

New Engineering Society Founded in Brazil

Professionals working in the field of TV engineering in Brazil now have a specific organization to represent them, the Brazilian Society of Television Engineering (SET). Like other similar bodies around the world, the new Society provides a constant flow of information and provides many benefits for all those involved in Brazilian television.

One of SET's main objectives is to establish a forum to discuss the latest television technologies, as well as to interface with government organs and sectoral bodies in the elaboration of technical standards and practices.

Many important people from Brazilian TV make up the Foundation Commission of the Society. Among them are the following: Adilson Pontes Malta (TV Globo), Alfonsus Aurin (SBT), Carlos Capelão (Phase), Cauby Sampaio do Monta (Globotec), Cláudio Nemoto (Miksom), Fernando Bittencourt (TV Globo), Fernando Mariano (Embravideo), Francisco Cavalcanti (TV Manchete), Ivo Facca (RBS), Jaime de Barros Filho (TV Globo), José Wanderley Schmalz (TV Anhanguera), Miguel Cipolla, Jr. (TV Bandeirantes), Nivelve Daou (Rede Amazônica), Norberto Scheiner (TV Campinas), Olimpio Franco (SP), Orestes Polverelli (TVE/RJ),

Pedro Collor (TV Gazeta/AL), and Ricardo Kauffmann (LG).

The founding ceremonies, with the first directorate taking office, took place on March 25, 1988, in Rio de Janeiro. Present were the Minister of Communications, Antonio Carlos Magalhães; SMPTE President M. Carlos Kennedy; and authorities, engineers, and persons connected with the industry. The first president of SET is Adilson Pontes Malta, Rede Globo. The vice-presidents are Miguel Cipolla Jr., Rede Bandeirantes, and Francisco Cavalcanti, Rede Manchete.

At the ceremonies the Second International Video Expo was launched, to be held in São Paulo at the Anhembi Convention Center, October 8-12, 1988. The event will be sponsored by SET and organized by Certame, with the technical support of Embravideo. Several companies have already reserved space for exhibition, including Ampex, Sony, BTS, Ikegami, and Canon. Concurrent with the international exhibition the first Brazilian Congress of Television Engineering will be held, providing an opportunity to present and debate the most important themes in the field.

The First Ordinary General Assembly of SET is scheduled for October 11, 1988.



Adilson Pontes Malta (L), first president of SET, accepting a certificate from SMPTE commemorating the founding of the new Society in Brazil. The certificate was presented at the NAB Convention in Las Vegas by SMPTE President M. Carlos Kennedy.

The Institution of Electronic and Radio Engineers (IERE) has announced its Fifth International Conference on Digital Signal Processing, to be held September 20-23, 1988, at Loughborough University of Technology. The conference is being presented by the IERE in association with the Institution of Electrical Engineers, the Institute of Electrical and Electronics Engineers, and the European Association for Signal Processing.

The first day of the conference is being entirely devoted to the topic of general signal processing. During the remaining three days four specialized areas will be covered in detail with a complete session devoted to each: communications networks and mobile radio; image processing; speech; and data transmission. In addition, attendees may register separately for the informative tutorial sessions which will precede the main program.

For further information and registration forms contact the IERE Conference Secretariat, Savoy Hill House, Savoy Place, London WC2R 0JD, England.

The International Television Theatre and Film Lighting Colloquium, Showlight 89, to be held May 15-17, 1989, in The Netherlands, has been announced and a call for papers made by the National Illumination Committee (NIC) of Great Britain. The colloquium is being organized by the NIC on behalf of the International Commission on Illumination (CIE) and in conjunction with Netherlands Broadcasting Services, at whose Hilversum television studios the colloquium will be held. Showlight is an international conference addressing issues regarding lighting for the performing arts; the emphasis will be on the application of lighting to achieve effect rather than technical merit.

Proposals for papers must be submitted before August 1, 1988. For further information contact Ruth Harrison, Room A2000, BBC Woodlands, Wood Lane, London W12 0TT, England.

Eastman Kodak Co. has adopted a new packaging and labeling look for its professional motion-picture film products. The change is functional, as well as cosmetic, in nature, as it includes such features as color coding of camera film labels, larger film code numbers, a peel-off label to allow transfer of emulsion information to camera magazines, and a write-on surface under the removable label for recording notations. The new format will begin to appear in stock inventories as the change is incorporated in the various product lines.

High-Definition Television (HDTV) was shown to have more viewer appeal than the best NTSC television systems now on the market, and consumers would be willing to pay more for the improved quality based upon the available selection of pro-



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grams. This information was obtained through a survey sponsored by Communications Canada in cooperation with the Canadian Broadcasting Co., Telesat Canada, the Canadian Cable Television Assoc., Rogers Cablesystems, Scarborough Cable, Home Box Office, and PBS affiliate KCTS of Seattle, Wash.

The survey was conducted in October 1987 and involved a total of 7000 individuals at five different sites in Canada and the U.S.; coverage was provided by a temporary satellite-based network and consisted of HDTV programming from Italy, the U.S., Japan, and Canada.

Charles A. Steinberg has been named executive vice-president for Sony Corp. of America, it was announced by president and chief operating officer Neil Vander Dussen. Steinberg, who will be based at Sony's National Operations Headquarters in Park Ridge, N.J., will assume responsibility for non-consumer products marketed by the existing Sony Communications Products Co., as well as the Sony Information Systems



Co. In addition, he will be responsible for marketing Sony professional products in Mexico, Central America, South America, and other selected worldwide markets.



William G. Connolly



Richard K. Wheeler

William G. Connolly and Richard K. Wheeler have been named to new executive posts at Sony Corp. of America, it was announced by recently appointed executive vice-president Charles Steinberg. Connolly will head the newly created Advanced Systems Division and will have responsibility for managing emerging technologies such as HDTV, an area in which he has been involved since it was first developed. His background consists of more than 25 years of experience, having served as vice-president and deputy

director of engineering and development for the CBS Broadcast Group before joining Sony in 1983.

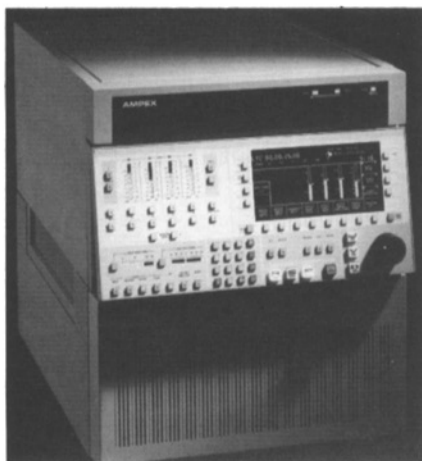
Wheeler joined Sony in 1974 as district manager for the Professional Video Division and has held several management positions prior to his most recent position as senior vice-president. In his present appointment as president of Sony Communications Products Co., he will be responsible for sales and marketing of professional video, broadcast, and audio products; in addition, he will oversee customer service support, product management, and finance/administration.

Peter C. Lowten has been appointed to the position of vice-president of marketing at Quanta Corp. in Salt Lake City, Utah. Lowten joined Quanta in 1987 as director of product operations and was later appointed vice-president of engineering. Prior to his arrival at Quanta he held operational management roles with Sony Broadcast, Compression Labs., Inc., and International Video Corp.



New Products

Further information about these items can be obtained from the addresses given. The SMPTE is not responsible for manufacturers' statements, and publication of these items does not constitute endorsement of the products or services.



Ampex VPR-300 D-1 composite VTR.

A number of new products have recently been introduced by Ampex Corp., 401 Broadway, Redwood City, CA 94063. The VPR-300 series of D-2 format composite digital studio VTRs, compatible

with existing analog facilities and equipment, delivers a minimum of 20 transparent generations, provides superior digital video and four channels of digital audio, simplified operation, and advanced diagnostics. Key features include a large status display to provide comprehensive operational information in English; 20-ms playback lock-up; precise field search and field by field jog; continuously variable play speeds; viewable color pictures in shuttle at up to 60 times play speed; and automatic and manual assemble, insert, and animate editing modes.

The VPR-305 is a lower cost version of the VPR-300 that does not include AST™ automatic tracking capabilities. The VPR-305 is field upgradable to full VPR-300 performance.

The ACE™ 25 is an economical editing system developed for news, small production, and off-line editing applications. Unique to the ACE 25 editor is the ability to integrate an optional internal audio and/or video switcher into the system's electronics.

The standard ACE 25 editor includes four VTR interfaces, two on-board 3.5-in. disk drives, and it controls two audio channels, three auxiliary sources, and three GPIs. Standard system software in-

cludes the ability to perform A/B roll, slow-motion edits, and full split edits. A 1000-line EDL, auto-assembly, and basic list management functions are also included.

Zeus Port, a new interface option for the Ampex Zeus™ advanced video processor, enables Ampex Type-C videotape recorders to transfer composite digital video directly to D-2 composite digital VTRs. Zeus Port eliminates the additional D/A and A/D conversion steps normally required, thus maintaining the integrity of the Type-C signal.



Ampex CVC-7 color video CCD camera.

The CVC-7 CCD color video camera features a new CCD chip. The CVC-7 generates high-quality images with 700 lines of resolution for ENG, EFP, and studio applications. CVC-7 images offer a high signal-to-noise ratio. Other features include a speed-selectable electronic shutter, and a newly designed ergonomic viewfinder.