



SMPTE Inaugurates New Italian Section

Milan, June 27, 1989

The inaugural meeting of the Italian Section of the SMPTE was held on June 27, 1989, at the Villa Reale in Milan. Paolo Zaccarian, consultant, welcomed more than 100 members and guests from as far away as Sicily and outlined the day's agenda, which included five speakers, an open forum for discussion with the speakers, voting for section officers and managers, a buffet lunch, and a closing tea. He also read letters of regret from three members who could not attend the meeting.

SMPTE President Maurice L. French, Canadian Broadcasting Corp., said he was honored to address the inaugural meeting of the first SMPTE section in continental Europe. He conveyed greetings from the officers and the Board of Governors to the members of the newly formed section and wished them success in their endeavor. French presented pen sets to Angelo D'Alessio, Ampex Italia, and Past-President M. Carlos Kennedy, Ampex Corp., for their extraordinary efforts over the past five years in establishing this section.

French gave a brief history of the

Society and described the role its members play in today's world of rapidly changing technology. He spoke about the importance of participating in the engineering technology com-



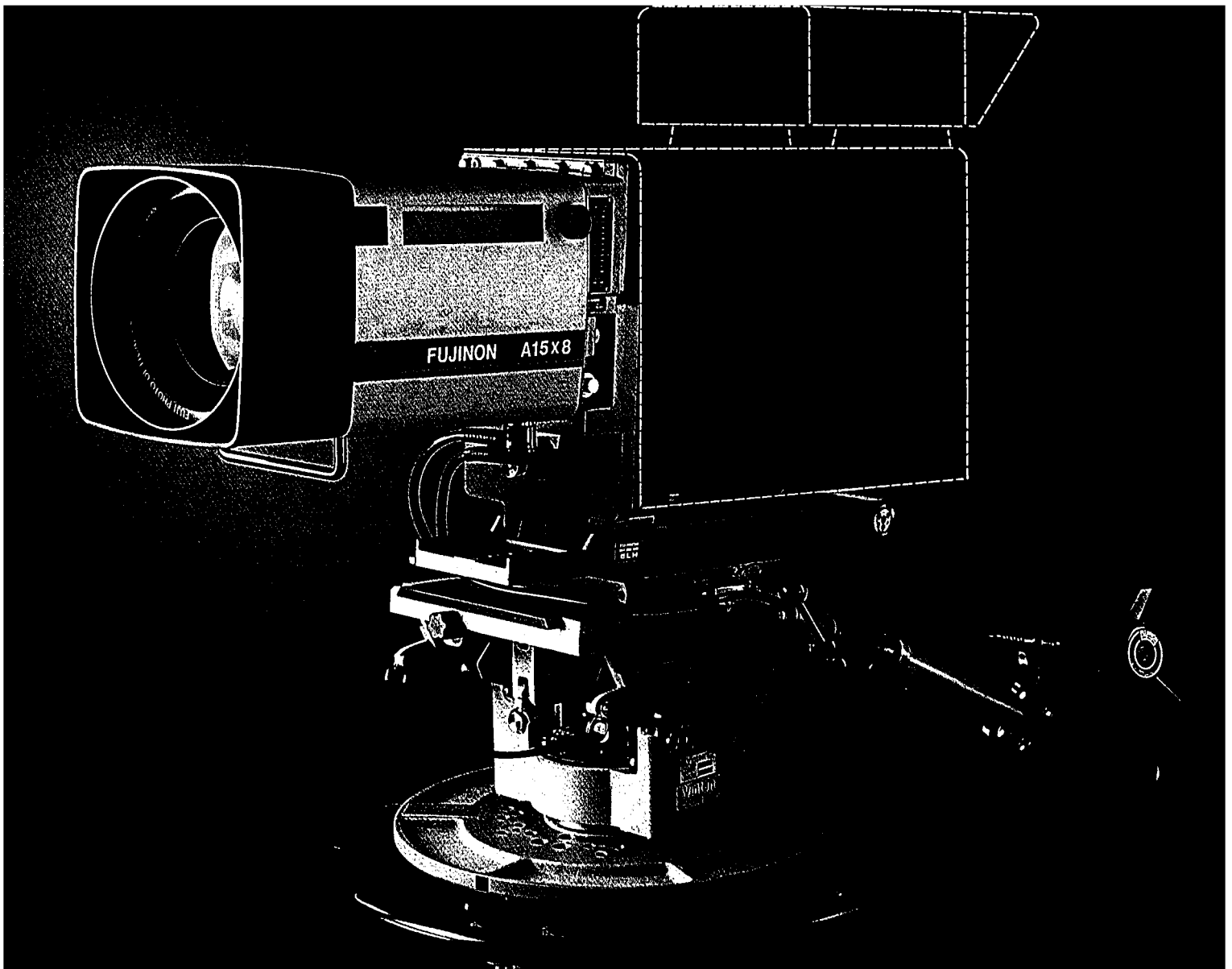
SMPTE President Maurice L. French (right) presenting a gift of appreciation to Angelo D'Alessio for his efforts in establishing the section.

mittees and the section's educational programs. "The Society's commitment to progress means involvement on the part of its members," he said.

SMPTE Engineering Vice-President Stanley N. Baron, NBC, Inc., spoke about the engineering committees' procedures and processes for creating standards. He stressed that without the corporate and member support of engineering activities, there would be no standards or recommended practices for the industry's use.

Richard J. Stumpf, Universal City Studios, who is an SMPTE Governor and chairman of the SMPTE Working Group on Electronic Production, reviewed the activities of the working group and described the current work being done in colorimetry, digital representation, and the interface of HDTV to film. Stumpf spoke about the probable effect of high-definition television upon program producers and emphasized production, post-production, program interchange, consumer delivery, and electronic cinema.

Erasmus Lionetti, RAI RadioTelevisione Italia, opened the afternoon



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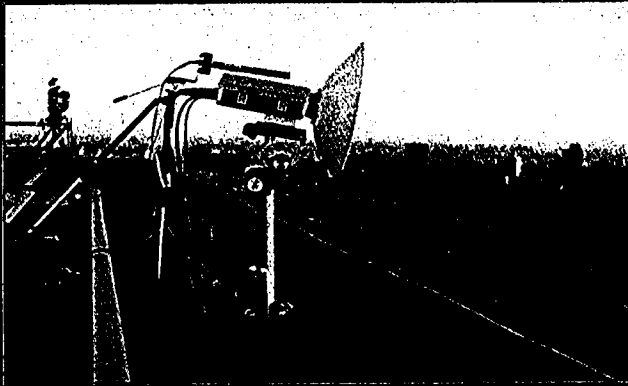


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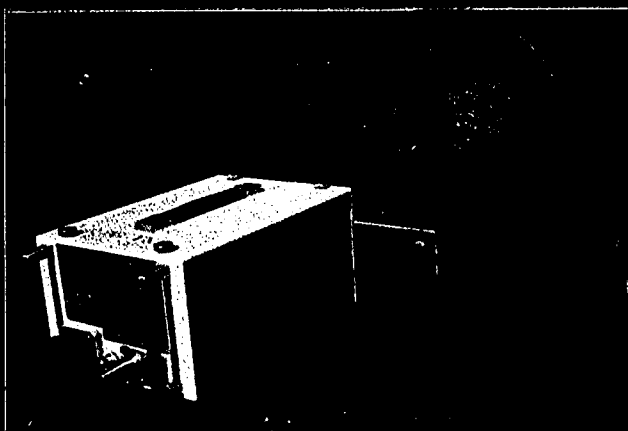
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Section Chairman Paolo Zaccarian (right) receiving a plaque from Maurice L. French commemorating the Italian Section's inaugural meeting.



The day's speakers at a panel discussion after the presentations.



The new officers of the Italian Section: Chairman Paolo Zaccarian; Secretary/Treasurer Angelo D'Alessio; Managers Erasmo Lionetti, Antonio Appierto, Manlio Cruciatli, Alberto Sciarretta, Antonio Balsamo, and Gabriele Berto.

session with an overview, "New Technology Worldwide: Today and in the Future." He spoke about what the new technology will mean to the Italian broadcaster and to the future of the electronic cinema in Italy. He concluded that the strength of the motion-picture and television industry in Italy will come from people participating in the committees of the standards-making organizations, such as the SMPTE, EBU, and the CCIR.

M. Assalini, Italian Broadcasting Association, also stressed the strengths that will be produced by the joint efforts of groups representing the engineering community's interests, particularly in this time of rapidly expanding technology, with the flourishing of new and de facto standards.

Valerio Lazarov, Videotime, spoke about his experience in television production. He discussed the history of special effects used in television production and post-production. There was a lively question-and-answer session between the audience and the speakers.

SMPTE International Governor Robert Van der Leeden, Ampex England, reviewed the functions of the chairman, secretary/treasurer, and the managers. He explained that three managers would be elected for one-year terms and three would be elected for two-year terms, thus ensuring an overlap each year. The voting was by a show of hands; the next formal election will be by letter ballot.

Paolo Zaccarian was elected Italian Section chairman; Angelo D'Alessio, secretary/treasurer. Chosen to serve one-year terms as section managers were Erasmo Lionetti, Antonio Appierto (Centro Sperimentale di Cinema), and Manlio Cruciatli (Video Time, S.p.A.). Alberto Sciarretta (consultant), Antonio Balsamo (S.B.P.), and Gabriele Berto (Impianti Television) will serve two-year terms as section managers. Maurice French presented a plaque to Zaccarian to commemorate the event.

In addition to the members from Italy, and those persons previously named, other attendees included Former President Charles Anderson (Snell and Wilcox) and Executive Director Lynette Robinson.

The following sponsors supported the meeting: BLT, JVC, Ampex, CVE, Fumeo, Monitor, Avites, and the Milan City Council.

— Lynette Robinson

SMPTE Journal, September 1989

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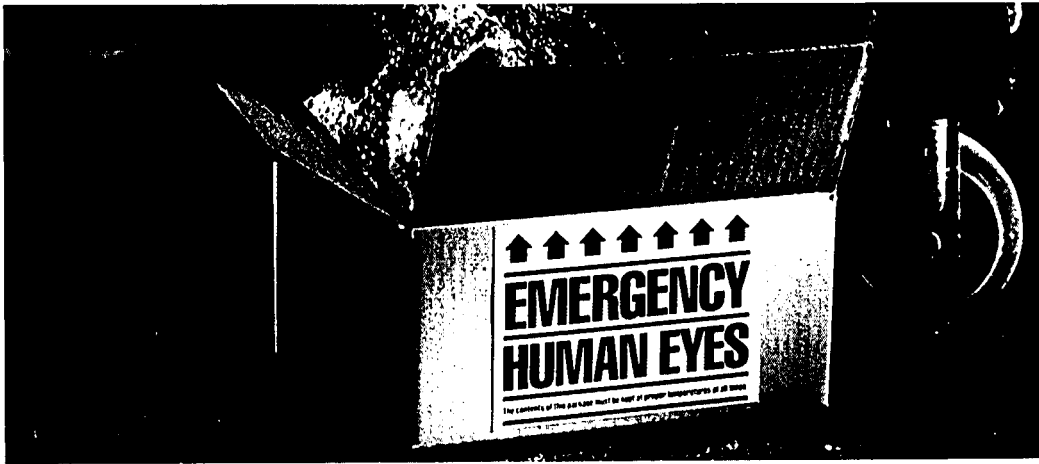
BY R. "SKIP" FOOTE

I remember it as if it happened yesterday. Judy and I were at Silverio's. The waiter had just put down a plate of red snapper and was pouring some more Pouilly Fuissé.

And then, bingo, my pocket pager goes off. Perfect.

As I threaded my way around

Seems this big rock star had done a swan dive into the audience thinking his adoring fans would catch him. He came down on an empty seat instead. Broken nose, bruises, that kind of thing. About two hundred screaming teenagers were surrounding the hospital entrance demanding to see him.



tables to the phone, I had to chuckle. These people thought I was a doctor about to save a life. If they only knew I was a Fuji videotape sales rep.

As I was about to learn, the hospital was where I was going in any case.

My client, a TV station, was in a panic. There was some kind of riot going on over at Mercy Hospital.

The station had a remote crew on its way but they had been shooting all day and were down to their last cassette.

Luckily, I had a dozen Fuji Betacam SP blanks in my car trunk and I was on my way. The snapper would have to wait.

As I approached the hospital, I could see barricades and a half dozen police vehicles. One of the officers waved me down another street. I told him this was an emergency. I had videotape for the television crew.

He gave me one of those expressions that cops are famous for. Then he said I had thirty seconds to get out of his sight. I got the hint.

What to do.

On foot this time, with the tape under my arm I challenged another officer. Nothing doing. I said I would see that he got six Fuji VHS cassettes for himself, if I could just get through. He mumbled something about bribery and I backed off.

Then I thought for a minute that maybe with a running start I could just heave the box over the crowd and reach the van. Fat chance, it was well over 100 feet away.

I was going to need a Trojan horse to get that tape in there.

I started walking around toward the back of the hospital.

All of a sudden, there it was, sitting

next to the garbage container. A corrugated box with a huge red sticker on it reading "Emergency. Human Eyes."

I got all twelve cassettes into the box and headed straight for the barricades. Two of the officers escorted me through the crowd right up to the front door. I told them I could take it from there.

I got back to Silverio's just in time to pay the check. I told the table next to us that the patient was doing just fine.



We got home and watched the late news. There it was. The rock star was making an appearance at the window. His fans were going wild—and it was all there on my videotape.

I began to feel it was almost worth it.

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