE is not, however, celebrating its bicentennial, but is celebrating its 17th year as a viable force for technology in the fields of motion-picture and television engineering and education here in Australia. When the Australian Section petitioned the Society's Board of Governors in 1983 requesting that they have their own conference and technical exhibit for the motion-picture and television engineers here in Australia, we all thought it would be a one-time venture. But as soon as the first conference began, it was apparent that it would be a success and the planning for the second conference had started. It has now become a biannual affair.

The motion-picture industry has a long history in Australia, beginning as far back as 1896. In 1906, the first feature film, *The Kelly Gang*, was produced — the story of a bushranger named Ned Kelly. This could have been the first true feature film. An industry was started that flourished until 1930, with more than 150 films being produced. The international Depression contributed to a decline in the motion-picture industry, with only sporadic production between 1930 and the late 1960s. The world has been rewarded by your resurgence. At the last conference it was my pleasure to see Paul Hogan's *Crocodile Dundee*, and I look forward to the sequel, *Crocodile Dundee II*, on this visit. Your many films have educated and entertained audiences throughout the world, and we all look forward to this continuing.



SMPTE President M. Carlos Kennedy addressing delegates at Sound & Vision '88.

One of the most buoyant industries in Australia is commercial television. Television had a somewhat late start in Australia, with regular service starting in 1956 and the conversion to color in 1975. However, you certainly have caught up, with a service to rival that of any country. You were the first to use the MAC signal for a national television service to your vast country — especially the inaccessible out-back communities.

You really are pioneers and should be proud of your accomplishments in both the motion-picture and television industries. The SMPTE also was a pioneer when it became the world's first society to standardize the infant motion-picture industry. That pioneering tradition in standards continues today.

The Society was formed in Washington, D.C., in 1916. We have grown from the initial 10 members to over 9500 members. We added "television" to our name in 1950 in recognition of the use of motion-picture technology in the budding industry of television. These two technologies have grown even closer, becoming an image technology industry for entertainment and education. Our Society membership is worldwide, with over 1400 members from outside the U.S. and Canada. We are truly pleased to include so many members from Australia in that number. Your section

has grown to include over 262 members.

The goals of the Society have remained the same over these 72 years with only the addition of television technology. One should always continue to review one's goals. The Society's goals are:

"Advancement in the theory and practice of engineering in motion pictures, television, and the allied arts and sciences; establishment of standards and practices employed therein; maintenance of high professional standing among its members; guidance of students and the attainment of high standards of education; and dissemination of scientific knowledge by publication and through conferences and meetings."

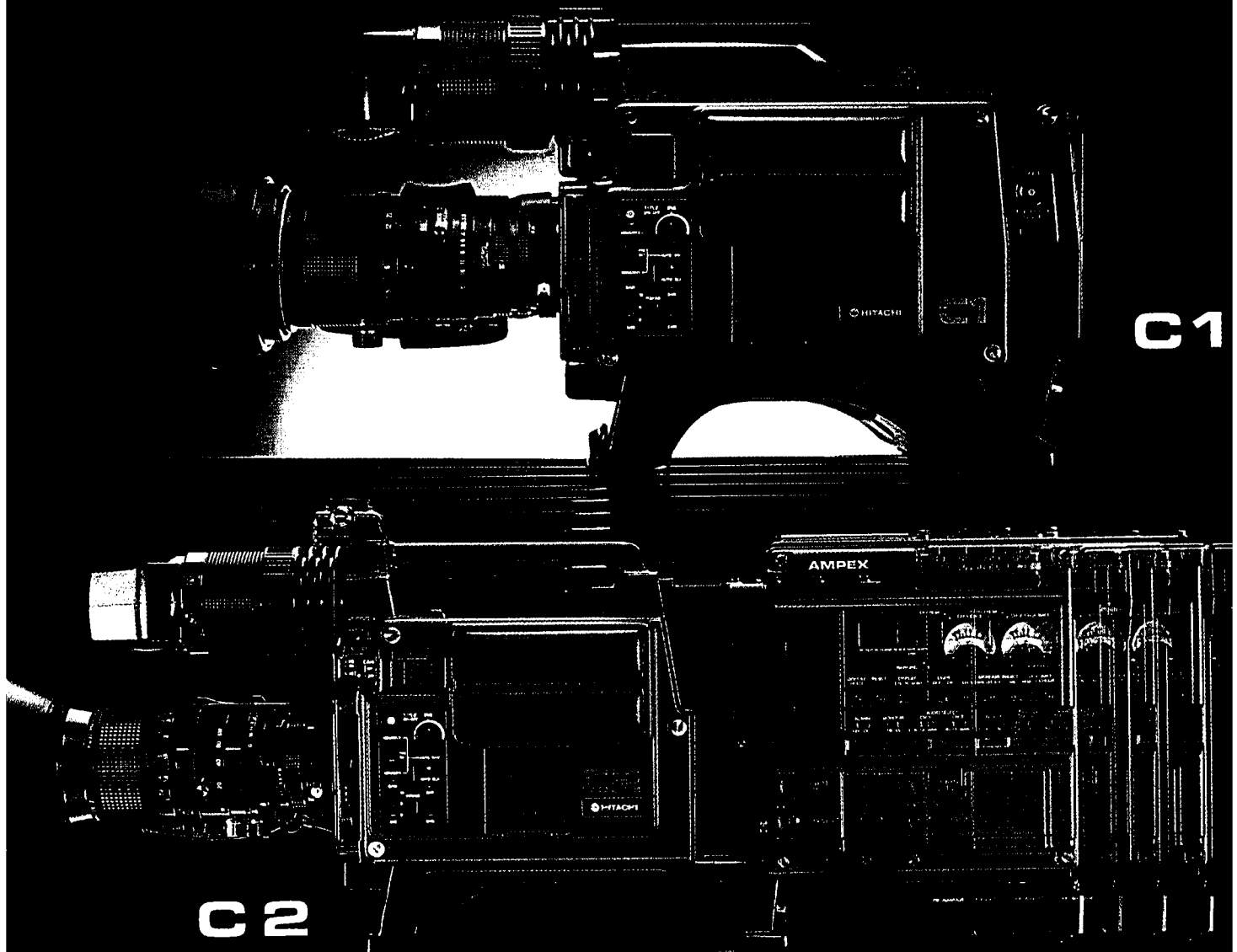
I like to simplify these goals further as standardization and education in the technology of motion-picture and television engineering. To guide us in our continued efforts in attaining these goals, we have 9 elected officers and 24 governors, of whom 3 are from the international area. Murray Forrest is the current International Governor for the Pacific basin. These officers and governors meet regularly to manage the Society affairs and will meet in Seattle next week. We also have a headquarters staff of 30, headed by Lynette Robinson, our Executive Director. Many of you know our Director of Engineering, Si Becker, who joined our staff two years ago. He is attending this conference for the first time and will deliver a paper on 30 frame/sec film during Wednesday evening's Film Formats Seminar.

We have 21 sections which are the backbone of our Society. The Australian Section is the only one outside of North America. We also have eight student chapters and one petition for a new student chapter which will be considered next week at the Board Meeting. All of the student chapters are in the U.S.

Our list of Sustaining Members reads like the *Who's Who* in our industry. It includes film and television facilities as well as the manufacturers who supply the equipment and materials for the industry. In fact, the Sus-

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taining Members list grew so large that we moved it from the back cover of the *Journal* to the two inside back pages.

Our *Journal* is published 12 times a year and is recognized worldwide as one of the most prestigious journals in our industry. In my travels throughout the industry, it is common to see the *Journal* in a prominent place in most facilities. We also publish many technical books and pamphlets and produce technical test films and tapes.

To many, our engineering standards activities have become our most important activity. We currently have 161 standards and 154 recommended practices. These are developed and maintained by 8 technology committees and 84 study groups, working groups and ad hoc groups. We work with, or coordinate with, the world's standards organizations, including ANSI, ATSC, AES, EBU, IEEE, IEC, ISO, CCIR, NATO, and UNIATEC.

The Society's engineering activities, as in the theme of this conference, are being challenged by new technology. A high-definition standard has been agreed to, but before the ink was dry, some broadcasters were calling for other high-definition standards with different scanning rates and more compatibility with existing equipment. Small formats are being studied in an effort to prepare for the all-digital studio. There are proponents in the motion-picture industry who would like the SMPTE to study and demonstrate the technical



*SMPTE President M. Carlos Kennedy, SMPTE Director of Engineering SI Becker, and SMPTE Financial Vice-President Stephen Kerman.*

quality advantages of 65mm shoot and 70mm print so that the theater experience is further enhanced.

The broadcasters have challenged the Society to form a study group on scan conversion for HDTV, which we have done. The hope is still for a single worldwide production standard, but when different HDTV transmission systems are used and in the case of more than one production standard, scan conversion will be required. Engineers are asking for standards to help them cut costs of production in the ever-increasing spiral of costs. Technology can help solve this through standards.

To meet the challenge of the changing technology, the Society has formed two Presidential Advisory Councils, one for motion pictures and one for television. The committees are made up of executives who are not necessarily engineers, but who have

an overview of what the industry may need in the way of advanced technology. The sole purpose of these committees, which only meet once a year, is to advise the Society's officers and Governors on future technology standards needs and how the Society can better serve the industry through education, at conferences, in the *Journal*, and at section meetings.

SMPTE is an ever-growing, vibrant engineering organization that is positioned to provide ever-increasing support to "The Challenge of Changing Technology" in our industry. However, the Society is people, you and I, who volunteer our time and expertise to our industry from the local section level through the standards and conference activities, to the general management of the SMPTE. I personally have gained far more than I have ever given to the Society. Those of you who are not members, I encourage you to consider joining the SMPTE. Those of you who are members, particularly here in Australia, I encourage you to make your local section even stronger with your active participation. The grass roots of the Society is the sections, where we meet to learn of the latest technology of our industry and to have fellowship with the greatest people I know, the members of the SMPTE and our industry.

I would like to express my appreciation to everyone involved in making this Australian conference such an outstanding event. Although it is not possible to mention everyone who took part, I want to give particular thanks to Dominic Case and his committee, as well as to Murray Forrest, Peter Cox, and Georgia Forrest.

And now, thank you, and have an exciting and meaningful conference and bicentennial.



*John Baptista, SMPTE Engineering Director for Motion Pictures, with session chairman Russ Chapman.*