

(sometimes also the producer) selling primarily to schools and churches, it includes the total cost of marketing prints (salesmen's compensation and expenses, advertising and other selling costs). It does not include the production or release print costs. The third item is the cost within an organization such as that of a school system of circulating films and other A-V materials to individual schools. It would also include similar activities of a business firm (including "hidden" costs) and the operation of public libraries.

Motion Picture Equipment. This column consists of expenditures for 16mm sound projectors, 8mm sound and silent projectors, special motion-picture projectors such as the analyst type, 16mm and 8mm cameras, sound recorders used in production, editing equipment, lighting equipment and other studio and production items (i.e. animation stands, etc.).

Other Audio-Visual. Included here are equipment and material sales which are too small to warrant a separate category, or which represent the product of a single manufacturer and therefore would disclose privileged information if listed, or for which factual data are skimpy and therefore consist of "educated guesses" on the part of A-V experts. It is desirable that

in coming years more of this information be broken down and released publicly. Items include: *projectors* — filmstrip, sound filmstrip, 2 × 2 slide, 3½ × 4 slide, overhead, opaque, micro-projectors, and accessories; *audio products* — tape recorders, record players, TV receivers, language labs, radios, microphones and public address systems; *materials* — 35mm color film for slides, larger-size film for slides and picture work, materials for making transparencies for overhead projectors, phonograph records, magnetic tape, ready-made overhead transparencies; *miscellaneous equipment* — projection screens, projection tables, reading and tachistoscopic devices, random access projectors, transparency-making equipment, slide-binding equipment, room darkening shades, film inspection machines, dry mounting presses, easels and electronic panels, lecterns, mechanical lettering equipment, and planetariums; and *replacement items* — projection lamps, belts and replacement parts.

Administration. This final category covers the wages and salaries of A-V directors and others administering programs, secretaries, operating costs not included elsewhere, travel expenses, capital expenditures not covered as part of a film production or

laboratory company, and overhead costs of school, religious, business and other A-V units. Also in a general sense would be the portion of salaries for persons who devote half or less time to A-V work. This would include 70,000 to 100,000 parttime school A-V coordinators responsible for A-V activities in an individual school. Not included would be the administrative costs of commercial film producers, educational film producers and distributors and other independent companies whose costs would be covered by the products which they sell.

References

1. "The cost of audio-visual instruction," *School Management*, pp. 111-120, June, 1966.
2. 1965 Annual Production and Sales Survey, The Association of Cinema Laboratories, Inc., 1925 K Street, N.W., Washington, D.C., August, 1966.
3. Eleanor P. Godfrey, "Changes in A-V resources and aspirations—1961 to 1964," *Educational Screen and Audiovisual Guide*, pp. 18-21, January, 1966; based on a report, "Audiovisual Media in the Public Schools, 1961-64: A Profile of Change," prepared for the U.S. Office of Education by Bureau of Social Science Research, Inc., 1200 Seventeenth St., N.W., Washington, D.C., December, 1965. 82 pp. plus 36 tables.

New SMPTE Sustaining Member

Panopix Research, Inc., 100 East 42 St., New York, N.Y. 10017

Company is a wholly owned subsidiary of Panacolor, Inc., 100 East 42 St., New York City. The parent company's West Coast laboratory prints theatrical, color motion-picture releases on B&W raw stock using their own patented process. Panopix Research has developed a new magazine-loaded, sound motion-picture projection system, the Panacolor Magazine Projector, which offers improved film-print economy and flexibility to the nontheatrical field. The new format has twelve rows of pictures and twelve rows of optical soundtrack recorded along the length of 70mm Kodak film stock. The picture format has an aspect ratio of 1.5 to 1, and the optically printed soundtrack measures .055 in variable area. The film travels at 30 feet per minute. Facilities have been established in the metropolitan area for transferral of standard 35 and 16mm films to this new format. The 70mm twelve-row format is loaded into magazines that measure roughly 6¼ × 6¼ × 4 in. Up to two hours of sound motion pictures can be placed in one magazine. The magazine is placed on the Panacolor Projector (as a record is placed on the turntable), a button is pushed and the projection starts. At the end of the film, the projector shuts itself off and the magazine can be removed. Any of six different segments in the film can be rapidly selected for viewing. U.S. and international patent applications have been made. Research in the field of optics and photography will continue.

Address inquiries to: *the address above.*

Research Products Manufacturing, Sales & Service, 716 No. LaBrea Ave., Hollywood, Calif. 90038

Research Products was organized in 1963 to manufacture equipment to fit the needs of its parent company, Cinema Research Corp., and similar organizations requiring precision-built, up-to-date special-effects equipment for all film formats. Innovations such as the maintenance-free modular-drive construction, automatic zoom and electronic skip-frame programmer are features of Research Products optical printers. The company also manufactures art-to-film or film-to-film aerial-image units to be used with the printers for a complete modern title and special-effects combination. Also available are registration contact printers, matte-shot printers and animation slide-film stands. Custom-assembled equipment designed to satisfy the specific requirements of the individual purchasers is offered, along with operator-training in its use under actual commercial conditions, if desired.

Address inquiries to: Harold A. Scheib, President, *at the address above.*