

The 132nd SMPTE Technical Conference and Equipment Exhibit

October 13 -17, 1990, New York City

The Society's 132nd Technical Conference and Equipment Exhibit was held Saturday, October 13, through Wednesday, October 17, 1990, at the Jacob K. Javits Convention Center in New York City. Approximately 12,000 people attended the conference, which is recognized as a major event in the industry. The technical sessions in particular were very well attended.

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

Program Chairman Kerns H. Powers, consultant, arranged an excellent program of papers presentations, with the able assistance of Program Vice-Chairman, Motion Pictures, John L. Baptista, Consolidated Film Industries, and Program Vice-Chairman, Television, Alan S. Godber, NBC. The various sessions having to do with motion pictures were run by Topic Chairman (Film) John Erwin, Eastman Kodak Co., and the presentations dealing with television were handled by Topic Chairmen (Television) Furn D. Anderson, HBO; David A. Elliot, Capital Cities/ABC; Jukka Hamalainen, Matsushita Applied Labs; Mark Schubin, consultant; and Timothy J. Spitzer, Du Art Video. General Arrangements Chairman Charles H. Jablonski, NBC, took care of the multitudinous details involved in putting together and running a successful conference of this size.

Opening Ceremonies

Following an introduction by Program Chairman Kerns Powers, the conference was officially opened with a welcoming address by SMPTE President Maurice L. French, Canadian Broadcasting Corp. Immediately following French's remarks, Engineering Vice-President Stanley N. Baron, NBC, presented his engineering report. At the conclusion of Baron's



SMPTE President Maurice French welcoming attendees to the conference.



Program Chairman Kerns Powers opening the technical sessions.



Engineering Vice-President Stan Baron delivering his engineering report.



George Vradenburg III delivering the keynote address.

report, the keynote address was delivered by George Vradenburg III, vice-president and director of the Advanced Television Test Center at CBS. The text of these and other conference speeches will appear in the January issue of the *Journal*.

Technical Program

This year's program was based on

the theme "Film and Television — One World?" Approximately 130 papers were presented during the following topic sessions: Film Production Technology, Digital TV Processing, Film Presentation Technology, The Digital TV Studio, TV Production — Recorders and Cameras, Digital TV Distribution, Laboratory Technology, TV Post-



Executive Vice-President Blaine Baker, Conference Vice-President L. John Spring, Jr., and General Arrangements Chairman Charles H. Jablonski officially opening the equipment exhibit.

Production I and II, Sound Technology, Film/Electronic Interface I and II, TV Sound and Ancillary Services, Advanced Television I, II, and III, and High-Definition Electronic Production Standards. Two concurrent sessions were presented each morning and afternoon from Saturday afternoon through Wednesday morning, and one session concluded the program on Wednesday afternoon.

Highlights of the program included a panel discussion on Tuesday afternoon with the authors from the session on Film/Electronic Interface. The topic discussed was "Electronic Editing of Film Product — What is the Best Way?" On Sunday morning there was a special off-site session on Film Presentation Technology at the Loews Astor Plaza Theater.

Equipment Exhibit

The exhibit was deemed very successful. More than 185 companies from around the world displayed their latest equipment, occupying a total of 130,000 square feet at the Javits Center. The exhibit seemed to attract serious and interested viewers, the decision-makers in the industry, rather than just browsers. Halls 1B and 1C of the Center were open from Saturday, October 13, through Tuesday, October 16, and attendance was steady. On-site registration was strong, right up to the last day of the show. A number of exhibitors mentioned that this was the best SMPTE conference they had attended, and commented on the excellent security at the show.

Several innovative programs at the conference were set up for the express purpose of helping the exhibitors. One was the New Product Introduction Room. Located in the Javits Center, this room was made available to exhibitors in two-hour blocks of time for the purpose of introducing their newest equipment to the press and other interested parties. The second was the exhibitors seminar, held on Saturday morning, from 8 to 9 a.m., at the Javits Center. Complimentary for all exhibitors and their personnel, this was aimed at giving them tips on how to get the most out of a trade show such as this. An exhibitors meeting was held on Tuesday, the last day of the show, with representatives of 22

companies attending. It revealed the very positive feelings they had about the conference and that there were few complaints. The participants were especially happy with the smooth setup and dismantling of the exhibits, and the consensus was that the entire show went very well.

Conference Events

Registrants enjoyed a full program of social events, starting off with a Welcome Reception on Friday evening, October 12, in the Astor Ballroom of the Marriott Marquis Hotel from 6 to 8 p.m. The Honors and Awards Luncheon on Saturday was, as always, a highlight of the conference. Following the luncheon, the Equipment Exhibit was officially opened with the traditional ribbon-cutting ceremony.

The Fellows Luncheon was held at the Astor Ballroom of the Marriott Marquis on Sunday, and featured a speech by former SMPTE President Harold J. Eady, a Fellow in his own right. A Coffee Club was available Saturday through Wednesday from 7:30 to 10 a.m. in the Javits Center, where a continental breakfast helped to get conference participants geared up for the day's activities.

The high point of the conference social events, the gala Banquet, was held in the Broadway Ballroom of the Marriott Marquis on Tuesday, October 16. Guests enjoyed a pre-banquet reception and a lively evening of dining and dancing at this annual dinner dance. Continuing the SMPTE tradition, accompanying spouses had a full program of special activities arranged for their enjoyment.



Attentive audience at demonstration held during the exhibit.



Program Vice-Chairman (MP) John L. Baptista, Program Chairman Kerns Powers, and Program Vice-Chairman (TV) Alan Godber at the Banquet.

The Honors and Awards Luncheon

At the annual Honors and Awards Luncheon, held on Saturday, October 13, in Room 1D of the Javits Center, 22 individuals were recognized for outstanding achievements in the motion-picture and television industries and service to the Society. Dr. Marvin Camras, research professor of electrical and computer engineering, the Illinois Institute of Technology, who is often referred to as the "Father of Magnetic Tape Recording in the U.S.," was featured as the luncheon speaker. A high point during his address was the demonstration of one of his inventions, an early wire recorder,

featuring the magnificent singing voice of Marian Anderson. All of the luncheon guests enjoyed this unexpected treat.

Following Dr. Camras's speech, the following awards were presented:

The Citation for Outstanding Service to the Society: Edward J. Burns, (retired) Eastman Kodak Co.; Peter Hammar, Hammar Communications; Charles J. Lipow, Charles J. Lipow, Inc.; and Austin L. Reeve, (retired) Bushnell Communications

The Presidential Proclamation: James C. McKinney, NTSC; Bengt O. Orhall, AB Film-Teknik; and Michael J. Sherlock, NBC, Inc.

The Journal Award: (Motion

Pictures) Joyce H. D. M. Westerink, and Jacques A. J. Roufs, Institute for Perception Research; (Television) Michael A. Isnardi, Charles B. Dieterich, and Terrence R. Smith, David Sarnoff Research Center

The Agfa-Gevaert Gold Medal Award: Petro Vlahos, (retired) Ultimate Corp.

The Eastman Kodak Gold Medal Award: Tomlinson Holman, Lucasfilm Ltd., and USC School of Cinema-Television

The Fuji Gold Medal Award: Garrett Brown, Moving and Talking Picture Co.

The John Grierson International Gold Medal Award: Al Giddings, Ocean Images, Inc.

The Herbert T. Kalmus Gold Medal Award: Karel Staes, Agfa-Gevaert N.V.

The Alexander M. Poniatoff Gold Medal Award: Anthony H. Lind, (retired) RCA Corp.

The David Sarnoff Gold Medal Award: William F. Schreiber, Massachusetts Institute of Technology

The Samuel L. Warner Memorial Award: E. M. (Al) Lewis, Teccon Enterprises Ltd.

Progress Medal Award: Frederick M. Remley, Information Technology Division, University of Michigan

Honorary Membership Award: Marvin Camras, Illinois Institute of Technology

Fellows Luncheon

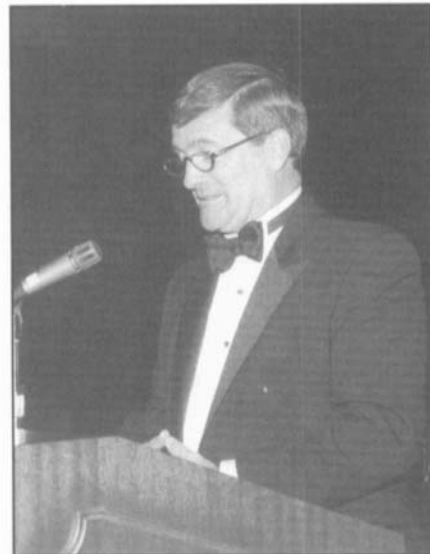
The Fellows Luncheon was held in the Astor Ballroom of the Marriott Marquis Hotel from 12:30 to 2:00



Honors and Awards Luncheon Speaker Marvin Camras demonstrating his early wire recorder.



Frederick M. Remley accepting the Progress Medal Award at the Honors and Awards Luncheon.



Conference Vice-President L. John Spring, Jr., speaking at the Banquet.



Spouses Program Chairwoman Patricia Spicer speaking at the Banquet; in the background is Blaine Baker.

p.m. on Sunday. At the luncheon, 17 members were elevated to the rank of Fellow. The new Fellows honored were: Kenneth H. Barratt, Gary L. Borton, Thomas W. Cavanagh, David A. Elliott, Guy Gougeon, Paul W. Hedburn, Ken H. Kishimoto, Victor L. Kong, Joseph J. Kresnicka, James C. McKinney, E. Fraser Morrison, C. Robert Paulson, Bruce J. Penney, Steven J. Powell, Jacques J.-C. Sabatier, Helmut Schöenfelder, and Joseph C. Wary. Fellow and former SMPTE President Harold J. Eady, HJE Communications, Inc., was the guest speaker. The luncheon was limited to Fellows and Life Fellows of the Society.

Spouses Program

Spouses attending the conference had the opportunity to participate in a special program devoted to the New York experience. Spouses Program Chairwoman Patricia Spicer arranged a whirlwind round of activities taking in the city's sights and sounds from uptown to downtown and river to river. The program featured guided tours, elegant dining, exclusive lectures, and special talks with a star of the New York opera and a famous architect. There was plenty of excitement for all.

Conference Chairmen

As mentioned earlier, Program Chairman Kerns Powers and Program Vice-Chairmen John Baptista

and Alan Godber were assisted in the technical program by Topic Chairmen John Erwin, Furn D. Anderson, David A. Elliot, Jukka Hamalainen, Mark Schubin, and Tim Spitzer.

Assisting General Arrangement Chairman Charles H. Jablonski were Assistant Auditor Michael E. Johnson, Eastman Kodak Co.; Banquet Chairman Neil R. Pilzer, MPE; Display Chairman Alan Rosenfeld, Limelight Video; Facilities Chairman Timothy J. Spitzer, Du Art Video; Facilities Co-Chairman John C. Gates, Gates Service Group; Hospitality and Information Chairman Herb Ohlandt, National Video Center; Hotel and Associate General Ar-

rangements Chairman Charles Spicer, NBC; Luncheons Chairman Roger Salles, Geocam Corp.; Membership Chairman Edgar Schuller, Entertainment Video Systems; Opening Films/Tapes Chairwoman Linda Young, Du Art Film Laboratories; PA and Recording Chairman Paul Heimbach, Viacom Networks Group; Registration Chairman Raymond Blumenthal, Panasonic Broadcast; Spouses Program Chairwoman Patricia Spicer; and Transportation Chairman David A. Elliot, Capital Cities/ABC, Inc.

Acknowledgments

The Society wishes to express its thanks to the following companies and organizations for sponsoring various events at the conference: *Banquet Entertainment*: The Grass Valley Group, Inc., and Panasonic Broadcast Systems Co.; *Banquet Reception*: Ampex Corp.; *Banquet Wines*: NBC, Inc.; *Board of Governors Reception*: Dolby Laboratories Inc.; *Coffee Club*: Eastman Kodak Co., and FPC (a Kodak Co.); *Fellows Reception*: Magna-Tech Electronic Co., Inc.; *Honors and Awards Reception*: Abekas Video Systems, Inc.; *Program Printing*: Pacific Title & Art Studio; *Spouses Breakfasts*: Sony Corp.

The Society acknowledges with appreciation the efforts of all the people and companies whose efforts culminated in a very successful 132nd Technical Conference and Equipment Exhibit. A more detailed report on the conference will appear in the January issue of the *Journal*.

— Joyce R. Hurwitz



Overview of the Honors and Awards Luncheon.