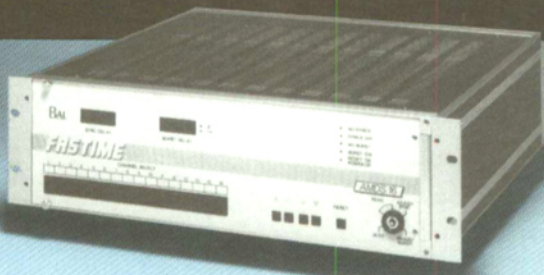


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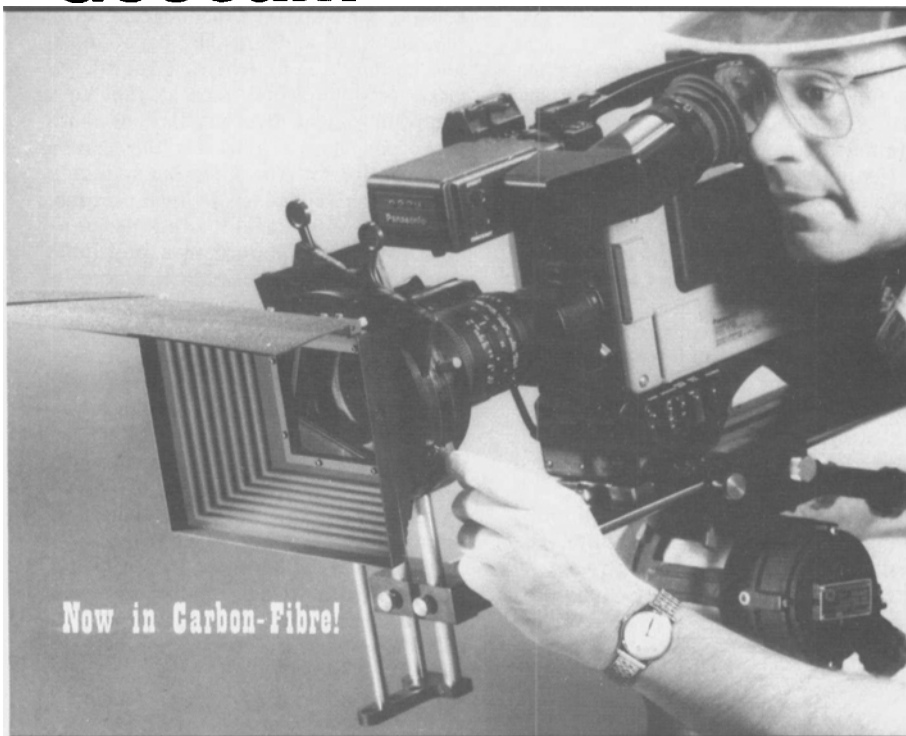
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# News

**Visions'90**, the 1990 SMPTE Toronto, Montreal/Quebec, Ottawa, and Rochester Sections' Mini-Conference, will be held April 27-29, 1990, at the Sheraton Centre Hotel, Toronto, Ont., Canada. Hosted by the Toronto Section, the conference will provide educational sessions and informative tours. Through a series of papers, industry leaders will present their visions of the evolution of the industry through the 1990s and beyond. They will share insights into technological developments already in view and those just over the horizon.

The conference program will begin on Saturday, April 28, with morning sessions focusing on TV production and post-production. Saturday afternoon sessions will deal with film and the film/tape interface. Sunday's conference program will start off with a session on enhanced and high-definition television services, followed by tours of the Telesat HDTV mobile and several Toronto-based production facilities. Social events will include an evening reception on Friday, an evening reception and banquet on Saturday, and a Partner's Program. A conference luncheon with a guest speaker will also be offered on Saturday.

SMPTE members may register for Visions'90 before April 1 at a cost of \$60. After April 1, the fee is \$70. Fees for nonmembers are slightly higher. Costs for the Partner's Program, the banquet, and the luncheon only are separate. For more information, contact David Currie, SMPTE Visions'90, c/o CBC Engineering, 1235 Bay St., 10th Flr., Toronto, Ont. M5R 3K4, Canada, or call (416) 975-5788, or Fax (416) 975-6116.

**Joseph A. Flaherty**, vice-president/general manager, CBS Engineering and Development, has been decorated as a "Chevalier dans l'Ordre des Arts et des Lettres" by the Republic of France.

The French Order of Arts and Letters rewards those who have distinguished themselves by creative work in the fields of the Arts and Letters as well as their contribution toward propagating those fields in France and throughout the world.

Upon accepting the award, Flaherty said, "I see this decoration conferred on me — an engineer — as a symbol of the merging for all of us in the Arts and Science of television. May that merging advance our culture, expand creative horizons, and extend friendship and understanding to all within the global reach of our telecommunications technology."

The award was conferred by Jack Lang, the French Minister of Culture and Communication. It was presented by Annie

Before all the chips were down, FUJINON solved the lens problems for CCD cameras.

# WITH A CCD CAMERA, WHAT YOU GET IS WHAT YOU SEE.

With CCD cameras, everything changes because you can't change anything. CCD chips are bonded to the prisms by the camera manufacturers. All the usual R-G-B channel adjustments for camera/lens set up are eliminated. To compensate for that, lens performance criteria must be far higher. FUJINON did all that, and in the process

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long*



... a statement no other lens company can make.



*A15 × 8ESM  
lightweight, compact,  
constant F1.5*

Incidentally, FUJINON also helped camera makers by devising a unique pattern projector. Used with a high resolution monitor, it permits chips to be placed within a 3 micron tolerance that reduces errors to invisibility.

When you have to select lenses for your new CCD cameras, test several FUJINON lenses against the competition. You'll see the difference. And so will your viewers.

To learn more about the 19 lenses that offer you maximum performance and total compatibility, you'll get

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made up for the fact that there is no industry standardization in the vitally important selection of glass materials used for lenses and prism blocks.

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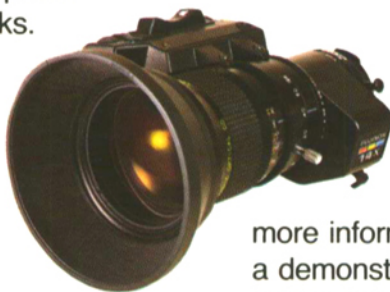


So, FUJINON engineers came up with a new standard.

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Joseph A. Flaherty

Cohen Solal, conseiller culturel, at the French Embassy in New York on January 8, 1990.

Flaherty has had an illustrious career. Last June he received France's highest decoration as a "Chevalier de L'Ordre National de la Legion d'Honneur" by the president of France, Francois Mitterand. In addition, he has been the recipient of several Emmy awards, the David Sarnoff Gold Medal for progress in engineering, the National Association of Broadcasters

Engineering Award, and the Progress Medal of the SMPTE.

With CBS since 1957, Flaherty was named to his present position in 1977. He had previously served as general manager, engineering and development, from 1967 to 1977.

He is a Fellow of the SMPTE, the British Institution of Electrical Engineers, and the British Royal Television Society. He is also an honorary member of the Television Engineers of Japan and the Fernseh-und Kinotechnische Gesellschaft of the Federal Republic of Germany.

Mark L. Sanders has been named president and CEO of Pinnacle Systems, a Santa Clara, Calif.-based manufacturer of video production systems. He had previously been employed at Ampex Corp. where he served most recently as the head of the Recording Systems Div. With Ampex since 1970, he also worked as vice-president and general manager of the Audio-Video Systems and Data Systems Divs., as well as corporate vice-president, marketing and technology.



In addition, Walter E. Werdmuller has been promoted to the post of vice-president, sales. He was formerly director of worldwide sales.

David Horowitz has been appointed vice-president, planning, CBS Engineering and Development, it was announced by Joseph A. Flaherty, vice-president/general manager. Horowitz will be responsible for all phases of the department's planning operations. He joined CBS in 1965 as design engineer. Since then, he has served as director of several projects within the company.

Robert P. Seidel has been appointed vice-president, television engineering, CBS Engineering and Development. He will be responsible for overseeing the design and implementation of engineering relating to audio/visual and satellite/terrestrial transmission systems. He will also oversee engineering construction and FCC licensing activities. Seidel previously served as director, transmission engineering, responsible for the Transmissions Engineering Group. Prior to that, he was responsible for the implementation of the CBS Satellite Management Center, Air Control, and the Newsnet Coordination Center.

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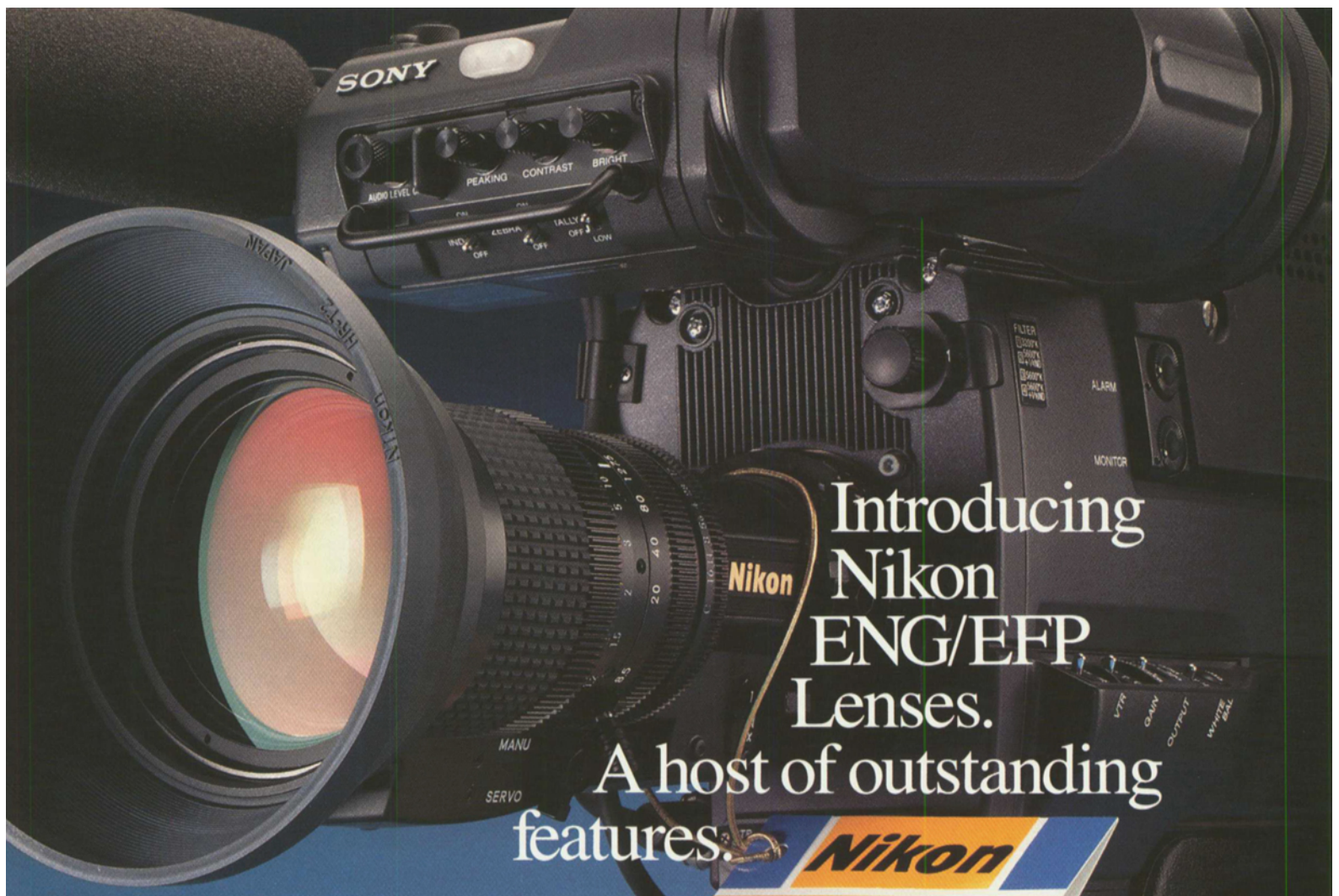
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**Paul Berger** has been promoted to the position of director, recording systems product management, Sony Communications Products Co. He will be responsible for product management activity for all recording systems including D-1 Component Digital and D-2 Composite Digital™ videotape recorders, 1-in. Type-C and Betacam SP® VCRs, U-matic SP® VCRs, 8mm and Hi8™ recorders, ED Beta® products, VHS® units, and CRVdisk™ systems. He has been with Sony since 1987.



**Christopher Golson** has been named to the newly created position of director of marketing for the Sony Broadcast Products Div. He will be responsible for the marketing activities and support of all products sold by Sony Broadcast including VTRs, cameras, monitors, Library Management Systems™, and switchers. He has been with Sony Broadcast for six years.



**The National Association of Broadcasters (NAB)** has announced that more than 700 exhibitors will participate in this year's annual convention, March 31 to April 3, 1990, at the Georgia World Congress Center in Atlanta.

This year's convention will be bigger than ever before. More than 430,000 square feet of space has been reserved to accommodate exhibitors. The main convention hall is sold out, however, exhibit space is still available.

To complement the exhibits, NAB will also hold its Engineering Conference at the Georgia World Congress Center, March 30 to April 3. Off-site, NAB is sponsoring a combined Advanced Television/HDTV exhibit at the Atlanta Inforum, March 30 to April 2. Located a few blocks away from the convention center, this exhibit will use more than 100,000 square feet of space and draw participants from more than 50 companies. Some HDTV exhibit space is still available. For information contact Rick Dobson, NAB, 1771 N St. NW, Washington, DC 20036, or call (202) 429-5350.

**The Advanced Television Research Consortium** — an alliance of NBC, Philips Consumer Electronics, Inc., Thomson Consumer Electronics, Inc., and the David Sarnoff Research Center — has been created to develop an HDTV system for

subsequent introduction to U.S. consumers. As a first step, however, the group plans to introduce ACTV, a new wide-screen, movie-like system with improved picture resolution.

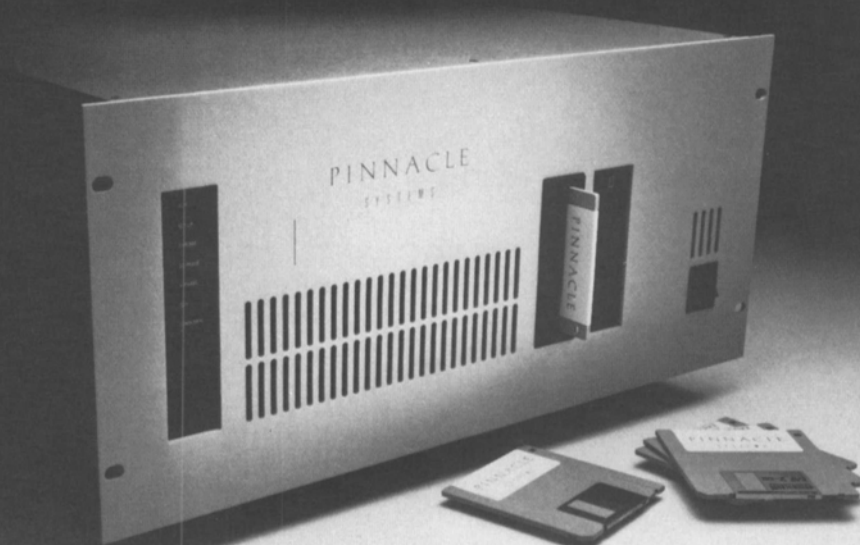
The consortium will cooperate to develop both systems in the U.S., with a goal of introducing the widescreen higher resolution television by 1993.

The planned HDTV system, with picture resolution at least double that of today's NTSC receivers, will be based on simulcast technology. A joint program involving Philips and the Sarnoff Center will develop the HDTV system with active involvement from the remaining consortium members.

In making the announcement, Michael Sherlock, president, NBC Operations and Technical Services, stressed the need for consolidation rather than fragmentation of technological resources. "With our combined efforts, we can deliver advanced television to the American home by 1993. Of course, HDTV will take longer because of the important issues of spectrum allocation, complexities of delivering the signal to the home, and display technology development.

"This is not a closed consortium," he added. "We welcome any members of our industry to join forces with us. We feel America will benefit from us all working together."

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