

Mark Schubin's Collected Positive TV Predictions

"The only thing that needs to be invented [to make television happen] is a means of transforming this energy absorbed by the plate into electric currents which then recombine the image. This transformation is not to be regarded as impossible." Adriano de Paiva, physics professor, March 1878

"It may be well to intimate that complete means for seeing by telegraphy have been known for some time by scientific men." John Perry and W. E. Ayrton, April 22, 1880

"Dare we expect a camera with automatic focusing, automatic aperture adjustment, a camera recording in full color, with bi-visual stereoscopic effect, developing the picture instantly, telegraphing the pictures, exactly as recorded automatically to be filed, and with mechanism for instantly locating any film without index, and exhibiting it immediately, a camera with self-sensitizing plates on which no separate pictures but a continuously changing picture is formed and erased after being telegraphed to the storage room?" Henry D. Hubbard, "The Motion Picture of Tomorrow," *Transactions of the SMPE*, 1921

"There may come a time when we shall have 'smellyvision' and 'tastyvision'." Dr. Archibald Montgomery Low, "Radio Mirror," *Daily News*, December 30, 1926

"Some new uses for television: For the toilet -- enabling the televisioner to see the back of his head when brushing his hair." *Television*, March 1928

"It may be said without fear of contradiction that the pleasure and satisfaction of a telephone conversation are enhanced by the ability of the participants to see each other." Herbert Ives, Bell Telephone Laboratories, 1930

"The quality of television pictures, together with the cost of production of receiving apparatus for small home screens, have taken such a satisfactory turn in the last few months that... we might say that the art has now reached a state in which an intelligent man might almost take an interest in it." John Wilson, Fellow of the Royal Television Society, 1935

"There can be no doubt that high definition television is one of the most remarkable technical achievements of our times." E. E. B. Mackintosh, Director of the London Science Museum, 1937

"We shall stand or fall by television -- of that I am quite sure." E. B. White, author, 1938

"The number of lines has changed many times since 1934, and I hold the view that the 525-line standard may very easily be changed in the next few years." Dr. D. C. Espley, Institution of Electrical Engineers, 1945

"Television is not really complicated but is kept in a state of confusion by the engineers who use abstruse technical terms to hide their ignorance." Senator Edwin C. Johnson of Colorado, October 14, 1949

"Why not pick up the new full-length motion picture at the corner drugstore and then run it through one's home TV receiver?" Jack Gould, *The New York Times* TV critic, April 22, 1956

"You could fill a single wall of a house with 3-D TV -- and no special glasses involved." George Crowley, VP engineering, Philco, in *Forbes*, May 15, 1967

"A whole audience, reacting in different ways to different aspects of the [video] presentation, probably could be satisfied with a rate of information clues not greater than a few thousand bits per second." - Donald Fink, member of the committees that created NTSC video, 1980

[HDTV will reach homes] "within five years, but if you asked me five years ago, I'd probably have said then, 'within five years.'" Renville McMann, president, Thomson-CSF Laboratories, *Videography*, 1982

Mark Schubin's Collected Negative TV Predictions

"Television? The word is half Latin and half Greek. No good can come of it."

- attributed to Charles Prestwich Scott, editor of *The Manchester Guardian*, 1871-1929

"Inventors who at the present time assert that they are able to transmit... the picture of a head or an even more complicated object... and make it appear a fraction of a second later at a distant place are not to be taken seriously." Arthur Korn, fax transmission expert, 1909

Of his own perfect description, first published in 1908, of an all-electronic television system, right down to synchronization signals, picture tubes, deflection coils, and scanning circuitry: "It is only an idea with which I am concerned, and such an apparatus will never be built following these principles."

A. A. Campbell Swinton, electrical engineer, 1912

Of narrowband FM, the discovery that eventually made video-signal recording practical: "This type of modulation inherently distorts without any compensating advantages whatsoever."

John Renshaw Carson, chief theoretical mathematician, Bell Laboratories, February 1922

"The real difficulty in [television] is that it is probably scarcely worth anybody's while to pursue it."

A. A. Campbell Swinton, electrical engineer, 1924

"While theoretically and technically television may be feasible, commercially and financially I consider it an impossibility, a development of which we need waste little time dreaming."

Lee DeForest, radio pioneer, 1926

"The elaborateness of the equipment required by the very nature of the undertaking precludes any possibility of television being available in homes and offices generally."

W. S. Gilford, president of AT&T, April 7, 1927

"The public is not going to buy picture receiving apparatus [only] to have itself exploited by advertisers."

"Picture Broadcasting Must Contain No 'Ads,'" *Radio Broadcasting*, May 1928

[Video recording is] "merely a scientific curiosity."

Sydney Moseley, "Television To-day and Tomorrow," 1930

"The over-enthusiastic televisionists are making their big mistake in thinking that television will repeat the glamorous history of radio broadcasting, when every sign indicates it will not and indeed cannot."

Radio Design, Fall 1931

"There is no hope for television by means of cathode-ray tubes." John Logie Baird, television pioneer, 1931

["Cathode-ray tubes are the most important items in a television receiver." J. L. Baird, 1940]

"Television won't matter in your lifetime or mine." Richard Lambert, *The Listener*, 1936

"The problem with television is that people must sit and keep their eyes glued to the screen; the average American family hasn't time for it." *The New York Times* editorial, 1939

"Television won't be able to hold onto any market it captures after the first six months. People will soon get tired of staring at a plywood box every night." Darryl F. Zanuck, president, 20th Century Fox, 1946

Of home video: "I immediately thought of videotape but quickly discarded the idea because it would cost too much." Peter Goldmark, CBS inventor, 1973