

SMPTE Participates in NAB Convention

March 31–April 3, 1990

The SMPTE booth at the 68th National Association of Broadcasters Convention in Atlanta welcomed many visitors during the four-day event, held March 31–April 3, 1990, at the Georgia World Congress Center in Atlanta.

At least 60 new members joined the SMPTE at the NAB convention, while many current participants stopped by and renewed their memberships. In addition, numerous orders were taken for the Society's new book, *Television — Merging Multiple Technologies*, which was displayed at the booth. The book contains 27 presentations that were given at the 24th Annual SMPTE Television Conference held in Lake Buena Vista, Fla. last January, as well as two additional papers.

Representing the SMPTE from headquarters were Executive Director Lynette Robinson, *Journal* Editor Jeffrey Friedman, Director of Engineering Sherwin Becker, Assistant Conference Manager Anne Cocchia, and Staff Engineers Mark S. Hyman and Fred Galli. SMPTE Officers and Governors also attended the show.

During the convention several SMPTE engineering committees met: the Study Group on Applications of Optical Disc Technology, the Subcommittee on Digital Control for Television, the Working Group on



The equipment exhibit at the 1990 NAB Convention.

Editing Procedures, the Ad Hoc Group on Digital Representation of 1125/60, the Study Group on Fiber Optic Applications, and the Working Group on Studio Monitors.

Total attendance at this year's NAB Convention was 50,443, breaking all previous records. International attendance stood at 6,000. There were

750 exhibitors in 430,000 sq. ft. of floor space.

Highlights at this year's convention included a special industry address by President George Bush, a state-of-the-industry address by NAB president and CEO Edward O. Fritts, a presentation by Al Sikes, chairman of the FCC, and a special luncheon speech by Donald Keogh, president, Coca-Cola. In addition, Charles Osgood and Hal Jackson were inducted into the Broadcasting Hall of Fame as were the cast members of the television classic, "The Honeymooners" and former NBC president Sylvester "Pat" Weaver.

During the educational portion of the convention, approximately 40 members of Congress participated in sessions to discuss cable deregulation, radio legislation, campaign election reform, telephone company entry into video services, and the future of beer and wine advertising. Also, special sessions on international broadcasting were held, discussing the changing economic climate in Europe and the opportunities for investment around the world.

—Carol King



More than 50,000 people attended the 1990 NAB Convention in Atlanta.