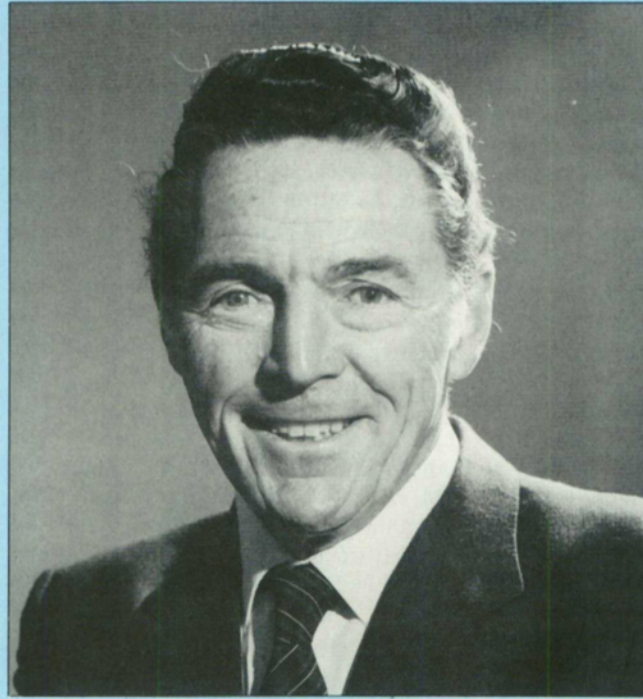


The President's Message



Members of the SMPTE, I very much appreciate this opportunity in the January issue of our *Journal* to convey to you and your families best wishes for the New Year. It is indeed an honor to be elected President of this prestigious Society. Thank you for your support and trust.

January, the first month of the year, derives its name from Janus, the god in Roman mythology of doors, gateways, and also of beginnings. The Romans believed that good beginnings ensured good endings. I tend to agree. So, as we open the door to 1989 and I begin my term of office, let us all resolve to work together in a spirit of continuing professional cooperation. The officers and Board of Governors who will serve with me are experienced and dedicated. We have a great team, a team that you are part of. Your contribution and commitment are important to our future success. Your involvement in local section affairs, presentation of technical papers, attendance at conferences, participation in engineering standard activities, and your efforts to interest new members would certainly do much to strengthen our Society.

The last decade has indeed witnessed unparalleled escalation of technological advancement and achievement, and of particular importance to us are the exciting developments in image and sound technology. Stimulated by world-viewing audience demand, production sophistication, and the need for international program-

ming exchange, the imaginative application of the photographic, electronic, and computer sciences have brought audiences the world over new experiences in images and sound. The momentum of technological innovation and progress continues as we enter the next decade, a decade that will bring us to the threshold of the 21st century.

There is no evidence that the pace of advancement is slowing. Quite to the contrary. The present trend and foreseeable future direction is one of continuing technological progress and production creativity. The speed of development mandates an accelerated response time to change if our Society is to fulfill its purpose of service to the motion-picture and television industries. The future poses new challenges and increased demands on the SMPTE, particularly in the fields of standardization, education, the dissemination of technical information, and the efficient operation of our Society. I have initiated immediate action to consider these important issues.

Motion-picture and television imaging technology is a worldwide communicating media, and as such, no one Society or country can work in isolation if meaningful progress is to be made. In this global communication industry, we must communicate with the objective of reaching solutions that will be of international benefit. The opportunity to shape the future is ours! Season's greetings and best wishes for the New Year!

— Maurice L. French, SMPTE President