

News

SMPTE Receives Special Commendation from AMPAS

The SMPTE was presented with a special commendation from the Academy of Motion Picture Arts and Sciences on March 3, 1990, recognizing the contributions of the members of the engineering committees of the Society. "By establishing industry standards, they have greatly contributed to making film a primary form of communication," said Academy President Karl Malden.

SMPTE President Maurice French (CBC) and Engineering Vice-President Stanley M. Baron (NBC) accepted the award, which was presented at the Academy's Scientific or Technical Award Ceremony at the Beverly Hills Hotel in California. The award was presented by Richard Dysart of "L.A. Law" and actress Diana Ladd.

Upon accepting the award, French said, "The SMPTE is honored and pleased that the Academy has recognized the efforts of our members who have contributed to the Society's standardization activities. One of the fundamental purposes of our Society since it was founded over 74 years ago has been standardization. Today over 600 Society volunteers work on 100 engineering committees to develop motion-picture and television standards to ensure that the product of the creative community can be presented to audiences around the world with optimum quality and consistency."

Also recognized by the Academy was SMPTE Fellow Robert D. Auguste who

with Geoffrey H. Williamson received a Scientific and Engineering Award for the design and development of the Wilcam W-7 200 frames/sec VistaVision rotating mirror reflex camera. Magna-Tech Electronics Co., a sustaining member of the Society, was the recipient of a Technical Achievement Award for a remote control that permits dubbing systems to remotely advance or retard magnetic film reproducers and to make changes in sync while reproducers continue to operate.

The SMPTE was previously awarded an Oscar by the Academy in 1957 for its contribution to the advancement of the motion-picture industry.

Roland J. Zavada, who recently retired from Eastman Kodak Co., was presented with the ANSI Meritorious Service Award for his active participation and support of ANSI's purpose and the voluntary standards system.

A Kodak employee for 39 years, Zavada has been very active in national and international standards programs for more than 28 years. His final assignment at Kodak was as the standards director for imaging technologies. Prior responsibilities include supervising the activities of the consumer video, broadcast telecine, and television evaluation laboratories. He



was also a principal member of the teams that developed the Instamatic system, the Super 78 system, and the Instant Photography system.

An SMPTE Fellow, he has been active in the Society since 1962, serving as Chairman of four ad hoc committees (1965-1968) and Secretary/Treasurer for the Rochester Section (1968). In addition, he had an unprecedented eight-year term as Engineering Vice-President (1975-1983). However, as part of his retirement, he has resigned from all engineering committee activity except the Standards Committee ST13 and ST13.18 and the Monitor Working Group. As a final gesture to the SMPTE engineering program, he donated the one-inch master tape of the Kodak "Video Monitor Alignment" tutorial to the Society's test materials program.

Zavada has been the recipient of other prestigious awards, including the Progress Medal Award (1985), the Rochester Engineer of the Year (1985), and the Agfa-Gevaert Gold Medal Award (1986). He was also a member of the U.S. delegation to the International Radio Consultative Committee of the International Telecommunications Union and continues to participate in its national study groups.

Television — Merging Multiple Technologies, a book containing presentations given at SMPTE's 24th Annual Television Conference by experts in television broadcast and production, is now available at a cost of \$28 (plus postage) to SMPTE members and \$35



(plus postage) for nonmembers. This year, the television conference book is larger than ever before with over 400 pages. As an added bonus, two manuscripts, A Standard for Interactive Video and Genesys™ Technologies Expand Existing NTSC Service, which were not presented at the conference, are included in the book. The contents appear below.

Foreword, *Frank J. Haney*

Preface, *Clyde D. Smith*

Opening Address, *Frank J. Haney*

HDTV: The Television Standard(s) of the Future, *Scott D. Elliot*

Video HDTV, Film and Print, *David Scammell*

35mm — The Next 100 Years — 3 or 4 Perf, 24 or 30 FPS, An Available Solution for the Dilemma, *Don McLendon, Pat Coakley, Bob Jones, Ken McLendon, and Mike Casper*



SMPTE Engineering Vice-President Stanley Baron and President Maurice French accepting the special commendation from the Academy of Motion Picture Arts and Sciences.



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The Sound Heard Round the World®

Experiences of an HDTV Production Facility, *Hiroshi Tanaka and Laurence J. Thorpe*

Experiences with a Prototype High-Definition Multi-Effects Unit in Electronic Video Production, *Dave Hedley and John Richards*

A Half-Inch Cassette HDTV VCR, *Shigeo Kizu, Naoki Endo, and Keisuke Ogi*

Stereoscopic HDTV: Experimental System and Psychological Effects, *Ichiro Yuyama and Sumio Yano*

Plant Philosophy and Systems Concepts for Television at the Kennedy Space Center, *Charles T. Brown*

Optimization of Video Image Acquisition and Display, and Radiation Exposure Reduction in the Cardiac Catheterization Laboratory, *Joel E. Gray, Merrill A. Wondrow, David R. Holmes, and Paul Julsrud*

HDTV for Computer Workstations, *Charles A. Poynton*

Infrared Imaging — Television in the Dark, *James B. Van Anda and Charles L. Carter III*

Acceptance and Use of the SMPTE Medical Imaging Test Pattern for Television and Hard-Copy Recording Cameras, *Joel E. Gray, Kenneth G. Lisk, Walter Anderson, John H. Harshbarger, Ronald Schwenker, and Robert A. Uzenoff*

A Computer Controlled Audio Mixing System for Video Post Production, *Craig J. Birkmaier*

A Standard for Interactive Video, *L. Chiariglione, H. Yasuda, D. LeGall, and H.G. Musmann*

Genesys™ HDTV Technologies Expand Existing NTSC Service, *Richard Gerdes*

Using True Stereo Noise for Audio Equipment Evaluation, *John P. Bisset*

Matrix Conversion for Improvement of Vertical-Temporal Resolution in Letter-Box Wide-Aspect TV, *Norihiko Suzuki, Masahiro Kageyama, Kazuo Ishikura, Yasuhiro Hirano, Hiroshi Yoshigi, and Takahiko Fukinuki*

Multi-dimensional Testing with Zone Plate Generators, *John Horn*

If Progressive Scanning is So Good — How Bad is Interlace?, *Laurence J. Thorpe and T. Hanabusa*

QDA — The Progressive-Scan Alternative for High-Definition Electronic Production Standards, *Kerns H. Powers and S. Merrill Weiss*

Motion Estimation and Its Applications to HDTV Transmission and Up-Conversion Using DATV, *Graham Thomas*

An HDTV Sync Pulse and Test Pattern Generator for 1050/59.94/2:1 and 525/59.94/1:1, *Winfried Deckelman and Martin Sietz*

HDTV Digital VTR at 1.2 Gbytes/s and Consideration on Common Image Format, *Yoshizumi Eto and Masuo Umemoto*

Construction and Design Considerations for the Post Production Facility at the Disney/MGM Studios, *John McMahon*

The Integrated Digital Production Suite, *Ken Carson*

Sustained Plasmatic Ionic Light, A Revolutionary Lighting Concept for TV, *Paul Costa*

Interfacing Video to Graphics Workstations, *Dave Knierlm*

Optical Fiber: The 1990s Adaptive Television Transmission Medium, *C. Robert Paulson*

Down to Earth: Optical Fiber Digital Television Networks, *Grant F. Lenahan*

To order *Television — Merging Multiple Technologies*, send a check, money order, or credit card number (Visa, American Express, or MasterCard) to SMPTE Books, 595 W. Hartsdale Ave., White Plains, NY 10607. Credit card orders can also be placed by calling (914) 761-1100. Postage fees are \$3 in the U.S., \$4 in Canada and Mexico, and \$10 for air mail. There is a 6 to 8 week delivery period.

Sound & Vision '90 the fourth international conference of the SMPTE Australian Section, will be held July 3-6, 1990, at the International Pavilion of the Sydney Showground. The four-day event promises to provide an unparalleled opportunity for the dissemination and interchange of information to those involved in the film and television fields by identifying and discussing critical issues that affect the industry and exploring future trends and new developments.

The conference program will open on Tuesday, July 3, with a keynote address by SMPTE Past-President M. Carlos Kennedy (Ampex Corp.). Sessions will be offered in the afternoon, focusing on laboratory development, film and electronic interface, and the future of cinema. On Wednesday, there will be production sessions in the morning covering film production techniques, lighting, computer graphics and animation, conversion of computer graphics to PAL, and new techniques in computer graphics. During the afternoon, high-definition sessions will be offered, including presentations on production systems, post-production systems, Eureka 95, and EDTV. Thursday morning's post-production sessions will include discussions on nonlinear off-line editing systems and techniques, video editing systems, digital optics, and sound. Technology sessions for Thursday afternoon will include presentations on test signal generators for the 1990s, display technology, and bit-rate reduction. Broadcast sessions on Friday morning will cover delivery systems, aggregation and automation, international television networking, and pay TV.

To complement the technical program, an extensive equipment exhibit will run

concurrently. Featured exhibitors will include 3M Australia, Sony (Australia) Pty Ltd., GEC Video Systems Div., Marconi Instruments Pty Ltd., Philips Lighting Pty Ltd., Syntec International, and Yamaha Music Australia Pty Ltd.

Conference fees for members of SMPTE, BKSTS, ACS, and AES are \$65 for all four days of the event or \$35 per single day. Nonmembers must pay \$95 for all four days or \$50 per single day. Student fees are \$40 for all four days or \$25 per single day. For more information contact SMPTE Conference, World Trade Promotions, 144 Riley St., East Sydney, NSW 2010, or call (02) 332-3233, or fax (02) 332-4577.

American Express Travel Service has been appointed as the official travel agent for the event. A range of special-rate accommodations have been secured at area hotels. The Spouses Program and post-conference tours are also being handled by this agency. For more information contact the American Express Travel Service, Groups and Conventions Dept., LVI 21, American Express Tower, 388 George St., Sydney, NSW 2000.

The 17th International Symposium and Technical Exhibition will take place in Montreux, Switzerland, June 13-18, 1991. It will feature sessions on production, post-production, broadcasting, and CATV. Topics to be covered include analog and digital post-production systems, terrestrial transmission equipment, technology versus budget, legal aspects of broadcasting activity, cable network trends, and fiber and hybrid transmission. In addition, a highlight session will address the importance of production and facilities houses. For more information, contact International Television Symposium and Technical Exhibit, P.O. Box 97, Rue du Theatre, 5 CH-1820, Montreux, Switzerland.

Hitachi Denshi America Ltd. (HDA), has opened new headquarters in Woodbury, N.Y. Over 250 industry people attended the opening of the new 28,000 sq. ft. facility that houses both corporate offices and warehouse operations. According to HDA's newly appointed president, Akio Kobayashi, "This is the first part of an overall growth plan for the next five years. We will be marketing products not only manufactured by HDA but also some produced by Hitachi Ltd." Kobayashi also serves as president of Hitachi Denshi Ltd. (Canada), a position he has held since 1974.

Harry Clapp, has been appointed executive vice-president of TVC Laboratories. He was formerly director of marketing for motion pictures for the U.S. division of the Agfa Corp. He has over 40 years experience in the motion-picture industry.