

Twelve years ago in an interview published in the *Wall Street Journal*, Peter Goldmark commented: "So much basic technology goes begging for want of someone to come along and take the step of innovation. An inventive idea without development is quite useless." Thus Dr. Goldmark expressed his preference for application over the discovery of new physical laws. It was a preference he not only believed in, but, in fact, lived by. Until his death as a result of a car crash on December 7,

replaced the shellac material), a lightweight tone arm and a smoother running turntable.

In his youth the Hungarian-born engineer acquired an interest in physics, mathematics and optics. After studying in Berlin, Goldmark continued his education at the University of Vienna where he received both baccalaureate and doctoral degrees. In 1933 he came to the U.S. and worked as a consultant for several companies. After being rejected by the RCA Corporation,

had a reputation for being exacting and demanding. One of his associates described him as "an inspiring boss . . . who had a passion for neatness and an extremely low tolerance for stupidity and carelessness."

In the field of audio, Peter Goldmark was considered a man whose invention revolutionized the recording industry. He held more than 170 patents and was the recipient of numerous awards. A few months ago U.S. President Carter awarded him the National Medal of



Goldmark addressing 58th AES Convention banquet November 1977

1977, his professional life was marked by innovation: the most notable being the  $33\frac{1}{3}$  r/min long-playing record.

Although the LP was not officially unveiled until June 21, 1948, Goldmark recalled that he began thinking of the problem in 1945 after listening to a frequently interrupted 78 r/min recording of Brahms' Piano Concerto No. 2 with Vladimir Horowitz as soloist. He realized that to change the speed was a simple matter of mechanics, but increasing the number of grooves was more difficult because it involved stylus design, record material, and other factors. And so, he and his engineering associates at CBS developed sapphire styli, vinyl plastic (which

Goldmark was hired by CBS as chief television engineer. He later held the titles of director of engineering research and development, followed by vice president in charge of engineering research and development until 1954, and then president of CBS Laboratories until he retired in 1971. In his 36 years with CBS he was responsible for many important developments, including the first practical color television and electronic video recording.

After his retirement from CBS, Goldmark formed his own company, the Goldmark Communications Corporation, to pursue his interest in television and data communications.

Among his colleagues, Goldmark

Science. The citation honored him for developing communications sciences for education, entertainment and culture. It covered not only his work on the long-playing record, a rotating disk method for color television broadcasting and video recording technology used for viewing recorded film cassettes on television but also for his work in adapting advanced communications to allow greater dispersion of population into the countryside.

According to an autobiographical memoir, Goldmark saw his contribution not so much as one of invention or innovation but more for his *impact* on the industry. Certainly, it is an accurate summation.