

resulting nearly square frame 46×48.5 mm. When a 70mm print is made, the projectable area is limited to that specified by the director by a masking exposure introduced into the printing operation. Printers and projectors were modified to handle this film format and also to make prints on 35mm film which could be used with anamorphic optics at projection to give this same range of pictorial effects on the screen.

This work was done at the Scientific Research Cine Photographic Institute in Moscow (NIKFI). The Director of NIKFI, V. G. Komar, visited the Washington Conference of the SMPTE in November 1968 to report on NIKFI's latest work on this system, called "Varioscopic Cinematography." He stated that the longest pictures produced so far were about 20 minutes in screen time. He also reported that interest in the potential of the system was such that they were proceeding with plans to modify a moderate-sized theater to carry their tests to larger audiences than had been previously reached by the experiments.

I venture that each one of us can find many reasons for predicting that this system cannot be commercially successful

under conditions existing in the United States. Back of each such prediction is apt to be a lingering doubt — if an exceptional director used the system and proved that he could tell his story in a way exceptionally attractive to the public, could the appeal be strong enough to override the problems? There is no answer today, but it is both interesting and valuable to watch the experiment as it is conducted by others. Someone may find in it a special opportunity for progress, or it may give a negative answer that is conclusive enough to require no expensive experimental checking elsewhere.

Conclusion

Through publications, test films, standards and technical awareness of worldwide experimentation, the work of the SMPTE is related to the interests of other organizations, particularly TEDA/TESMA, and to their efforts to promote the motion-picture field. It is my prediction that the SMPTE will remain an important influence in the work for technical improvements in motion-picture presentations for many years to come.

Atlantic Films and Electronics Ltd. Wins SMPTE Exhibit Award

Atlantic Films and Electronics Ltd., of Montreal, Canada, was the winner of the SMPTE Exhibit Award at the 104th SMPTE Technical Conference at the Washington Hilton Hotel in Washington, D.C., Nov. 11-15.

Formal presentation of the Award Plaque was made at a Special Awards Dinner sponsored by the Montreal Section of SMPTE, courtesy of Atlantic Films and Electronics. The dinner was held Wednesday, Dec. 18, in the Gold Room of the Ritz Carlton Hotel in Montreal.

Arnold Schieman of the National Film Board of Canada, Montreal, and Chairman of the Montreal Section, presided at the dinner which was attended by members of the Montreal Section, representatives of Atlantic Films and Electronics; the Rt. Honorable Don Jamieson, Canadian Minister of Defence Production; the Hon. H. V. R. Earle, Newfoundland Minister of Finance, and many other prominent guests.

After dinner, Arnold Schieman made the formal presentation of the Award Plaque to Mr. Alberts Jekste, President of Atlantic Films and Electronics. In presenting the plaque to Jekste, Schieman made the following statement:

Gentlemen:

As Chairman of the local section of the Society of Motion Picture and Television Engineers, I consider it a great honour that one of our own — les notres, as our French-speaking colleagues might say — has been honored this year by our parent organization. I refer, of course, to the fact that the recent 104th technical conference



Fig. 1. Arnold Schieman presenting the SMPTE Exhibit Award Plaque to Mr. Alberts Jekste, President of Atlantic Films and Electronics Ltd.

of our Society in Washington, on Nov 11-15 the Canadian firm of Atlantic Films and Electronics was awarded the major prize for its outstanding exhibit. A prize, won, I should add, in open competition with all the major suppliers of film and television equipment on this continent. This further, and latest tribute to Atlantic Films and

Electronics is one in which we all take pride, and at this time I should like to call on Mr. Alberts Jekste, the president of Atlantic Films and Electronics to accept this plaque, testifying to the honor his firm has merited and won. Mr. Jekste, in the name of the Society of Motion Picture and Television Engineers, I present to you this plaque for



Fig. 2. Atlantic Films and Electronics President Alberts Jekste (left); the Hon. H. V. R. Earle, Newfoundland Minister of Finance; SMPTE Montreal Section Chairman Arnold Schieman; R. Fraser Neal of Atlantic Films; and the Rt. Hon. Don. Jamieson, Canadian Minister of Defence Production.



Fig. 3. Hon. H. V. R. Earle, Newfoundland Minister of Finance (left); Graeme Fraser, Vice-President of Crawley's Ltd. (representing the AMPPLC); Gerald G. Graham, National Film Board of Canada, and former SMPTE Canadian Governer, and Mr. Jekste.

having the best exhibit at the 104th Technical Conference of our Society.

The winner of the Exhibit Award was chosen by a special 3-man SMPTE Exhibit Awards Committee during the conference. Among the more than 70 booths in an Equipment Exhibit of outstanding overall quality, the choice was indeed a difficult one since there were many displays that were outstanding in interest, appearance and creativity. The final decision of the Exhibit Award Committee in favor of Atlantic Films and Electronics was based on its total effectiveness, its interesting arrangement and the excellent way the products displayed were presented.

The products on display at the Atlantic booths, as described in the Exhibit Directory, were: Zeiss Ikon Ernemann XR—High intensity rear screen 35mm projector with 6500W xenon light source; Zeiss Ikon Ernemann IX B—Double band 35mm projector, Zeiss Ikon lenses and accessories; other specialized xenon conversions in the 16mm and 35mm magnarc, special effects and slide projection fields that include a high-intensity light source on the newly-developed Atlantic 120 $2\frac{1}{4} \times 2\frac{1}{4}$ slide projector. Continuous film loop devices for

16mm and 35mm films with capacities up to 30 min.

After the announcement that Atlantic Films & Electronics had won the Exhibit Award was made at the Conference, Mr. Jekste and R. Fraser Neal, of Atlantic Films, were congratulated by SMPTE President G. Carleton Hunt and the then President-Elect Deane R. White.

Dinner Speakers

Principal speaker at the Awards Dinner was Hon. Don Jamieson, Canadian Minister of Defence Production, who was introduced by Arnold Schieman following the presentation of the Award to Mr. Jekste. Also addressing the audience was Mr. Raymond Léger, President of the Association of Professional Film Makers of Quebec, Production Director of the Quebec Film Office and Ex-Associate Commissioner of the Quebec Pavilion at EXPO 67.

Following Mr. Léger's address, Mr. Schieman introduced Mr. Graeme Fraser, who also spoke to the audience. Mr. Fraser is Vice President of Crawley Films Ltd. and Past President of the Association of Motion Picture Producers and Labora-

tories of Canada (AMPPLC). He was officially representing the AMPPLC at the dinner in honor of Atlantic Films.

Atlantic Film's History

Atlantic Films was launched in Newfoundland on May 8, 1951, but it can be traced back to the 1920's in Latvia where 3,000 scientists, engineers and technicians were employed in the electronic and optical industry at the high VEF plant, where Mr. Jekste was Manager of Special Projects and Research.

According to Atlantic Films and Electronics, as the science of electronics has progressed from crystal radio to lasers, so Atlantic has developed from a fledgling Newfoundland company to an international organization with operations in Montreal, Toronto, New York and Tokyo in addition to St. Johns, Newfoundland.

Notable projects undertaken by the company include the development and installation of the famous rear-projection equipment at New York City's Shea Stadium, the precision approach simulator for the Department of Transport in Ottawa, and development of equipment for the New York World's Fair and Montreal EXPO 67.