

# The 131st SMPTE Technical Conference and Equipment Exhibit

October 21-25, 1989, Los Angeles

The Society's 131st Technical Conference and Equipment Exhibit was held Saturday, October 21, through Wednesday, October 25, at the Los Angeles Convention Center. Over 15,000 people attended the conference, which has become a major event in the industry. The technical sessions in particular attracted a large and attentive audience.

Conference Vice-President L. John Spring, Jr., Eastman Kodak Co., was responsible for the overall supervision of the conference. The technical program was directed by Editorial Vice-President Frank J. Haney, Capital Cities/ABC, Inc.

Program Chairman John L. Baptista, Consolidated Film Industries, and Program Vice-Chairman, Alan S. Godber, NBC, Inc., arranged an interesting program of papers presentations, assisted by Film Topic Chairman Kenneth Knaus, Eastman Kodak Co., and Television Topic Chairman Dan Brewer, Paramount Pictures Corp. General Arrangements Chairman Howard T. La Zare, Deluxe Laboratories, Inc., and General Arrangements Assistant Nelson Meacham, Walt Disney Imagineering, were responsible for taking care of the innumerable details involved in running a successful event of this size.

## Opening Ceremonies

Following an introduction by Program Chairman John L. Baptista, the conference was officially opened with a welcoming address by SMPTE President Maurice L. French, Canadian Broadcasting Corp. Immediately following French's remarks, SMPTE Engineering Vice-President Stanley N. Baron, NBC, Inc., delivered an engineering report to those assembled. A keynote address by J. Phillip Samper, Eastman Kodak Co., concluded the opening portion of the program. The text of these and other conference speeches will appear in the January issue of the *Journal*.

## Technical Program

This year's theme was "Technology



Conference Vice-President L. John Spring (left) and Editorial Vice-President Frank J. Haney.

and Tradition — Partners in Progress." A record 179 papers were presented in 23 concurrent sessions, including a special all-day tutorial session on digital technology held on Wednesday, October 25.

The program was divided into the following sessions: *Archival* (held at UCLA); *Advanced Television I, II, and III*; *Computer Interactive Video/Graphics*; *Film Production*; *Ancillary Services/Satellite/Fiber*; *Film Production/Presentation* (held at USC); *Quality Control and Measurements*; *Laboratory Technology*; *TV Production I and II*; *TV Post-Production*; *Laboratory/Sound Technology*; *Recording*; *Film/Electronic Interface I and II*; *Encoding/Decoding for Composite Video and Standards Conversion*; *Automation and Robotics*; *Digital Tutorial I and II*; and *Television Sound Technology*. Complementing the papers presentations, panel discussions were held after the *Encoding/Decoding for Composite Video*, *Standards Conversion*, *Automation and Robotics*, and *Digital Tutorial* sessions.

In a departure from tradition, two of the sessions were held outside the Convention Center — *Archival* at

UCLA, and *Film Production/Presentation* at USC. Complimentary bus service was available to transport attendees from the convention center to the campus sessions.

## Digital Tutorial

A special all-day tutorial on Wednesday was devoted to digital audio and video systems. The SMPTE Television Recording and Reproduction Technology (TRRT) subgroup, which was responsible for the D-1 and D-2 formats, coordinated this special seminar, led by committee Chairman Stevan Vigneaux, Sony Products. Among the topics discussed were facility construction, conversion between the D-1 and D-2 formats, and the integration of analog and digital systems into a single system. A question-and-answer period was held after each presentation, and the tutorial concluded with a panel discussion in which all the authors participated.

## Equipment Exhibit

The exhibit comprised 258 manufacturers of motion-picture and television equipment displaying their latest products at the Los Angeles Convention Center. Over 80,000 sq.



*SMPTE President Maurice L. French addressing the opening session.*



*Honors and Awards Luncheon guest speaker Karl Malden.*



*Program Chairman John Baptista at the opening session.*

ft. of floor space was occupied. The exhibit was open on Saturday from 2:30 to 6:00 p.m.; Sunday, from 10:00 to 6:00 p.m.; Monday, 9:00 a.m. to 7:00 p.m.; and Tuesday, 9:00 a.m. to 5:00 p.m. Among the visitors going through the exhibit, a few celebrities were spotted in the crowd.

#### Conference Events

Guests enjoyed a Welcome Reception on Friday evening at the Academy Theater in Beverly Hills. The annual Honors and Awards Luncheon was held at the L.A. Convention Center on Saturday, October 21. A reception was held prior to the luncheon,

which featured guest speaker Karl Malden, president of the Academy of Motion Picture Arts and Sciences and noted actor. Following the luncheon, the Equipment Exhibit was officially opened with the traditional ribbon-cutting ceremony. The Fellows Luncheon on Monday featured Rodger J. Ross, retired executive of the Canadian Broadcasting Corp., as the guest speaker. The annual Banquet, a highlight of the conference social activities, was held Tuesday evening. Conference attendees availed themselves of coffee and danish each morning at a Coffee Club courtesy of Eastman Kodak Co., while spouses attending

the conference were able to participate in a full program of activities tailored precisely for them. The Will Rogers Institute held a free blood-pressure and cholesterol screening program for conference attendees.

#### The Honors and Awards Luncheon

The Honors and Awards Luncheon, held in Petree Hall of the Convention Center on Saturday, October 21, featured the presentation of 22 SMPTE awards recognizing outstanding achievements in motion pictures and television and service to the Society. A reception, sponsored by



*The opening session.*



Conference Vice-President L. John Spring and President Maurice L. French cut the ribbon, thereby officially opening the Equipment Exhibit.

Ikegami Electronics U.S.A., preceded the luncheon. Guest speaker Karl Malden addressed the assembled guests with a short speech telling how his perspective about the technical and scientific side of filmmaking has changed.

Following Malden's remarks, the following awards were presented:

**The Progress Medal:** Renville H. McMann, (retired) CBS Technology Center

**Honorary Membership:** Walter Bruch, (retired) AEG-Telefunken; and Rodger J. Ross, (retired) Eastman Kodak Co.

**Citation for Outstanding Service to the Society:** John C. Gates, Gates Service Group, Inc.; David L. George, Imagineering Ltd.; and Robert J. Ringer, Multi-Media Services

**The Presidential Proclamation:** Angelo d'Alessio, Ampex Italia S.p.A.; Joseph Roizen, Telegen (posthumously); and Nobutada Yagi, Nihon University

**The Journal Award:** (Motion Pictures) Laurence J. Thorpe, Sony Advanced Systems, and Yoshio Ozaki,

Sony Corp.; (Television) William F. Schreiber, Massachusetts Institute of Technology, and Eric Dubois, NRS-Telecommunications

**The Agfa-Gevaert Gold Medal Award:** Terence William Mead, Rank Cintel Ltd.

**The Eastman Kodak Gold Medal Award:** Donald C. McCroskey, (retired) ABC-TV

**The Fuji Gold Medal Award:** Richard Edlund, Boss Film Studios

**The John Grierson International Gold Medal Award:** Donald T. Meier, Don Meier Productions

**The Herbert T. Kalmus Gold Medal Award:** Wendell V. Discher, Eastman Kodak Co.

**The Alexander M. Poniatoff Gold Medal Award:** Maurice Lemoine, (retired) Ampex Corp.

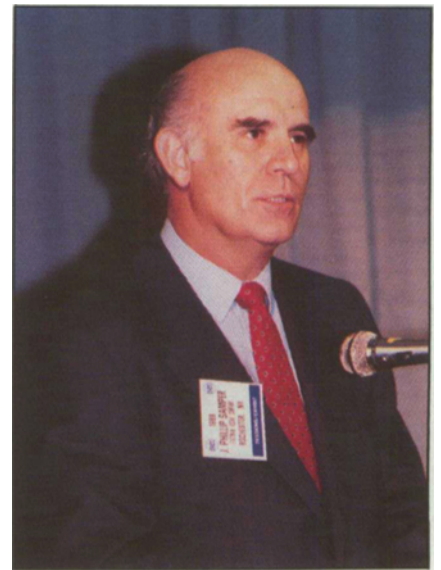
**The David Sarnoff Gold Medal Award:** William E. Glenn, HDTV Systems Laboratory, Florida Atlantic University

**The Samuel L. Warner Memorial Medal Award:** John A. Bonner, Warner Hollywood Studios

#### Fellows Luncheon

The newly named Fellows of the Society were elevated to their new grade and introduced to their peers on Monday, October 23, at the annual Fellows Luncheon, held at Petree Hall in the Convention Center. A reception preceding the luncheon was sponsored by Magna-Tech Electronic Co., Inc. The guest speaker was Rodger J. Ross (retired from CBC), who was also one of the recipients of the Society's Honorary Membership Award this year. In a ceremony during the luncheon, the new Fellows received their plaques from SMPTE President Maurice L. French.

The following were named Fellows: Joerg D. Agin, Eastman Kodak Co; Gordon W. Ballantyne, Applied Electronics, Inc.; Russell B. Chapman, Kodak (Australasia) Pty. Ltd.; Walter S. Ciciora, American Television and Communications; Jürgen K. R. Heitmann, Broadcast Television Systems GmbH; David Horowitz, CBS; Charles H. Jablonski, NBC, Inc.; Thomas Bryce McCrerrick, consultant; Otto E. Mikkela, YLE (Finnish Broadcasting Corp.); William L. Rorden, Graham-Patten Systems, Inc.; Charles Peter Sandbank, BBC; Michael J. Sherlock, NBC, Inc.; L. John Spring, Eastman Kodak Co.; and Robert J. Thomas, Capital Cities/ABC, Inc.



Opening Session guest speaker J. Phillip Samper.

#### Spouses Program

Spouses attending the conference were invited to participate in an exciting week of activities directed by Spouses Program Chairman Phyllis La Zare. The program started off with a Welcome Tea on Friday. Each morning the group met for breakfast at the Bonaventure, courtesy of Sony Corp. Saturday's activities included an astrological presentation, the Honors and Awards Reception and Luncheon, and a visit to the Movieland Wax Museum. After Sunday breakfast, the spouses enjoyed a cruise on the *Spirit of L.A.*, and a *Salute to Broadway* revue. On Monday, they enjoyed luncheon and shows at the Magic Castle; on Tuesday, brunch at the Top of Five Restaurant and a tour of the Gene Autry Western Heritage Museum. Wednesday the program concluded with luncheon and a tour of Lawry's Food Center.

#### Conference Chairmen

As mentioned earlier, Program Chairman John L. Baptista and Program Vice-Chairman Alan S. Godber were assisted in the technical program by Topic Chairman (Film) Kenneth Knaus and Topic Chairman (Television) Daniel R. Brewer.

Assisting General Arrangements Chairman Howard T. La Zare and General Arrangements Assistant Nelson Meacham were the following: **Facilities/Security Chairman:** Charles Kircher, Foto-Kem Industries; **Banquet/Entertainment Co-Chairmen:** Louis F. Wolf Jr., Universal City Studios, and Milt Shefter,

Paramount Pictures Corp.; *Assistant Entertainment Technical Director:* Joel Gread, R. A. Gray; *Display Chairman,* John Aalto, National Teleconsultants; *Display Assistant:* David Landsdown, National Teleconsultants; *Registration Chairman:* John Mason, Eastman Kodak Co.; *Registration Assistant,* Fred Godfrey; *Membership Chairman,* Dick Barlow, Tiffen Msg. Corp.; *Membership Assistant:* Chuck Phelan, National Teleconsultants; *Hospitality and Information Chairman:* Gerald Finn, Pasadena City College; *Opening Films and Tapes Chairman:* Ron Little, Consolidated Film Industries; *PA and Recording Chairman:* Tom Kuhn, Eastman Kodak Co.; *A/V and Projection Co-Chairman:* Bob Burton, consultant, and Don Kloepfel, Don V. Kloepfel & Assoc.; *Video/Papers Facilities Chairman:* Gus Dato, ABC; *Video/Papers Assistant:* Gail Ringer, Ringer Video Services; *Transportation Co-Chairmen:* Scotty Robertson, and Donald C. McCroskey, consultant; *Hotel Arrangements Chairman:* Milt Shefter, Paramount Pictures Corp.; *Hotel Arrangements Assistant:* Roy Brubaker, Photo-Tronics; *Spouses Program Chairwoman:* Phyllis La Zare; *Awards and Fellows Luncheon Chairman:* Craig Curtis, consultant; *Luncheon Assistant:* Russell McMurtray, Eastman Kodak Co., and *Assistant Auditor:* Gordon Cory, N.V. Systems.

#### Acknowledgments

The Society wishes to express its thanks to the following companies and organizations for sponsoring vari-



*Spouses Program Chairwoman Phyllis La Zare and General Arrangements Chairman Howard T. La Zare.*

ous events: *Banquet Entertainment:* American Society of Cinematographers and CMX Corp.; *Banquet Reception:* Ampex Corp.; *Banquet Wines:* NBC, Inc.; *Blood Pressure Clinic:* Will Rogers Institute; *Board of Governors Reception,* Dolby Laboratories, Inc.; *Coffee Club,* Eastman Kodak Co.; *Equipment for Papers Presentation:* Ampex Corp., Sony Broadcast Products, Grass Valley Group, Faroudja Labs, and Capital Cities/ABC, Inc.; *Fellows Luncheon Reception:* Magna-Tech Electronic

Co. Inc.; *Honors and Awards Reception:* Ikegami Electronics (U.S.A.), Inc.; *Spouses Breakfasts:* Sony Corp.; *Welcome Reception Facility:* Academy Theater; *Welcome Reception Wines:* Eastman Kodak Co.

The Society appreciates the efforts of all the people and companies who participated, which resulted in a very successful 131st Technical Conference and Equipment Exhibit. A more detailed report on the conference will appear in the January 1990 issue of the *Journal*. — *Joyce R. Hurwitz*



*The SMPTE Equipment Exhibit.*