

fense Caspar Weinberger, former Secretaries of Defense James Schlesinger and Robert S. McNamara and General James A. Abrahamson of the Strategic Defense Initiative organization. Journalist Hedrick Smith is host. The program is scheduled at 10 p.m. NYT.

Four Star deal

Distributor Four Star International and producer David B. Charnay have entered into an exclusive independent production agreement for programming development. The former chairman of Four Star will operate out of Sherman Oaks, Calif., along with Martha Arnold, former Four Star executive vice president and secretary.

Dutch treat

President and Mrs. Ronald Reagan will attend and participate in a television special to be broadcast by tape-delay on Sunday, Dec. 8, on CBS-TV. *All Star Party for "Dutch" Reagan* will be taped in Burbank during early December and will reunite the Reagans "with many of their friends in the motion picture and television industry." Ronald Reagan appeared in more than 50 films from 1937 through 1964. *All Star Party* is a Paul Keyes Production, produced and written by Paul Keyes, in a series supported by Variety Clubs International, a show business charity.

Name change

The Public Broadcasting Service has changed the name of its Public Television Library to "PBS Encore!" The library provides PBS programs with existing rights to stations for further broadcast use. PBS said it made the name change to "more clearly delineate" Encore's services from other PBS operations, including the PBS tape library and PBS Video (the PBS unit leasing and selling copies of programs for nonbroadcast use). Encore, a self-supporting service of PBS, now handles about 600 series and titles, representing 11,000 individual episodes.

Technology

High profile for high definition at SMPTE

Largest-ever crowd discusses film and TV perspective on new technology and its use by program producers; small format and new video equipment share spotlight

The Society of Motion Picture and Television Engineers, whose five-day annual convention ended Nov. 1 in Los Angeles, found its membership, both film and TV personnel, drawn to a topic increasingly important to both: high-definition television. Small-format video, although in a far less public manner, also occupied the attention of a number of the 15,000-plus attendees.

This year's event included 18 technical sessions on television and film topics, along with a three-and-a-half-day equipment exhibition dominated by computer graphics and component video equipment, but including numerous other new product developments (see "Top of the Week," Nov. 4).

By far the largest SMPTE convention ever held, it attracted attendance exceeding 15,600, nearly 21% over that of the 1984 New York convention. The exhibit hall again this year drew most of the attention, with over 8,000 attendees coming only to visit the more than 250 exhibitors on the show floor, and another 4,800 representing the manufacturers themselves. One-third of total attendees, 4,300 (including 1,500 of the exhibitors), attended both technical paper sessions and equipment exhibits.

High-definition television was the most recurrent theme throughout the meeting, with a dozen papers and a panel session devoted to the topic, and particular emphasis paid by many to how the Hollywood production community viewed the technology as a potential medium for its own work.

[Discussion of a world studio standard for HDTV received its due at the conference, especially since during the same week an international standards body meeting in Geneva was completing negotiations and agreeing to forward the U.S.-backed standards proposal to a final meeting next May,

although with reservations expressed by several European nations ("Top of the Week" and "In Brief," Nov. 4)].

Varied viewpoints on the HDTV subject first arose at the conference's two-hour opening session, Oct. 28, with comments from each of the two keynote speakers, Wilbur J. Prezzano, group vice president, Eastman Kodak, and Larry Gershman, president, television group, MGM/UA Entertainment, as well as CBS representative Richard G. Streeter, SMPTE engineering vice-president.

"Given the high and rising cost of production, the program producer must, to survive, export," Streeter argued in his talk. "He therefore needs a common format for the wide distribution of his program to the home and to the international broadcast marketplace." If a single HDTV standard is not achieved by international bodies, he added, "the advantages offered by the universal standards for film will not be available to him. No electronic counterpart will exist."

MGM/UA's Gershman, who focused much of his address on the increasing impor-

tance of foreign revenue from licensing fees for U.S. syndicated series, echoed Streeter's point: "The establishment of global standards for HDTV is an absolutely must-happen situation." With the advent of satellites and their signals capable of extending over numerous European countries, he explained, the establishment of standards is "critical to the growth of the industry on a worldwide basis."

But Kodak's Prezzano offered a different perspective on the subject. "The vital issue is not whether the CCIR adopts a standard," he said. "The scientific discussion is only part of the innovation process. The larger challenge is still ahead: Can HDTV technology become practical and economically feasible?" The promise of HDTV, Prezzano added, must be balanced against issues such as compatibility, sensible use of bandwidth, affordability of equipment and payoff from investment.

Prezzano also noted that Kodak, as a major manufacturer of film products used by Hollywood film and TV production studios, intends to continue the advance of the mo-

