

Exhibit Directory

Agfa, Inc. Booths 43, 46
516 West 34 St., New York 1, N.Y.

Exhibiting: Agfa magnetic tapes for professional and industrial recording. Agfa PE-65—new triple-play, prestretched tape. Agfa PE-22, FR-22 for professional sound recording. Agfa MF-4, MF-22, industrial tapes. Agfa PE-31, PE-41 tapes.

Personnel: Maria Curry.

Animation Equipment Corp. Booth 4
38 Hudson St., New Rochelle, N.Y.

Exhibiting: For the first time, the new OXBERRY 16mm Inspection Projector will be displayed. This unit eliminates the hazard of scratching and physical damage. It reduces maintenance and steadiness problems and permits quick simplified threading. A rotating prism makes the optical intermittent with a continuous motion stopping each frame on the screen. The entire film is projected including sound track and perforation. It has a variable speed drive from 50 to 140

ft per minute. It is mounted on its own table and will accept either reels or cores.

Personnel: Edward G. Willette, Edward Kinderman.

Arriflex Corp. of America Booths 50, 51
257 Park Ave. South, New York 10, N.Y.
7303 Melrose Ave., Los Angeles 46, Calif.

Exhibiting: New Arriflex 16M complete with major accessories. (This new camera will be making its debut at the 92nd Convention.) Arriflex 16, standard camera, complete with all accessories; Arriflex 35 Model IIB, complete with all major accessories; new 24V BC Governor Controlled Motor, with footage counter and signal generator for Arriflex 35; new Model 120mm Angenieux—sensational new lens with 10X zoom factor, zooms from 12mm to 120mm, F2.2; Zeiss lenses in new series 16, 25 and 50mm for Arriflex 16; Siemens Model 2000, 16mm sound projector, combined single-system, double-system sound and many other features of professional interest.

Personnel: Robert Richter, Paul Klingenstein, Victor James, Lou Polonec.

Announcing . . .

THE SWISS-PRECISION

STELLAVOX

Sm5

WORLD'S SMALLEST STUDIO
QUALITY SYNC TAPE RECORDER

*featuring optional fully automatic
volume control circuit and remote control*

- ★ **WEIGHT:** 5 lb. 10 oz. Entirely self-contained except for microphone and sync line
- ★ **SIZE:** 2½" × 5" × 10"
- ★ **POWER SUPPLY:** Rechargeable Dryfit storage cells, changeable in 10 sec. 6 hours recording per charge. Charger included.



TECHNICAL SPECS

Tape speed: 7½ inches per second
Reel capacity: Scotch 200: 12 min.; ½ mil: 18 min.
Flutter and wow: ±0.2% peak to peak
Speed regulation: 1% or better
Starting time: 1 second to reach specified motion stability
Frequency response: 40–12000 c.p.s. ±2 db
Total distortion for 200 milli-Max level: less than 2% at 1 kc.
Signal to noise ratio: 55 db or better
Equalization: NAB. 60/50 cycle built in stroboscope

Input sensitivity for 100% modulation: 0.18 millivolt
Input impedance: 200 ohms optimum
Output level: 200 mv (max. 600 mv) at 200 ohms
Rewind time: 1.5 minutes for 460 feet
Magnetic heads:
1 full-track record, adjustable azimuth
1 high-frequency erase. Double gap.
1 licensed Rangertone or pilottone sync.

See

THE SENSATIONAL Sm5 STELLAVOX AT THE BEHREND
CINE CORP. BOOTH, 92nd SMPTE CONVENTION, CHICAGO

Distributed in the U.S. and Canada by
Richter Cine Equipment, 3 Ridge Road,
Essex, New York. Write for brochure.

Behrend Cine Corp. Booths 22, 23, 24, 25
161 East Grand Ave., Chicago 11, Ill.

Exhibiting: New Arriflex 16M camera with 1200 magazines, sync generator for lip sync recording; Stellavox portable $\frac{1}{2}$ " sync recorder; 12-120mm Angenieux Zoom Lens; New Colortran quartz light; Magnasync recorders; Moviola equipment; Countryman Porta Dolly; Rhu-Den-Sha studio lights; Sylvania Sun Guns; Andre Debrie Sinmor camera.

Personnel: Sam Irwin, Ralph Sogge, Jack Behrend.

Bell & Howell Co. Booths 28, 29, 30, 31
7100 McCormick Rd., Chicago 45, Ill.

Exhibiting: A new and improved additive color printer automated for high-speed production along with the related pieces and automatic equipment. These include: R-F cuers, sound-heads, program tape checkers and duplicators. A new line of Bell & Howell film splicers will be introduced incorporating an "invisible" splice in 16mm. Other models are available for all film sizes to and including 70mm for military use.

Personnel: Jim Wassell, Malcolm Townsley, Hans Wohlrab, John Terry, Jerry Debish.

**Fairchild Camera & Instrument Corp.,
Industrial Products Div.** Booth 36
580 Midland Ave., Yonkers, N.Y.

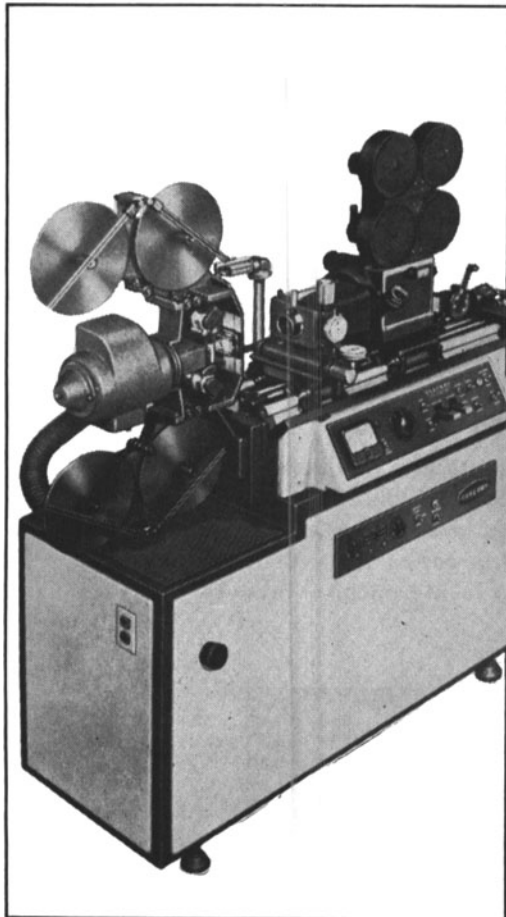
Exhibiting: Cinephonic 200 and 400 sound 8mm motion-picture projectors. These machines are entirely self contained, they carry their own screen, sound system and repeater cartridge. Capacities up to 10 and 20 minutes can be accommodated. The machine weighs approximately 15 and 17 lbs. Illumination is provided by an 8v 50w prefocused lamp. A single knob controls "On," "Off," and "Volume." The machine is entirely transistorized for long, rugged service life and components are all unitized to permit simple, rapid servicing when required.

Personnel: Richard Goldberg, Charles J. Sass, Bud Dalton.

Florman & Babb, Inc. Booth 44
68 West 45 St., New York 36, N.Y.

Exhibiting: Acmade Mark II Editing Table; Acmade Precision Tungsten Carbide Hot Splicers—Table and Foot-Pedal Models; Acmade Automatic Tape Butt-Splicers; "Fireball" Reflectors; Kliegl Lilliput Twin-Lite; Sachtler-Wolf Gyro Tripod; Complete Sound Effects Library; New Auricon 400-ft Conversion; New Angenieux Zoom Lenses.

Personnel: Arthur Florman, Leonard Hollander, Dominick Noto.



DEVELOPERS OF ADVANCED AERIAL IMAGE AND BEAM-SPLITTER PROJECTORS

Modern as tomorrow and streamlined for maximum efficiency, the **ALL NEW OXBERRY 1500-Series Optical Step Printer** is a truly remarkable machine. Designed to meet the growing demand for a high performance, moderately priced unit, it embodies all the essentials necessary for fine optical printing and special effects work. It is built with the same high precision as the world-famous **OXBERRY 1000-Series**. This printer is substantially lower in price with greatly increased function and versatility.

The 1500 will do frame-to-frame and continuous step projection printing, freeze- and skip-frame work, in color or black-and-white. Zoom range from 5 diameter reduction to 4 diameter enlargement. Both camera and projector will

World Proven 1500-Series Printer

receive 35mm and 16mm components, interchangeable without loss of optical centers or film alignment. Electro-mechanical drive. Compound movement on projector head.

The Standard model printer for 35mm includes the following: Camera with manual dissolve, 35mm shuttle and sprocket assemblies, automatic take-up, 400-ft magazine, counter, superimposure viewing device, precision compound lens mount, 103mm f/2.8 Ektar lens; electronic drive, stop motion and continuous, operates forward and reverse for camera and projector.

Full range of accessories available.

Write Dept SM-161. **THE ANIMATION EQUIPMENT CORPORATION**
38 Hudson Street, New Rochelle, New York

OXBERRY

See us at Booth 4 for full details on the very latest OXBERRY equipment.

Gamma Scientific, Inc. Booth 37
4455 Twain Ave., San Diego 20, Calif.

Exhibiting: Introductory showing of the A-500 Scene Luminance Analyzer. It is a photomultiplier spot photometer designed for the photographer and is particularly valuable for the cinematographer engaged in television film production. With its look angle of $\frac{1}{2}$ degree, the instrument makes possible the measurement of light from $\frac{1}{4000}$ of the area of a typical scene. Maximum to minimum scene luminance ratio, as well as any other desired luminance ratios, can be readily measured. It makes possible rapid luminance ratio determination by means of a special meter scale calibration and by a wide range continuously variable sensitivity control. In addition, the instrument has an integral exposure computer.

Personnel: Harold P. Field, Royal H. Akin, Robert G. Hart.

The Harwald Company Booth 40
1245 Chicago Ave., Evanston, Ill.

Exhibiting: Mark IV Auto-Load Inspect-O-Film Machine featuring electronic defect detection, our new graph recording electronic scratch detection, slot threading and many other new outstanding features; complete line of film editing equipment, splicers, film storage racks and various other editing devices as well as our complete line of advertising and rear projection equipment.

Personnel: Robert Grunwald, Richard R. Wallace, Howard Bowen, Fred Harper, Sam Caldwell, Phil Baron, Ray L. Short, Jr.

Karl Heitz, Inc. Booth 49
480 Lexington Ave., New York 17, N.Y.

Exhibiting: KINOPTIC Apochromats from 1.9mm f/1.9 (197°) to 500mm f/5.6, including new 9.8mm f/1.8 for 35mm movie and TV cameras. ROBOT 35mm motorized cameras including brand new "18m" with built-in 24 volt motor and perfect four sprocket-hole registration. CAMEX Reflex 8mm cameras with behind-the-lens CdS meter for continuous monitoring while filming. In addition we will show: ALPA 6c 35mm single lens reflex camera; TESSINA motorized 35mm subminiature reflex.

Personnel: Karl Heitz, Yvonne Brandes, George D. Margolin, Jack Arkes.

Hi-Speed Equipment, Inc. Booth 33
73 Pond St., Waltham 54, Mass.

Exhibiting: The Model FA-50 offers the advantages of spray processing in a compact heavy duty #316 stainless steel unit. Small amounts of developer and hypo are required, thus, it is well adapted to handling either a number of small orders

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—you'll be the judge
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Perma-New Scratch Removal System is the only form of film rejuvenation which ultrasonically cleans the imbedded dirt out of your film and does not weaken it by grinding or polishing.

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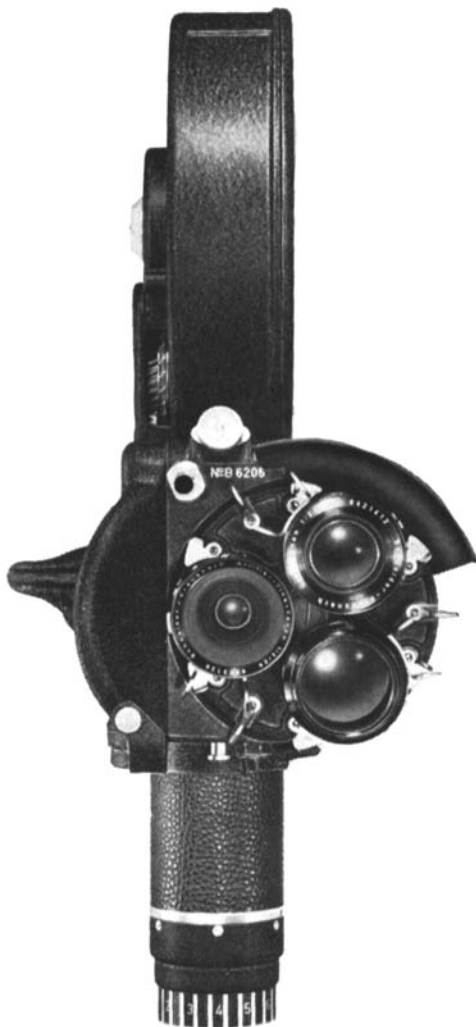
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PERMAFILM INCORPORATED
723 Seventh Avenue, New York 19, N. Y.

Circle 6-0130-1
Cable Address: PERMAFILMS-NEW YORK



ARRIFLEX® 35

This 35mm motion picture camera was literally born a classic. Not through appearance alone . . . but through function and performance! The very first Arriflex 35s, built in 1938, gave filmmakers unprecedented versatility, operating ease, technical capabilities, and money-saving advantages . . . through a completely original optical system designed around a mirror-reflex shutter. One of the few genuine innovations in cine camera engineering since the days of Lumière, Friese-Greene, and Edison . . . the mirror-reflex shutter is today's most desired and most imitated motion picture

**a classic
in its
own
time!**

camera feature. It provides continuous through-the-lens viewing while filming . . . eliminates parallax! And it all but antiquates an assortment of finder correcting gear most other cameras still require. Wherever film releases must meet the highest standards of theater-quality, Arriflex 35s are chosen. They're lightweight, so they make excellent newsreel and location cameras; rugged, so they can take extremes of climate; dependably precise under all conditions . . . ideally suited for every assignment from missile tracking to full-scale studio productions!



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INCOMPARABLE VERSATILITY! The Arriflex 35 is shown: as a hand camera (left), with 400-foot magazine, matte box, and 16-volt variable-speed DC motor; and as a studio sound camera, fully blimped with 400-foot magazine (center); and with 1,000-foot blimp (right).

ARRIFLEX

CORPORATION OF AMERICA 257 PARK AVENUE SOUTH, NEW YORK 10, N. Y.

or continuous runs. Solution temperatures are precisely controlled, yet variable over a wide range so that desired processing results may be duplicated exactly. Operating speed is variable from 10 to 60 ft/min with a pull-through time of approximately five minutes. Although generally run as a spray unit, tanks are so constructed that the Model FA-50 can be run as an immersion machine, if desired.

Personnel: Richard C. Reedy, N. J. Cedrone, Dana Hinckley, Joseph Piziura, Ralph T. Jope.

Hollywood Film Co. Booths 26, 27
122 W. Kinzie, Chicago 10, Ill.
956 Seward St., Hollywood 38, Calif.
524 West 43 St., New York 36, N.Y.

Exhibiting: High-speed laboratory inspection projectors; 35mm portable projector for running picture and separate sound track; video tape reels; film handling equipment.

Personnel: Harry Teitelbaum, Donald Fisher, Sheldon Kaplan.

Lipsner-Smith Corp. Booth 32
3475 W. Touhy Ave., Chicago 45, Ill.

Exhibiting: Model CF-2 Ultrasonic Film and Tape Cleaner which was developed to provide a safer, more efficient cleaning process for the use in the most critical applications. Our machine

applies ultrasonic energy in a solvent bath to clean either film or tape to the highest laboratory standards—in one automatic operation. Jet drying removes all traces of scum and leaves film or tape sparkling and polished. The area to be cleaned is touched only by fluid and air in the CF-2 cleaning process and the film or tape cannot be scratched or abraded. Color balance is maintained and the usable life of your film negative is increased.

Personnel: J. S. Lipsner, Eli Smith, Eph Werner, Milton Werner, Ed Sullivan.

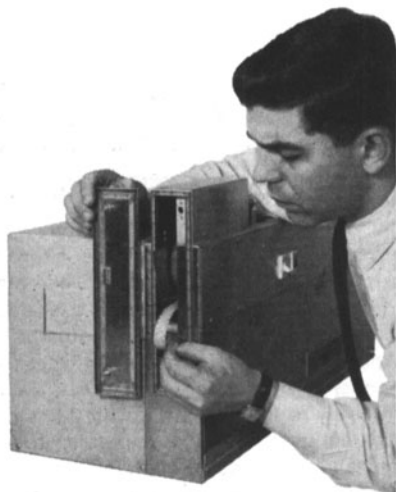
MPO Videotronics, Inc. Booth 3
15 East 53 St., New York 22, N.Y.

Exhibiting: New Videotronic 8, an 8mm continuous sound motion-picture projector, with a fold-out TV type rear screen. The screen measures $9\frac{1}{2} \times 11\frac{3}{4}$ in. Finger-tip adjustment switches to optional wall viewing if desired. Continuous projection enables exhibition of films over and over with no rewinding or threading. Weight: 18 lb; completely portable.

Personnel: Bill Bailey, Georgia Coyle.

J. A. Maurer, Inc. Booth 45
37-01 31 St., Long Island City, N.Y.

Exhibiting: MAURER Equipment: Model "F" 16mm sound-on-film recording system; 16mm



FAIRCHILD

Model F316A

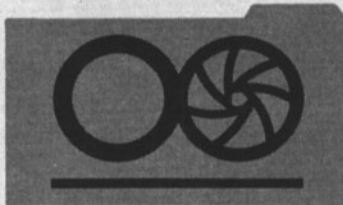
FULLY AUTOMATIC 16mm CONTINUOUS FILM PROCESSOR

daylight loading
leaderless—65 lbs.
negative at 6 fpm.

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- film driers
- 8mm sound equipment

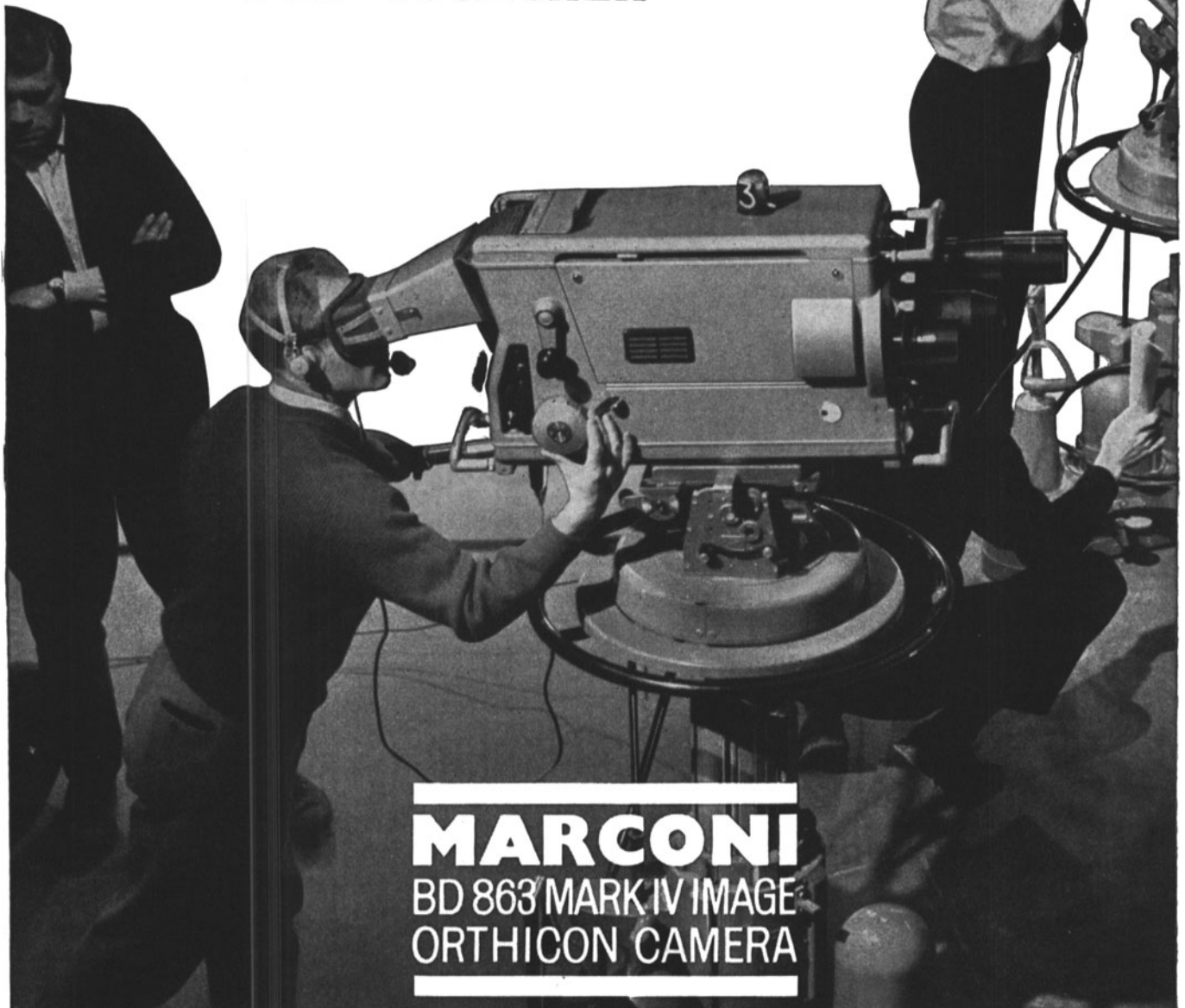
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AND INSTRUMENT
CORPORATION**

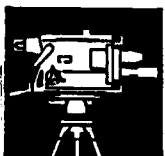
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MARCONI'S HAVE DELIVERED 700
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COMPLETE SOUND AND VISION SYSTEMS

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B18

professional motion-picture camera; Model 222 70mm camera; Model KD-3A still camera; Shackman auto camera Mark 3; Series 271 Master Control System; air squeegee for 16/35mm film; 16mm ball bearing type film rollers; 16/35mm ball bearing type film rollers; Maurer-Matic film processor, Model 153 for 16/35mm film and Model 154 for 70mm film; intervalometer, Model 272.

Personnel: James C. Tohill, Russell Dupree.

Motion Picture Enterprises, Inc. Booth 41
Tarrytown, N.Y.

Exhibiting: Film reels, cans and shipping cases; video tape reels; professional editing and laboratory equipment; Marguet splicers; Motion Picture and TV Service Directory.

Personnel: Herbert R. Pilzer, Sylvia Jarvis, Elaine George.

Moviola Mfg. Co.
5539 Riverton Ave., North Hollywood, Calif.

Exhibiting: Moviola Library Reader — a new portable 16mm powered viewer with 4 × 5-in. screen, complete with sound, capable of transporting film in cine mode up to 5 times sound speed, forward or reverse, with rapid rewind facility in both directions. New automatic power rewind for either 16 or 35mm film: "cores" up to 3000 ft of 35mm film in less than 1½

min with no adjustments required during the rewind cycle. New audio reader for video tape "program" and "cue" tracks. All equipment will be demonstrated in use for a variety of applications.

Personnel: George Kendall.

Novatech Corp. Booth 5
282 Seventh Ave., New York 1, N.Y.

Exhibiting: New NOVA TWIN extra compact, lightweight (3½ lb) lighting unit—720 ft c at 10 ft with 3400 K lamp and 630 ft c at 10 ft with 3200 K lamp. Lamp life 35 hr with 3400 K lamp, 200 hr with 3200 K lamp. Accessories include heavy-duty, lightweight stand (3½ lb) adjustable from 31 in. to 9½ ft; barndoor and diffuser frame assembly; diffusers and extension cords.

Personnel: Harold Kovner, Richard Sharretts, Louis Perlmutter, Don King.

Photo Animation, Inc. Booth 34
34 So. West St., Mount Vernon, N.Y.

Exhibiting: Portman tilting column animation stand; animation accessories, such as traverse peg bars, punches, drawing disks; Spectacolors animation cel paints.

Personnel: Sy Cane, Warren C. Portman, William Hernstadt.

**TYPE 92B PLAYBACK SYNCHRONIZER
FOR SYNCHRONIZATION OF ¼" TAPE IN
PLAYBACK WITH SPROCKET DRIVEN FILM**



Responsible for tape to film transfer? Check out this addition to the distinguished MTE line of synchronizing equipment. You'll find no other gives you all of the 92B's important benefits:

WIDE RANGE, can correct speed deviations of +20% to -20% from sync speed.

CONTINUOUS DISPLAY OF SYNC CONDITION so user knows exactly whether tape is in sync. Oscilloscope semi-circle pattern moving clockwise indicates tape speed fast, counter-clockwise indicates tape speed slow, semi-circle standing still indicates precise sync speed. In addition, Comparator-driven dial registers % deviation from 7½ or 15 i.p.s. normal speed.

SYNC SIGNAL LEVEL IS INDICATED BY VU METER, an Attenuator provides for boosting weak signals 20 DB. Also a Volt Meter indicates voltage to capstan motor.

HAS MEMORY if sync signal is lost, tape runs at last sync-controlled speed.

ADVANCING OR RETARDING TAPE TO LIP-SYNCHRONISM with picture, when screening, is achieved with a Spinner Knob Framing Control

VERSATILE REMOTE CONTROLS for operating tape recorder at the Synchronizer are incorporated.

FULLY AUTOMATIC. Choice of automatic speed control for sync transfer work or manual speed control for special effects, pitch change, trimming time spots, etc.

COMPACT. All solid state. Entire 92B unit mounts in 12¼" of rack space, weighs 38 lbs.

COMPATIBLE. Can be used with tape transports including Ampex 350, 351, 354, 300, 400, and others. Uses 60 cycles or 14KC control track supplied by MTE type 87, 88, or any other control track generators, or sync head.

ECONOMICAL. High utility in film studios, music studios, in-plant film production facilities. Solid state reliability eliminates maintenance. Only \$1,920.00

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M.T.E.

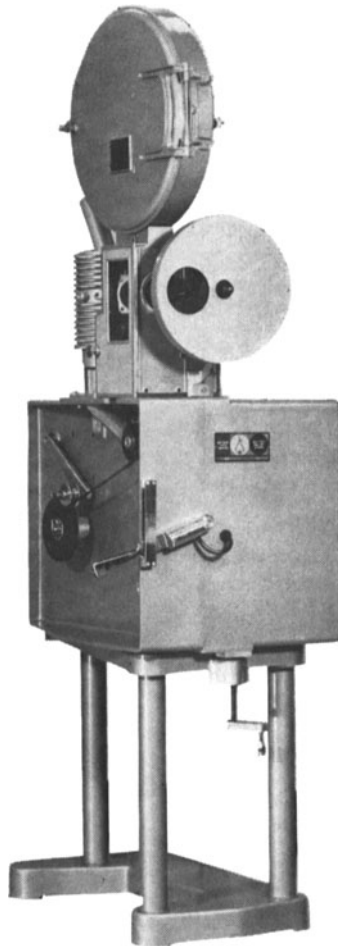
MAGNA-TECH ELECTRONIC CO. INC.
630 9TH AVE. N.Y. 36, N.Y.

Inspect every foot before it leaves your plant with the HFC High Speed Heavy Duty Inspection Projectors -- 16mm & 35mm models now available.

NEW

The projector is a converted front shutter Simplex with a two pin intermittent. 16mm or 35/32 film runs at a speed of 144 ft. per minute while 35mm film runs at a speed of 165 ft. per minute.

1. A variac controls the light intensity.
2. A 500 watt lamp is used for 16mm and a 1,000 watt for 35mm (a blower is used to cool the lamphouse).
3. A 2½ inch projection lens is furnished with each unit.
4. A start-stop lever controls the power to the lamp and motor.
5. The magazine and take up core takes up to 3,000 ft. of film.
6. Upper guide rollers are made to handle the film from either direction of the feed reel.
7. A free wheeling take off flange is provided in the magazine.
8. A lamp near the takeup reel permits hand inspection of the film prior to takeup.



NUOVO

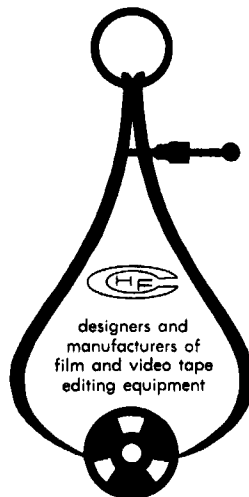
Questi proiettori sono Simplex trasformati, otturatore al fronte, meccanismo di scatto di due punte. La velocità di proiezione in 16 o 35/32mm è di 144 piedi per minuto, e in 35mm, di 165 piedi per minuto.

1. Controllo manuale della luminosità della lampada.
2. Lampada di 500 watt per 16mm e di 1000 watt per 35mm.
3. Obiettivo di proiezione di 2½".
4. Maniglia per controllo di motore e lampada di proiezione.
5. La cassetta porta pellicola può contenere 3000 piedi.
6. I rulli superiori di guida sono costruiti per operare con film proveniente da entrambi i lati della bobina svolgitrice.
7. Disco con montatura sporgente nel magazzino.
8. Una lampadina illumina la bobina avvolgitrice, permettendo l'ispezione manuale del film prima che si avvolga nel proiettore.

NOUVEAU

Le projecteur contient un obturateur Simplex antérieur transformé avec deux clavettes intermittentes. Les films de 16mm ou 35/32 tournent avec une vitesse de 144 pieds à la minute, tandis que les films de 35mm tournent avec une vitesse de 165 pieds à la minute.

1. Le regulateur de voltage d'intensité d'éclairage.
2. La lampe de 500 watt est nécessaire pour les films de 16mm, et de 1000 watt, pour les films de 35mm (un ventilateur est mis en place pour rafraichir la chambre de la lampe).
3. L'objectif de 2½ est installé.
4. La manette de mise en marche et d'arrêt controle en meme temps la lampe et le moteur.
5. La boîte de films avec noyau peut contenir 3000 pieds de films.
6. La roue supérieure est construite de manière de recevoir le film dans les deux directions, nourrie par la bobine centrale.
7. Une roue est installée pour libérer rapidement le film de la boîte.
8. La lampe se trouve près de la bobine recepteuse, et donne toute facilité pour inspecter le film à main dans le projecteur.



NUEVO

Esta máquina es un proyector simplex convertido, obturador al frente y movimiento intermitente a doble grifa. Para 16mm o 35/32mm, la velocidad fija de proyección es de 144 pies por minuto, para 35mm es de 165 pies por minuto.

1. Un reostato controla la intensidad de la lámpara de proyección.
2. Para 16mm se usa una lámpara de 500 watt, y una de 1000 watt para 35mm (un chorro de aire ventila las lámparas en ambos casos).
3. Cada unidad está provista de un lente de proyección de 2 pulgadas y media.
4. Una palanca de control opera el motor y la lámpara simultáneamente.
5. Capacidad de proyección: rollos de hasta 3000'.
6. Los rodillos de guía superiores operan con la película en ambas direcciones.
7. La tapa de la bobina de carga es desenroscable.
8. Una lámpara ubicada junto a la bobina de toma permite la inspección manual de la película antes que se rebobine en la bobina superior del proyector.

HOLLYWOOD FILM COMPANY

REELS / CANS / CASES

956 N. Seward, Hollywood 38, Calif., HO 2-3284 • 122 W. Kinzie, Chicago 10, Ill., 644-1940 • 524 W. 43rd St., N.Y. 36, N.Y., LO 3-1546

September 1962 Journal of the SMPTE Volume 71

701

Photo Research Corp. Booth 35
837 North Cahuenga Blvd., Hollywood 38, Calif.

Exhibiting: New Photo Research Corp. OPTOLINER-precision tester for TV camera alignment and sensitivity; attaches to lens mount and checks for opto-mechanical alignment and calibration. Combi-500 Exposure Meter. Spectra Brightness Meter.

Personnel: Karl Freund.

**Precision Laboratories Div.,
Precision Cine Equipment Corp.** Booth 1
928-930 East 51 St., Brooklyn 3, N.Y.

Exhibiting: Precision Sound Readers, optical and magnetic; Precision Unitized Synchronizers; Power Film Slitters; Film Slitter and Editing Equipment; Sound Recording Equipment.

Personnel: Erwin R. Sheldon.

Pye T.V.T. Limited Booth 39
97 McMaster Ave., Ajax, Ont., Canada

Exhibiting: Pye T.V.T. Ltd. 4½-in Image Orthicon Camera Equipment. A basic camera channel consists of: camera, camera control unit, camera

power unit, engineering control panel, picture monitor, waveform monitor and interconnecting cables between these units. In addition an extension control panel may be used, if desired.

Personnel: William Jones, Robert Hair.

Quick-Set, Inc. Booths 20, 21
8121 Central Park, Skokie, Ill.

Exhibiting: Super Quick-Set—Samson—Hercules—Gibraltar, a complete line of tripods, pan heads, dollies, etc. for photo, television, remote control, high-speed or instrumentation usage; both standard models and special equipment built to order. Units capable of handling loads from 5 to 200 lb on pan heads and elevators, and 500 lb on tripods. Units include ¾ and full length, with or without elevators, pan heads incorporating friction and/or geared controls. Power and hand operated pedestals and consoles. Accessories include Pelco adapters, special apparatus for easier attachment of heavy cameras, and Lo-Hi units. Special accessories and telescoping tubing and mast assemblies available.

Personnel: Raymond Mooney, Paul Mooney, Anthony J. Briglia.

an SMPTE publication

CONTROL TECHNIQUES IN FILM PROCESSING

Prepared by a Special Subcommittee of the Laboratory Practice Committee of the Society of Motion Picture and Television Engineers

WALTER I. KISNER
Subcommittee Chairman

Foreword by **E. H. REICHARD**
Chairman, Laboratory Practice Committee

CHAPTERS

- | | |
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| 3. General Aspects of Motion-Picture Film Processing | 8. Chemistry of Film Processing |
| 4. Mechanical Evaluation and Control | 9. Chemical Analysis and Control |
| 5. Instruments for Photographic Control | 10. Economic Considerations in Establishing a Process Control System |

Two-page bulletin with description of subject matter of each chapter available without charge upon request to Society Headquarters

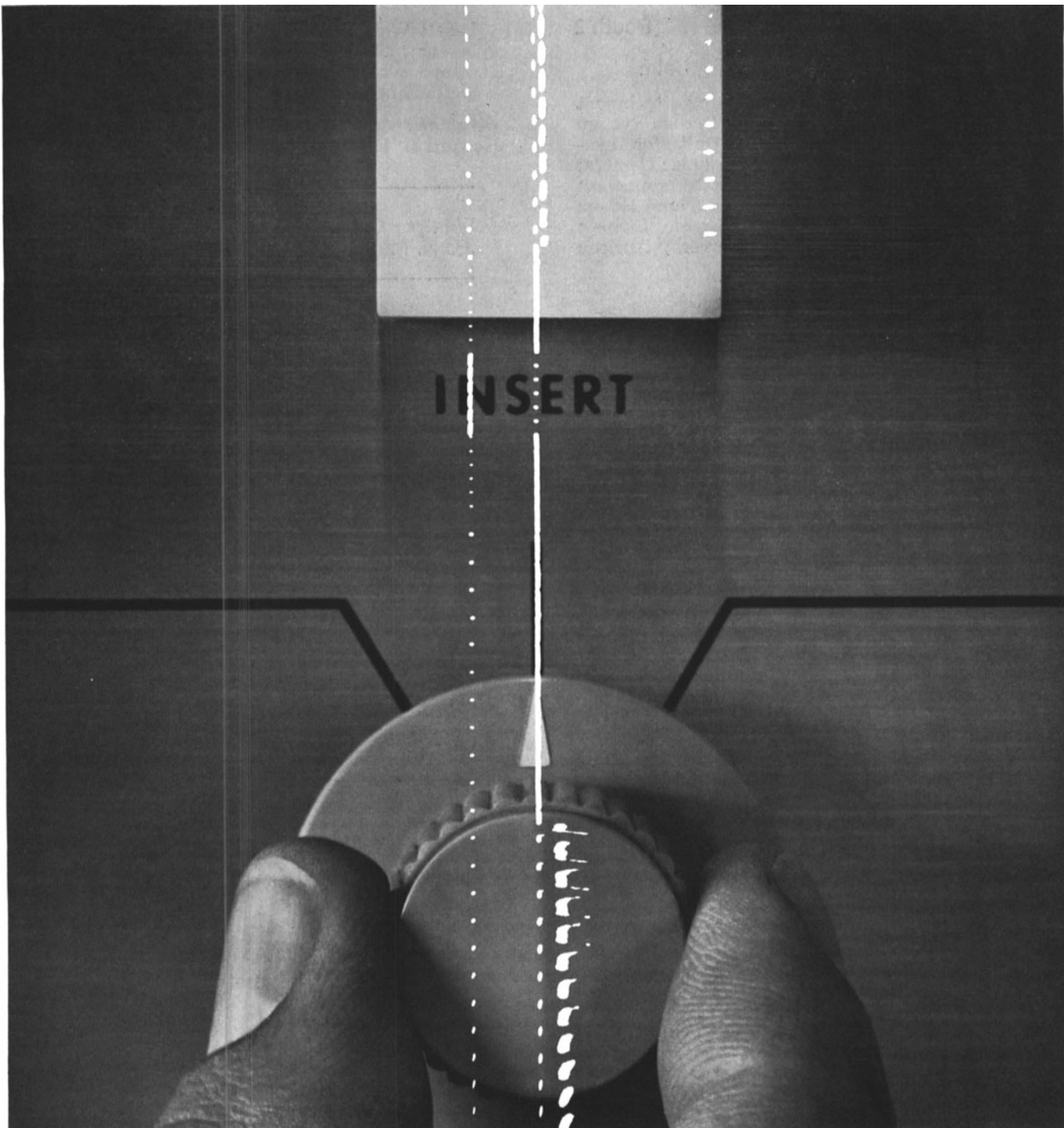
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Society of Motion Picture and Television Engineers 55 West 42nd Street,
New York 36, N.Y.



What cuts the cutting out of video tape editing?

AMPEX Electronic Editor.

Don't cut your tape. Cut your cost. How? Simply turn the knob on an Ampex Electronic Editor. The old scene is erased, the new one added—all electronically. And both old and new sections of the tape can be viewed during actual production. The Ampex Electronic Editor inserts new scenes, new commercials, production changes, or corrects goofs—without splicing. You save time, save tape!



The Electronic Editor also lets you do stop-and-go recording, multi-camera effects with a single camera, and squeeze action—all without cutting the tape. Best news of all: no special training is needed. For more details write the only company providing tape and recorders for every application: Ampex Corp., 934 Charter St., Redwood City, California. Sales and service engineers throughout the world.

During the SMPTE Convention, hear Norman Bounsall of Ampex deliver a talk on "Technical Progress in Editing Video Tape Recordings" on October 26 at 1:30 P.M. in the Grand Ballroom, Drake Hotel, Chicago.

S.O.S. Photo-Cine-Optics, Inc. Booth 2
 602 West 52 St., New York 19, N.Y.
 6331 Hollywood Blvd., Hollywood 28, Calif.

Exhibiting: Synchroflex Magnetic Sound attachment for Bolex Camera; a Portable Double System Magnetic Sound Recording Unit for synchronous sound recording with a Bolex Camera; Kenyon Stabilizers; Telefunken Microphones; SOS 16mm Ediola Viewers; SOS 35mm Ediola Viewers; Dunning 16mm Animatic Stripper; 400' Conversion for Bolex Camera; Auricon Cameras.

Personnel: Dom Capano, J. A. Tanney.

L-F-R Westinghouse sealed reflector lamps will also be shown. L-F-R units from 250 - 1500 w provide compact high-intensity light for TV and motion-picture applications.

Personnel: John J. Camarda, John W. Schlageter, Howard L. Ryder.

Westrex Co. Booths 47, 48
 335 N. Maple Drive., Beverly Hills, Calif.

Telequip Corp. Booth 38
 336 East 50 St., New York 17, N.Y.

Exhibiting: TEMP-LITE high intensity portable lighting fixtures and accessories. TEMP-LITE consists of two 650-w flood fixtures mounted on a common yoke. Fixtures can be aimed and adjusted individually and come equipped with barndoors. TEMP-LITE plugs into any standard a-c outlet, requires no transformer and provides in its compact package the equivalent of over 8000 w of studio lighting. Accessories to the line include stands, dimming equipment, diffusers, filters and carrying cases. Several light-weight fixtures employing the new

EXHIBIT HOURS

Monday, Oct. 22.....	2:30-8:00
Tuesday, Oct. 23.....	9:30-4:00
Wednesday, Oct. 24.....	9:30-4:00
Thursday, Oct. 25.....	11:00-8:00

Admission to the Exhibit will be by Convention Registration Badge or Exhibit Pass. Passes may be obtained free of charge at the Registration Desk.

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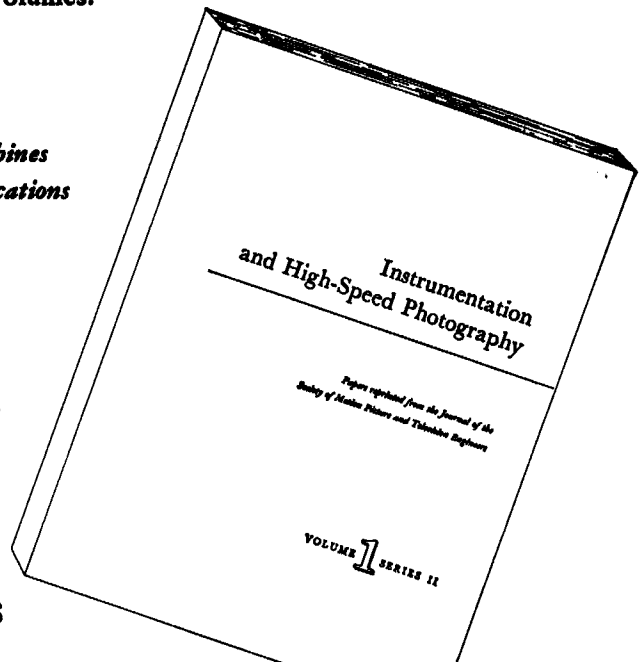
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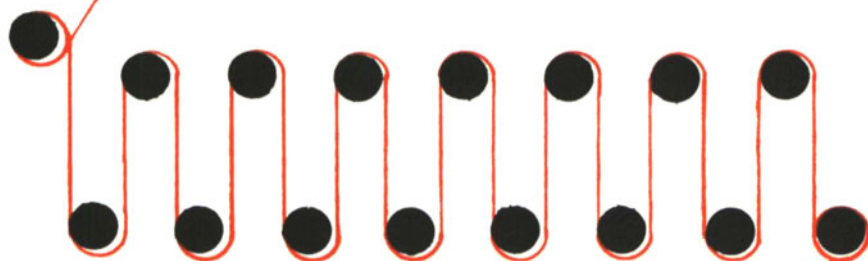
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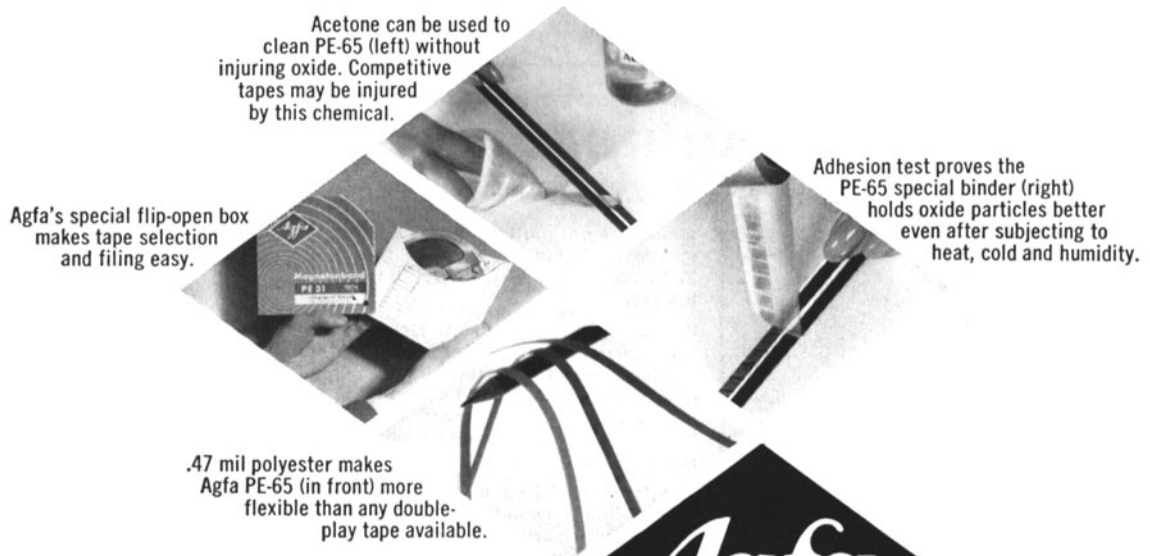
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FOR PROFESSIONAL
PERFORMANCE

Super tensilization makes new PE-65 (left) virtually stretch proof compared with untensilized tapes (right). Elastic elongation is just 1.2% and residual elongation only 0.05%!

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Now for field remotes, tiny recorders, and unattended tape operations, here's a new extra long play tape you can trust—Agfa PE-65. You can edit at high speeds without fear of stretch, it's tensilized. And you get undistorted frequency response at both the high and the low end because of the extreme flexibility of the very thin polyester base. A new binder and extraordinarily fine distribution of oxide particles reduce abrasion and head wear. In fact, every precaution has been taken in processing, manufacture and packaging to provide you with the finest extended play recording tape you've ever used. Try it. Agfa PE-65! Write today for a free technical comprehensive brochure and 3" test reel of PE-65 or see a demonstration of new PE-65 at the Agfa booth at the SMPTE Show. AGFA INC., GENERAL OFFICES, ROCKLEIGH, NEW JERSEY; WESTERN REGIONAL OFFICE, 1329 GRAND CENTRAL AVE., GLENDALE 1, CALIF.



MAGNETIC TAPES AND FILMS ■ MICROFILM ■ GRAPHIC ARTS FILMS ■ REPRODUCTION PAPERS ■ PHOTOCOPY MATERIALS ■ PRECISION PHOTO GRAPHIC EQUIPMENT AND FILMS.

Best Display Award Goes to EMI/US



A. Bruce Rozet (left), Vice President and General Manager, EMI/US, Ltd., receives the Award from Convention Vice President Harry Teitelbaum.

EMI/US, Ltd., chosen as the firm having the best displayed equipment at the Society's Spring Convention in Los Angeles, has been awarded a plaque in recognition of its achievement. The plaque was presented during a ceremony at the firm's headquarters in Hollywood by Convention Vice-President Harry Teitelbaum to A. Bruce Rozet, EMI/US Vice-President and General Manager, who accepted in behalf of the firm.

(A supplier of precision electronic equipment for broadcasting and general

communications, EMI/US is affiliated with the British firm, EMI Ltd., and operates as a division of Capitol Records, Inc., one of the companies in the EMI group.)

Denis E. Waitley, Advertising and Promotion Manager, described the EMI/US exhibit as a planned approach to the problem of how best to combine information and entertainment while displaying the firm's products to the best advantage.

It was decided that the 40-foot exhibit area would be suitable for a 3-stage arrange-

ment with action, color and drama that would appeal to the average observer without detracting from the main purpose of encouraging scientists and other professionally interested persons to study the firm's latest equipments under the best conditions.

The first stage showed a color camera transmitting pictures of a spinning color wheel with the pictures appearing on a color receiver. The second stage showed two black-and-white cameras transmitting pictures of great paintings to EMI receivers. The paintings were in plain view so the viewer could compare the quality of the televised picture with that of the original. The third stage was given over to a display of solid-state control room and switching equipment.

According to Denis Waitley, a tremendous amount of booth traffic was generated. "More important," he said, "many who attended had the authority to influence buying. This was proven in recent months, when we began the follow-up to make customers out of convention prospects. The persons who stopped at our exhibit because it was eye-catching, stayed because it offered an opportunity to learn something. When we followed through later, they knew what we were talking about."

Harry Teitelbaum, in congratulating the company, pointed out that in recent years there has been increasing attendance from top management personnel at SMPTE conventions. "The technology of motion pictures is becoming so complex that executives are making the time to attend these conventions. They must do this to keep up with advances in creative production techniques. As a result of upgrading the number of executive-decision personnel attending technical conventions, exhibitors are finding that their sales messages are striking closer to the potential clients' budgets. Like EMI/US; many other exhibitors are now reporting that sales follow-through based upon interest stimulated at the Spring Convention has been extremely successful."

SMPTE Test Films

The Society has available a number of films for testing projection and sound equipment in the various fields listed below. These films are planned by SMPTE Engineering Committees and manufactured to a high degree of precision to serve the needs of maintenance and other engineers, dealers, manufacturers, and audio-visual equipment users.

Television—Picture Only

- 35mm—Cinemascope
- 35mm—Picture Only
- 35mm—Sound Only—Photographic
- 35mm—Sound Only—Magnetic
- 70mm Test Films
- 16mm—Sound Only—Magnetic
- 16mm—Picture and Photographic Sound
- 16mm—Sound Only—Photographic
- 16mm—Picture Only

A catalog containing details and prices of all the films available in these categories can be obtained from SMPTE headquarters.

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SRO — 16mm
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35-32mm



MAGNETIC READERS

SRM — 35mm
SRM — 16mm
SRM — 35mm, 16mm,
17½mm, ¼"



SRC { **OPTICAL** — 35mm, 16mm, 35-32mm
MAGNETIC — 35mm, 16mm, 17½mm, ¼"

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