

SMPTE Almanac

By Michael Dolan



In this column we provide interesting historical briefs from the *Journal* articles of days past. The purpose of this column is primarily entertainment, but we hope it will also stimulate your thinking and reflection on the Society's history, how far we have come in the industry, and (sometimes) how some things never change. This is not meant to be an authoritative reference, and no attempt is made to correct any past errors or omissions of the *Journal*. We simply hope you enjoy the material. This column is sponsored by Television Broadcast Technology, Inc.

25 Years Ago in the *Journal*

The September 1983 *Journal* published in "The Type-C Format—A Moving Target" by William F. Carpenter: "In the beginning, since the SMPTE Type-C format had been agreed upon, two VTR products aimed at the educational and industrial marketplace emerged. These two machines, the Ampex VPR-2 and the Sony BVH-1000C, were the pioneering products in this helical revolution...Two additional manufacturers joined the ranks of Type-C format producers—Hitachi and NEC. Their machines...added some innovations of their own, such as audio confidence and air guiding in the scanner area. Similar developments were taking place at the same time with portable Type-C format VTRs... The three Type-C format portables, all of which appeared in the marketplace within a 9-month period, ranged in features from basic acquisition to full-featured field production units including cue-controlled editing and color video confidence replay...These units, though labeled "portable" by all manufacturers, were carried in small vehicles or handcarts for field production use. At the 1980 NAB show, the

first of the second generation of Type-C format VTRs was introduced—RCA's TR-800...that would handle 2-hour reels and had a microprocessor-based control system...In 1982, at the International Broadcasting Convention (IBC), two-third generation Type-C format products were introduced which further increased the "target range" to be reviewed by any potential digital VTR manufacturer...the Ampex VPR-3...[and] the VPR-5...a result of a joint engineering effort between Kudelski of Nagra audio fame and Ampex...Since its adoption in 1978, use of the Type-C format has expanded greatly. It is now used in 12 VTRs of 3 different generations. It provides an even larger target for digital formats of the future."

50 Years Ago in the *Journal*

The September 1958 *Journal* published in a book review of "Television in Science and Industry," 1958 John Wiley & Sons: "The spectacular growth of broadcast television during the last decade has tended to hide the no less steady increase of the use of television in non-entertainment fields...The authors, apparently with enthusiasm, have undertaken to record the growth of closed-circuit television to date and to speculate a bit about the future... Interestingly enough, the authors have found evidence in technical material, published before the advent of sound broadcasting, that television had been considered only as an individual service—an extension of one's eye to view otherwise inaccessible things. This concept, of course, is continued into closed-circuit television."

75 Years Ago in the *Journal*

The September 1933 *Journal* reported in "Radio City Sound Equipment" by

Barton Kreuzer: "The term Radio City has been somewhat loosely applied in the past. Radio City is that part of Rockefeller Center occupied by the Radio Corporation of America and its associated companies...The theatrical part of this enterprise consists of two theaters, the "RKO Roxy Theater," seating 3700 persons, and the "Radio City Music Hall," seating 6200...A considerable number of systems were involved in equipping the Radio City Music Hall. They may be summarized as follows: I. Sound on film reproducing

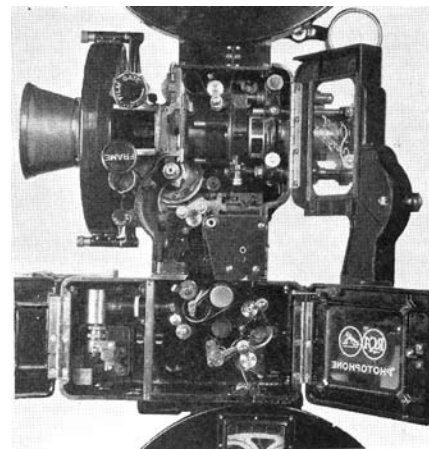


Figure 1. New sound-head.

equipment. A. Double channel equipment main projection booth. B. Rear projection equipment. C. Portable film phonograph. D. Two complete preview rooms. II. Public address and sound reinforcing equipment. III. Rehearsal system. IV. Sound effect system. V. Stage manager's call system. VI. Radio frequency distribution system. VII. Custom built radio, phonograph, and monitoring system. The sound-on-film reproducing equipment is of the latest "high-fidelity" type, employing the newly developed sound-heads shown in **Fig. 1.**"

SMPTE ALMANAC

SMPTE Sustaining Membership Levels

Diamond Level – \$15,000

As a Diamond Level Sustaining Member you'll receive:

- ★ Fifteen complimentary individual SMPTE memberships*
- ★ 25 complimentary registrations to SMPTE PDA Now Events**
- ★ Free company-wide subscription to the SMPTE Motion Picture and Television Standards and Practices
- ★ Three complimentary full registrations for the annual SMPTE Technical Conference & Exhibition AND
- ★ All employees of Diamond Member company will receive the SMPTE member registration rate to all SMPTE conferences and events (other than those operated by another entity, such as NAB or IBC)
- ★ Banner ad on SMPTE website for 3 months
- ★ Your company name and logo with a hotlink on the SMPTE website
- ★ A button ad on six issues of the SMPTE Monthly
- ★ Technology Spotlight in SMPTE Monthly
- ★ Two full-page color ads in the *SMPTE Motion Imaging Journal* (one in the widely-distributed SMPTE Progress Report and one of your choice)
- ★ Your company name recognized in the *SMPTE Motion Imaging Journal*
- ★ Discount on exhibit space at the SMPTE Technical Conference & Exhibition
- ★ A personalized wall plaque

Platinum Level – \$10,000

As a Platinum Level Sustaining Member you'll receive:

- ★ Twelve complimentary individual SMPTE memberships*
- ★ One free annual single-user license subscription to the SMPTE Motion Picture and Television Standards and Practices AND
- ★ 50% discount on a company-wide subscription to the SMPTE Motion Picture and Television Standards and Practices
- ★ 20 complimentary registrations to SMPTE PDA Now Events**
- ★ Two complimentary full registrations for the annual SMPTE Technical Conference & Exhibition AND
- ★ All employees of Platinum Member company will receive the SMPTE member registration rate to all SMPTE conferences and events (other than those operated by another entity, such as NAB or IBC)
- ★ Your company name and logo with a hotlink on the SMPTE website
- ★ A full-page color ad in the *SMPTE Motion Imaging Journal* (run of schedule)
- ★ Your company name recognized in the *SMPTE Motion Imaging Journal*
- ★ A button ad on six issues of the SMPTE Monthly
- ★ Discount on exhibit space at the SMPTE Technical Conference & Exhibition
- ★ A personalized wall plaque

Gold Level – \$7,500

As a Gold Level Sustaining Member you'll receive:

- ★ Ten complimentary individual SMPTE memberships*
- ★ One free annual single-user license subscription to the SMPTE Motion Picture and Television Standards and Practices AND
- ★ 40% discount on a company-wide subscription to the SMPTE Motion Picture and Television Standards and Practices
- ★ 15 complimentary registrations to SMPTE PDA Now Events**
- ★ One complimentary full registration for the annual SMPTE Technical Conference & Exhibition AND
- ★ All employees of Gold Member company will receive the SMPTE member registration rate to all SMPTE conferences and events (other than those operated by another entity, such as NAB or IBC)
- ★ Your company name and logo with a hotlink on the SMPTE website
- ★ A full-page color ad in the *SMPTE Motion Imaging Journal* (any month with the exception of the SMPTE Progress Report & subject to run of schedule)
- ★ Your company name recognized in the *SMPTE Motion Imaging Journal*
- ★ Discount on exhibit space at the SMPTE Technical Conference & Exhibition
- ★ A personalized wall plaque

Silver Level – \$5,000

As a Silver Level Sustaining Member you'll receive:

- ★ Five complimentary individual SMPTE memberships*
- ★ 10 complimentary registrations to SMPTE PDA Now Events**
- ★ One free annual single-user license subscription to the SMPTE Motion Picture and Television Standards and Practices AND
- ★ 20% discount on a company-wide subscription to the SMPTE Motion Picture and Television Standards and Practices
- ★ One complimentary full registration for the annual SMPTE Technical Conference & Exhibition AND
- ★ All employees of Silver Member company will receive the SMPTE member registration rate to all SMPTE conferences and events (other than those operated by another entity, such as NAB or IBC)
- ★ Your company name and logo with a hotlink on the SMPTE website
- ★ Your company name recognized in the *SMPTE Motion Imaging Journal*
- ★ One half-page ad in the *SMPTE Motion Imaging Journal* (any month with the exception of the SMPTE Progress Report & subject to run of schedule)
- ★ Discount on exhibit space at the SMPTE Technical Conference & Exhibition
- ★ A personalized wall plaque

Bronze Level – \$2,500

As a Bronze Level Sustaining Member you'll receive:

- ★ Three complimentary individual SMPTE memberships*
- ★ A 50% discount on an annual single-user license subscription to the SMPTE Motion Picture and Television Standards and Practices
- ★ 5 complimentary registrations to SMPTE PDA Now Events**
- ★ Your company name and logo with a hotlink on the SMPTE website
- ★ Your company name recognized in the *SMPTE Motion Imaging Journal*
- ★ Discount on exhibit space at the SMPTE Technical Conference & Exhibition
- ★ A personalized wall plaque

Supporting Level – \$975

As a Supporting Level Sustaining Member you'll receive:

- ★ One complimentary individual SMPTE membership*
- ★ A 25% discount on an annual single-user license subscription to the SMPTE Motion Picture and Television Standards and Practices
- ★ 2 complimentary registrations to SMPTE PDA Now Events**
- ★ Your company name and logo with a hotlink on the SMPTE website
- ★ Your company name recognized in the *SMPTE Motion Imaging Journal*
- ★ Discount on exhibit space at the SMPTE Technical Conference & Exhibition
- ★ A personalized wall plaque

* Complimentary individual SMPTE memberships each include the opportunity to participate on engineering committees and work on standards development.

** SMPTE PDA Now Events are live, interactive webcasts, taking place the second Thursday of the month.