

# Highlights

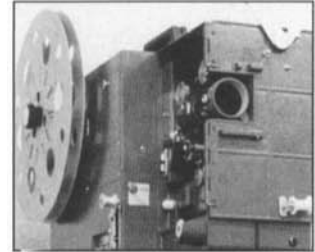
- 261 Engineering Report • S. N. Baron •** During this past year, the Society's engineering activity has moved forward on many fronts. In addition to the traditional activities concerned with the promulgation of standards, recommended practices, and engineering guidelines, the Society's Engineering Department has begun a review of the entire standardization effort, as well as the process by which those standards are brought forth. In doing so, it is necessary to focus not on the past, but on what the future might bring. We can look into the not-so-distant future, just a decade away, and realize that at the turn of the millennium, there will no doubt be additional requirements for standards for new television and motion-picture services.

The standardization process may seem to go slowly at times, but the adoption of a standard that may endure a half-century or more deserves the consideration necessary to ensure that it is correctly formulated and not just rushed to completion.

Such a process must include two very important principles:

- Provision that all substantially concerned parties shall have had an opportunity to express their views, and that an objective effort shall have been made to resolve all dissenting

- 264 Motion Pictures • E. J. Burns •** Nineteen eighty-nine was the year the motion-picture industry celebrated a milestone. In 1889 the industry was 100 years young. The moving image started as a novelty and has 100 years later become our most powerful form of mass communication. It was in 1888 that George Eastman, after years of experimenting, developed a way to manufacture rolls of film on a flexible base. Mr. Eastman planned to popularize photography by loading this flexible film in the world's first snapshot camera. With 100 years of history the motion-picture industry is still changing and growing. More and better theaters are being built; revenues are growing, and new technologies are being developed.



- 276 Television • A. S. Godber •** Nineteen eighty-nine may be considered to be the year when the range of products was seen to grow multidimensionally. A tendency to blur some previously understood lines of demarcation occurred; and many products linking different technologies made their appearance. Some of the blurring of lines came in the post-production world with the introduction of integrated post-production systems and the blending of post-production functions in some devices, including merging of computer graphics with video. A major introduction to blur the lines between film and television came in the announcement by Kodak of its intermediate systems. The areas of linkage included analog and digital; component and composite; HDTV, EDTV, NTSC, and PAL; as well as computer video standards to NTSC and PAL.



- 318 Educational • I. W. Young •** Through national conferences, miniconferences, section meetings, and special services provided by the sections, the principal educational activities of the Society are carried out. The 23rd Annual Television Conference of the Society of Motion Picture and Television Engineers was held February 3-4, 1989, at the St. Francis Hotel in San Francisco, Calif. The conference was attended by 658 people, most of whom indicated positive reactions to the first SMPTE Television Conference without an equipment exhibit. The theme of the conference was Better Video Images. The 24th Annual SMPTE Television Conference was held January 26-27, 1990, at Disney's Contemporary Resort in Lake Buena Vista, Fla.

#### Scholarship Program

The Society is also setting up a new Scholarship Program. The Board has approved \$30,000 to be allocated for two \$7500 scholarships to be granted in each of the next two years for post-graduate work, one in motion-picture engineering and the second in television engineering. The Board will have final approval for the use of these funds after the subcommittee of the Educational Advisory Committee submits its final report to the Board. The members of this Committee,

- 322 The 24th Annual SMPTE Television Conference • Disney's Contemporary Resort, Lake Buena Vista, Fla. • January 26 and 27, 1990 •** More than 500 people attended the 24th Annual SMPTE Television Conference, held January 26-27, 1990, at Disney's Contemporary Resort in Lake Buena Vista, Fla. The event featured a two-day technical program, engineering meetings, a get-together luncheon, educational tours, a spouses program, and social galas. The conference, themed Television — Merging Multiple Technologies, was highlighted by a technical program featuring a total of 28 presentations covering various methods of integrating present and future technologies in a compatible, yet cost-effective manner. The two-day event offered morning sessions focusing on HDTV: Merging the Present with the Future, while the afternoon sessions concentrated on Merging Traditional Television with Nontraditional Technologies.

