

SMPTE Participates in NAB Convention

April 29 – May 2, 1989

The SMPTE booth at the 67th National Association of Broadcasters Convention was a busy place. Approximately 100 new people applied for membership in the Society, 43 renewed their memberships, and one new Sustaining Member joined. The convention was held at the Las Vegas Convention Center from Saturday, April 29, through Tuesday, May 2.

The centrally located booth had hundreds of visitors during the four-day show. There were many inquiries about SMPTE activities, particularly concerning standards and standards subscriptions, SMPTE publications, and the upcoming 131st Technical Conference and Equipment Exhibit, which will be held in Los Angeles in October. The Society's two new books, *Better Video Images* and *4:2:2 Digital Video Background and Implementation* were displayed and received very favorable comments.

Representing the SMPTE from headquarters were Executive Director Lynette Robinson, *Journal* Editor Jeffrey Friedman, Director of Engineering Sherwin Becker, Marketing/Conference Manager Anne Cocchia, and Staff Engineer Mark S. Hyman.

Many SMPTE officers attended the show, including President Maurice L. French, Canadian Broadcasting Corp.; Executive Vice-President Blaine Baker, MPL Film & Video, Inc.; Past-President M. Carlos Kennedy, Ampex Corp.; Editorial Vice-President Frank J. Haney, Capital Cities/ABC, Inc.; Engineering Vice-President Stanley N. Baron, NBC, Inc.; and Financial Vice-President Richard K. Schafer, Eastman Kodak Co.

Three SMPTE engineering committees met at the convention: the Ad Hoc Group on Digital Representation of 1125/60, the Study Group on Applications of Optical Disc Technology for Production Use in Motion Pictures and Television, and the Working Group on Editing Procedures. Other groups, too, scheduled meetings during the convention for the convenience of their members. The Television Presidential Advisory Committee (PAC) met in Las Vegas on April 28, and the European Broadcasting Union and the SMPTE held a joint meeting on May 3.

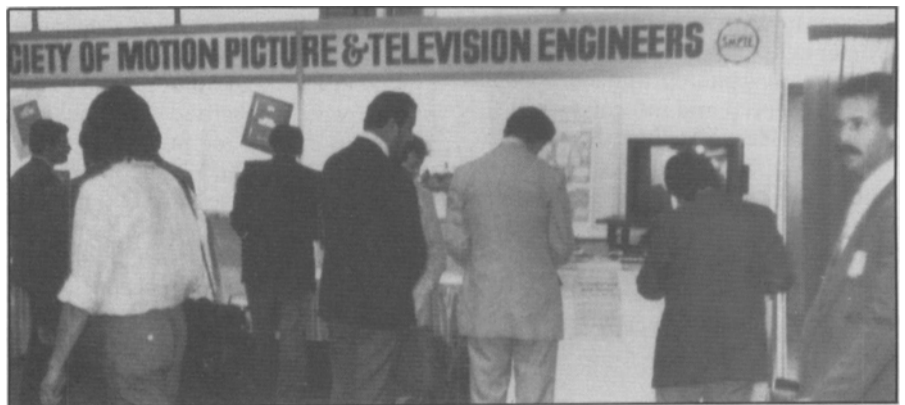
Attendance at this NAB broke all previous records; 50,136 people registered. According to the NAB, there were almost 100 technical sessions and 707 exhibitors occupying 42,000 sq. ft. of floor space.

Highlights of the convention were the Engineering Luncheon, at which William C. Connolly, Sony Advanced Systems, was given the Engineering Achievement Award; the Television

Luncheon; the Radio Luncheon; and the All-Industry Luncheon. Many well-known guests attended, including FCC Chairman Dennis Patrick, Capital Cities/ABC, Inc., President of Communications James E. Duffy, 35 members of Congress, and 3 FCC commissioners. Sid Caesar, Ernie Kovacs, Red Barber, and Nathan Safir were inducted into the Broadcasting Hall of Fame.



Angelo D'Alessio (third from left) with Executive Director Lynette Robinson and four new Italian members at the SMPTE booth.



Many people visited the SMPTE booth during the convention.



The equipment exhibit at the NAB Convention.