

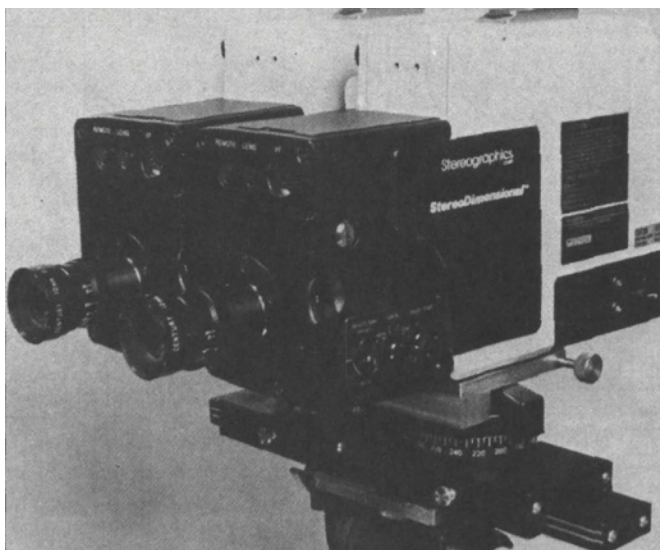


By Michael Dolan

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 November 1984 *Journal* published in "A Flicker-Free Field-Sequential Stereoscopic Video System" by Lenny Lipton and Lhary Meyer: "...stereoscopic video has until recently remained in an embryonic state. This article describes the design of the new StereoDimensional™ video system which produces a true three-dimensional image...A volumetric autostereoscopic display system using a vibrating mirror has been described by Stover and Fletcher. In this technique, a vector graphics video image is projected onto the surface of a reflecting mylar membrane, set up in what is in effect a loudspeaker cone. The membrane is deformed in synchronization with the refresh of the vector field, and a stereoscopic virtual image is formed by persistence of vision. Other autostereoscopic techniques employing lenticular screens have been described by Okoshi. The technology is exemplified by the parallax panorama-gram process, wherein a series of perspective views is interdigitated in parallel image stripes which are intimately juxtaposed behind corduroy-like miniature cylindrical lenses. Refraction through the lenticular screen causes each eye of the observer to see a slightly different image...all the schemes that have been advanced for high-definition television (HDTV) or extended-definition television (EDTV) will work with the StereoDimensional video system."



The StereoDimensional stereoscopic color video camera (Fig. 6, from SMPTE J., Nov. 1984, p. 1050).

50 YEARS AGO IN THE JOURNAL

The December 1959 *Journal* published in a book review of "Television Advertising" by Clark M. Agnew and Neil O'Brien: "Those who have been in television advertising from the start may have forgotten the many long hours of trial-and-error learning, and the many different fields they have had to master, before reaching their present level of proficiency. Newcomers to this young and still expanding field can probably best appreciate the vast scope of the subject matter that is now required for professional status. A field so large and of such rapid growth as this one has needed a book to document it in its present state...The many subjects covered in the main section of the book may be broadly divided into theory, production basics, production practice, production particulars, and planning for the future. Following this, about 50 pages are devoted to an advertising dictionary, and to an appendix of unusually high value as a source of factual reference material...They compare the faults, as well as the virtues, of audience sampling methods. They demonstrate "gobos," "split-gobos" and other production particulars."

75 YEARS AGO IN THE JOURNAL

The December 1934 *Journal* published in: "The New Klieglight" by H. Klieg: "Twenty-five years ago the Klieglight was used extensively and successfully in indoor photography, following which came the high amperage arc spotlights. Then, for a long time, the only developments that occurred were improvements in the general design of the equipment then in use, principally mechanical improvements. With sound came incandescent lighting and high-wattage lamps; the principle of sun arc was widely adopted and is now universally used. Chief among the disadvantages of the latter are its size, and the requirement of using... "gobos" for subduing false light and for shaping the beam, and of "cellos" to render the field of light more uniform—a costly means of control. In 1932 a great deal of experimenting was done with differently shaped and designed reflectors, leading ultimately to the new Klieglight. The rhodium reflectors that were used proved extremely successful. The accuracy of these electrolytically deposited reflecting surfaces was far greater than that of spun or cast surfaces, and far greater durability was achieved."