

EXHIBIT HOURS

Monday, Sept. 29..... 5:00-8:00

Tuesday, Sept. 30..... 11:00-8:00

Wednesday, Oct. 1..... 9:30-4:00

Thursday, Oct. 2..... 11:00-6:00

Admission to the Exhibit will be by Registration Badge or Exhibit Pass. Passes may be purchased for \$1.00 each at the Registration Desk.

Alert Enterprises, Inc. Booths 64, 65, 66
218 Magnolia Ave., Gloucester, Mass. 01930

Exhibiting: Film processing equipment. The Lawlette Unicon 16mm U-path ME-4 processor featuring unitized construction concept — a product of Newman & Guardia, Ltd. Harlow, Essex, England and now manufactured and distributed exclusively in the United States by Alert Enterprises, Inc. The Photalert Pace 416 — a revolutionary patented and new type of film processing unit which permits batch processing up to 400 ft. (16mm) of black-and-white and color films automatically in various sizes — all in the same machine. This concept permits the processing of a color film to be immediately followed by a black-and-white negative or black-and-white reversal or another color film of the same or different manufacture. Space saving — the size of a refrigerator — this machine is also transportable.

Personnel: R. Edgar Barker, John Downes, Stanley G. Fitch, Scott Kent.

Amega Corp. Booth 41
8750 Shirley Ave., Northridge, Calif. 91324

American Photomec Corp. Booth 63
245 West 55 St., New York, N.Y. 10019

Angenieux Corp. of America Booth 90
440 Merrick Road, Oceanside, N.Y. 11572

Exhibiting: Precision optical/mechanical systems including a complete line of Angenieux fixed focal length and zoom lenses for cinematography and television: the new 10 × 15B, 15-150mm f/2.8 with simplified hand controls for studio Vidicon applications; the wide angle (67°) 12-120mm f/2.8 Vidicon zoom featuring close focusing to 30 in; the high aperture 15-150mm f/1.9 Vidicon zoom for low light level applications, with zoom and focus control outlets, accepts manual, motorized or servo controls; the 10 × 12BDA automatic iris zoom lens for 16mm motion-picture cameras; the extreme wide angle (94°) 5.9mm f/1.8 for both Vidicon and motion-picture applications; the Angenieux diascope for camera registration and/or color balancing for remote and studio applications; and a complete line of lens accessories.

Personnel: John Wallace, Bern Levy, Robert Jagemann.

Arriflex Corp. of America Booths 76, 77, 78
25-20 Brooklyn-Queens Expressway West, Woodside, N.Y. 11377

Exhibiting: Arriflex 16BL camera system, featuring single system sound module and Arriflex amplifier, precision tuning fork control motor and other major accessories; Arriflex 16S/B and Arriflex 16M/B cameras, with new bayonet lock lens mounts plus other major accessories; Arriflex 35II C cameras, with new bayonet lock lens mounts, model 120-S blimp and other major accessories. Additional accessories include new tripod for Arriflex 16BL cameras, new universal blimp for Arri 16S/16M cameras, new Monitol zoom lenses; Model 100 Arri Silver Recovery Plant; Siemens 2000 16/16 sound projectors.

Personnel: Dr. Robert Richter, Eric Kaestner, Horst Bergmann, Victor James, Bruce E. Harris, Abbott Sydney, Lee Collins.

Bardwell & McAlister, Inc. Booths 23, 24
6757 Santa Monica Blvd., Hollywood, Calif. 90038

Exhibiting: "MINI-MAC" 1000 (Model #1800), a compact, portable flood and fill light in two models; "MINI-MAC" 650 (Model #18011), a medium intensity compact flood and fill light; "MINI-SET" 1000 (Model #27000), a mini-cyclorama one light strip light with two-way barn-doors used to light backdrops and set pieces; "BRITE-EYE" 650 (Model #49029), a controlled, portable 650 watt, 3200° focusing "Quartz" light; "MINI-MITE" I, a single source daylight fill light that uses the family of 650 W, Par 36 "Quartz" lamp; "MIGHTY-MITE" BRUTE 9 & 12, a completely controlled unit that utilizes the new 650 W 5000°K dichroic coated Par 36 "Quartz" lamps; 2000W "QUARTZ" MINI-SKY PAN, a portable, lightweight and compact fixture utilizing 1000 and 2000 W Tungsten-Halogen "Quartz" lamps designed for flood and fill lighting applications for motion pictures and television.

Personnel: John L. Murray, Stewart R. Martin, Parry O'Brien, Sr., Joseph S. Kies, Richard A. Haskins, Ellen S. Shenker, Julie R. Zukovsky, Percival (Roy) Miseroy, Keith M. Covey.

Bell & Howell Co. Booths 17-22
7100 N. McCormick Rd., Chicago, Ill. 60645

Exhibiting: A complete line of motion picture film printers and sound trackers for 16mm-S8 format film. Included is the design 6400CH Additive Color Continuous Contact Film Printer with Accessory Sound Head; the Design 6128CH Additive Color Continuous Optical Reduction Printer, 16mm to dual rank S-8; the Design 6628C B & H/Depue Step Optical Reduction Printer, 16mm to dual rank S-8. Also exhibited will be the newly designed Model 6410PF Super 8 Optical Sound Tracker as well as the Design 6029M Super 8 Magnetic Sound Transfer Console featuring slave and solo operation and the Design 6042A High Speed Film Slitters for 16mm-S8 and 35/32mm films. Accessories and complimentary equipment for use with the above models will also be on display.

Personnel: A. J. Cims, R. J. McGeever, J. E. Debish, M. R. McDaniel, C. L. Zichterman.

Berkey-ColorTran, Inc. Booths 74, 75
1015 Chestnut St., Burbank, Calif. 91502

Exhibiting: A product line of studio/location "quartz" lighting equipment and related accessories specifically designed for motion picture and television use. The company will also distribute catalogs featuring their com-

plete line of lighting and production equipment. Equipment displayed at the Exhibit will be: Crab Dolly, Cine Queen II, Mini-Brute "6" & "9," Maxi-Brute "6," Multi-Beam "650" & "1000," Super-Beam "1000," Quartz-King "650" & "1000," Multi-Broad, Soft-Lite "2000," Mini-Lite "6" & "10," Tru-Broad, Multi "20," Mini-Pro, Anti-G Hanger, Pole-Kings with accessories, Stands, Light Boom, Location Lighting Kit, Gelatran, Cyc Strips.

Personnel: Gerald R. Baruch, J. R. Cerny, Jon Clayton, Mert Cramer, Richard B. Glickman, Harold Gross, Robert Hartz, James Moody, Thomas Pincu, Marion Rimmer, Joseph N. Tawil, Michael J. Zois.

Birns & Sawyer, Inc. Booth 29
1026 N. Highland Ave., Los Angeles Calif. 90038

Exhibiting: "Halo Dyne" lights for studio, location and TV; Tele Zoom lens for Angenieux 120 and 250; motorized director finder for 25 to 250 zoom; VG series tripods, light pro, medium and heavy duty with fluid heads; Auricon "News Man" camera with reflex conversion; light-weight triangles, dolly, hi hats; Omnitax telephoto lens for 16mm and 35mm; "Star Filters"; anamorphic lenses; camera stabilizer; Tandberg Pilotone recorder.

Personnel: Cliff Sawyer, Max Gordon, Walt Zadanoff, Sam Anker.

Carter Equipment Co., Inc. Booth 36
232 S. Glasgow, Inglewood, Calif. 90301

Century Lighting, Inc. Booth 30
5432 West 102 St., Los Angeles, Calif. 90045

Century Precision Cine/Optics Booth 67
10661 Burbank Blvd., North Hollywood, Calif. 91601

Exhibiting: New stereo vision 35mm and 70mm 3D camera systems and demonstration; professional zoom lens repairs, zoom lens modifications, hi performance Century telephoto lenses; lightweight sound blimps for Arri 16, Bolex, Beaulieu and 35mm Arri with 25-250 zoom lens; split field Diopter lenses; Duplikin 16mm frame to 35mm enlarger attachment for SLR cameras; special viewfinder reticules, precision short viewfinders for 12-120 mm Angenieux zoom lens.

Personnel: Chris J. Condon, Steven E. Manios, Victoria C. Condon.

Christie Electric Corp. Booth 57
3410 West 67 St., Los Angeles, Calif. 90043

Exhibiting: XENOLITE projection systems (including lamp-houses, lamps and rectifier power sources), more than 30 basic systems configurations ranging from 450 to 6000 W, reflecting the latest engineering advances in reliable, high efficiency xenon projection light sources for theater, studio, and television film projection. Multiple system variations are available for all 16mm, 35mm, 70mm and scope formats for either automatic or manual booth operations. The Christie XENOLITE with Ektagraphic Carousel slide projector as well as other slide and 16mm xenon audio-visual projectors will also be shown.

Personnel: Maynard Ackerman, Fred Benjamin, Tom Christie, Dana Mortensen, Don Simon.

Cinema Beaulieu (Division of Hervic Corporation) Booth 34

14225 Ventura Blvd., Sherman Oaks, Calif. 91403

Exhibiting: Beaulieu 16mm reflex auto-exposure cameras (R16B); Beaulieu 4008ZM and 4008S Super-8 cameras; Uher 1000 sync $\frac{1}{4}$ -in tape recorders; Hervic "Hydrofluid

Jr." fluid heads and legs; Hervic tripod accessories; Minette 16mm and 8mm viewer-editors; Hervic "Quartz" portable lighting kits; Northfield "Multilapse" units (time lapse equipment); Angenieux lenses and lens accessories; Heurtier dual 8mm projectors, silent and sound; camera accessories (Barny's, sync generators, etc.).

Personnel: William Herskovic, Otto Herskovic, Milton Gould, Gene Gordon, Charles Lipow, Irving Higdon, Armand Herskovic.

Cinematic Systems, Inc. — Herrnfeld Engineering Corp. Booth 28
5716 Camille Ave., P.O. Box 2765, Culver City, Calif. 90230

DuKane Corp. Booth 83
103 N. 11 Ave., St. Charles, Ill. 60174

Exhibiting: DuKane will exhibit equipment in support of the new 50Hz cassette system for automatic sound filmstrips. The Cassette Micromatic and Super Micromatic, the Cassette A-V Matic and the Cassette Commander will be shown. Special emphasis will be put on the recently released Cassette Recorder/Pulser and Duplicator system for producing 50Hz automatic cassettes. The Electronic Programmer, Super 8 optical/magnetic motion picture projector and Vista-Sell continuous loop display device will also be demonstrated.

Personnel: John Lord, Robert Larson.

Eastman Kodak Co. Booths 43, 44
343 State St., Rochester, N.Y. 14650

Exhibiting: The Eastman 1635 video color analyzer is a console style instrument designed to color and density time color motion picture negatives and positives for printing onto Eastman color materials. A composing station permits the operator to load 16 or 35mm color motion picture negatives or positives in a gate. A positive picture is displayed on a cathode ray tube where it can be compared with a reference transparency projected upon an adjacent rear view screen. Three calibrated color controls and a brightness control provide the means for determining the necessary color and density corrections.

Personnel: C. G. Arnold, E. J. Blasko, A. D. Bruno, W. L. Farley, Jr., W. A. Koch, K. M. Mason, J. H. Maynard, T. R. MacMurtry, P. J. Mutter, E. R. Myler, R. G. Schiavo, V. C. Shaner, N. L. Simmons, C. E. Sipe, E. M. Stifle, C. R. Troutner, E. M. Warnecke, A. L. Williams.

Eclair Corp. of America Booths 2, 3
7262 Melrose Ave., Los Angeles, Calif. 90046

Exhibiting: Eclair Professional motion picture cameras with instant changing magazines; the NPR 16mm camera, incorporating a revolutionary new single system sound recording development; an ultra-precise crystal-controlled universal motor for the NPR which eliminates the need for a cable between the camera and the sound recorder; the multi-format (16mm, 35mm, Techniscope) CM-3 camera; the GV-16, a miniaturized instrumentation camera with a speed from 0 to 200 fps.

Personnel: J. P. Carson, Jean Balera, Ken Nelson.

F&B/Ceco, Inc. Booth 87
315 West 43 St., New York, N.Y. 10036

Exhibiting: Universal support bracket; Vicon zoom motor; new Ball Leveler F&B/Ceco fluid head; F&B Auricon camera; Moy gear head; F&B/Ceco Mitchell tripod; Kobold sungun; Doiflex camera; F&B/Ceco Fish Poll and accessories; Tel-Anima titler and accessories; guillotine splicers; Cinekad body brace; Stellavox recorder.

Personnel: Dan Jeffries, Troy Reins, Bob Allen, David Katz, Carl Porcello.

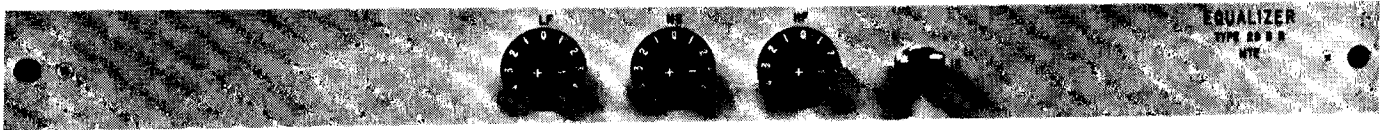


CONSOLE COMPONENTS

The **EQUALIZER TYPE 29B** has separate LF, HF, and Mid-Range Controls. This permits greater flexibility than can be obtained with equalizers having only two controls. The MR Control provides slopes in the 200 to 5000 cycle range, whereas the LF, and HF Controls affect the frequencies above, and below. A great variety of response characteristics can be obtained by superimposing curves.

The Type 29B is fully transistorized and operates from a non-regulated nominal 160 VDC power supply. The voltage regulator in the equalizer employs current limiting, to protect the transistors against overloads, and accidental output shorts. This approach was taken in the interest of maximum system reliability, and RFI immunity. Input and output are transformer coupled.

The console version is 7" high, 1 $\frac{3}{4}$ " wide and 10" deep. A rackmounting version Type 29BR, with its own power supply, has mounting dimensions of 19" wide, 1 $\frac{3}{4}$ " high and 10" deep.



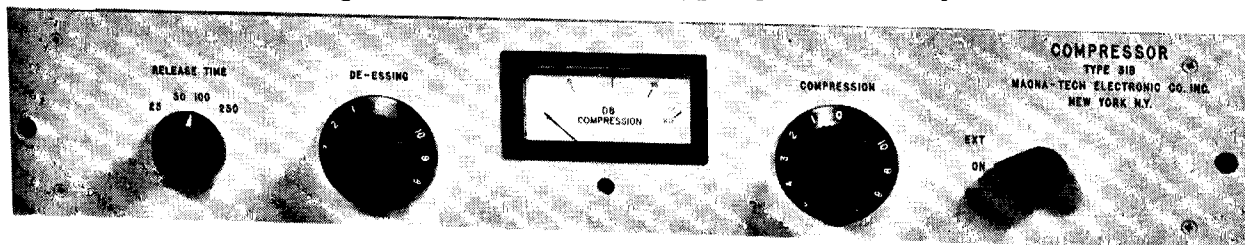
The **COMPRESSOR TYPE 31B** was primarily designed as a high quality dialogue compressor for motion picture sound application. The use of field-effect transistors as variable-gain devices makes possible an excellent and stable "thump" performance without any need for adjustments. The "Signal to Thump Ratio" is in the order of 60 db. The compression range is divided over 18 FET's so that the distortion in the normal range of compression never exceeds $\frac{1}{2}\%$, and under severe overload remains under 2%.

The Compressor incorporates a "ganged Ceiling Control", a variable De-Essing Control, and a Release Time Control. The Ceiling Control has 10 steps, of 1 db per step. The ratio is fixed at 20:10. The De-Esser provides 10 steps of de-essing, with the last 5 steps being very severe to make it effective even after a low-pass filter. The Release Time Control has a range from 25 to 250 milliseconds. A special circuit feature eliminates the usual high distortion at low frequencies, even at the extremely fast release time of 25 ms. The end-effect is a compression action without the usual objectionable recovery problem.

The compression meter is calibrated in db gain reduction. The meter action is such that the attack is fast, and the decay is slow. This makes it easier to perceive the peak readings. The Compressor is self powered to simplify installation.

The Ceiling Control, the De-Essing Control, and the Compression meter can be removed. Input and output are transformer coupled. The gain without compression is adjustable from 0 to 34 db. In the OFF position, the Compressor operates as a linear amplifier with a maximum output level of +29 dbm.

The mounting dimensions are 19" wide, 3 $\frac{1}{2}$ " high, and 12" deep.



MAGNA-TECH ELECTRONIC CO., INC.

630 Ninth Avenue, New York, N. Y., 10036

September 1969 Journal of the SMPTE Volume 78

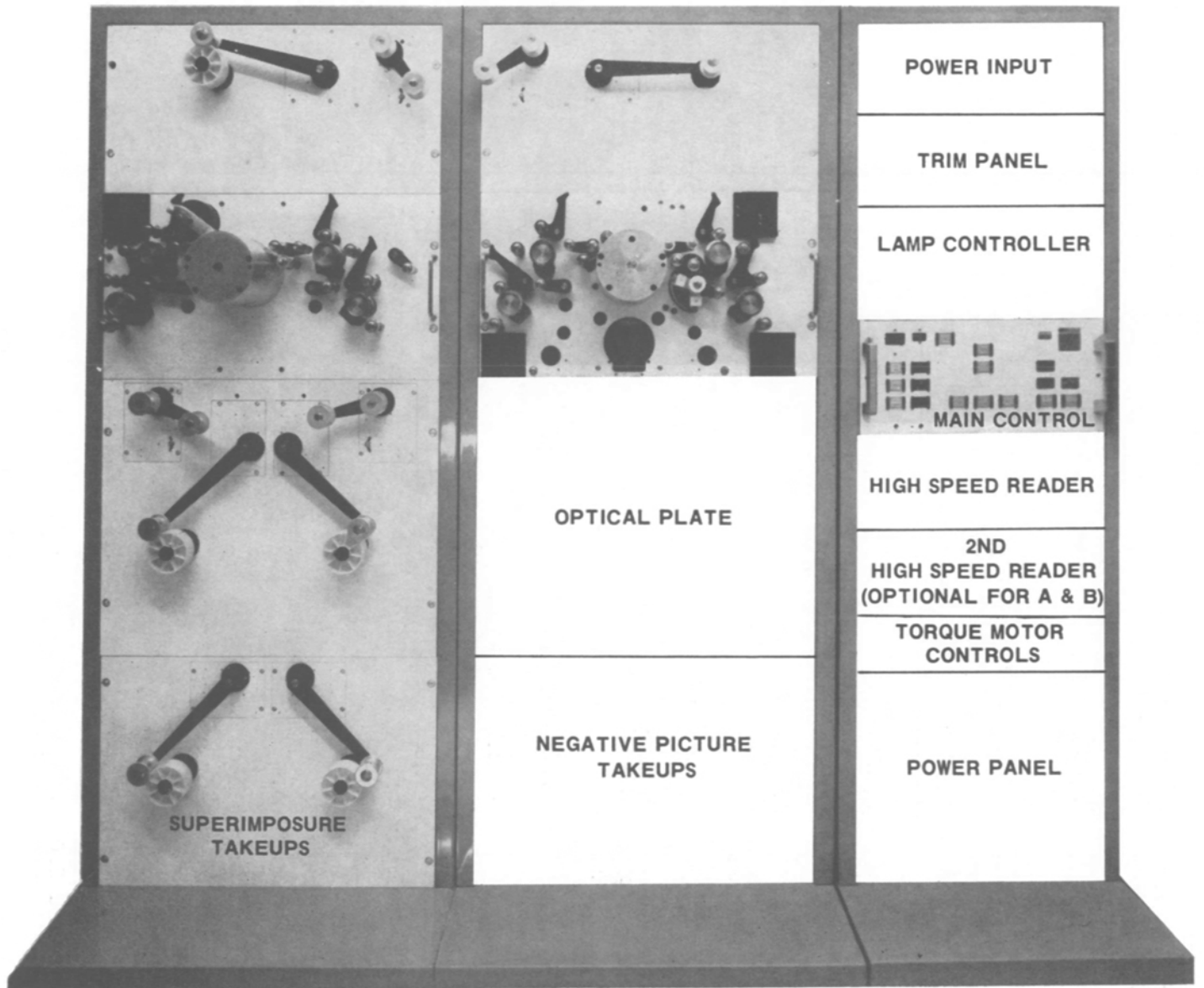
THE NEW DIRECTION IN COLOR PRINTING

HFC MODULAR DESIGN ADDITIVE COLOR PRODUCTION PRINTER 16 STEPS IN THE NEW DIRECTION OF MODERN COLOR PRINTING!

1. Easy threading.
2. Modular concept permits part or panel changes quickly.
3. Same 8 hole tape currently used on additive printers.
4. Printing any format possible by purchasing additional picture and sound head panels.
5. Panels interchanged quickly.
6. Completely automatic tape controlled operation using the .025 Log E additive system plus .0125 trims.
7. Speed of 240 F.P.M. with scene to scene light changes or 480 F.P.M. one light. Any speed can be furnished.
8. Forward and reverse printing eliminates rewinding of the negative.
9. "Zero Close" blocks light between scenes in each color channel.
10. High speed solid state tape reader with forward and reverse modes.
11. Automatic air vacuum film squeezes at each feed and takeup.
12. Automatic torque control takeups with tightwind takeup for smooth wind up to 3,000 feet.
13. Swivel caster base.
14. RFQ and notching devices are standard equipment.
15. Current technology throughout.
16. Manufactured with ease of maintenance in mind.

**COMPLETE MODEL WILL BE SHOWN AT THE SMPTE CONVENTION
IN THE CENTURY PLAZA HOTEL / LOS ANGELES / SEPT 28-OCT 3**

BOOTHS 79-80-81



HOLLYWOOD FILM COMPANY

956 NORTH SEWARD STREET / HOLLYWOOD, CALIFORNIA 90038 / AREA CODE:(213) 462-3284 / CABLE: BENHAR

General Electric Lamp Division Booth 48
Nela Park, Cleveland, Ohio 44112

Exhibiting: The complete line of Quartzline brand tungsten-halogen lamps and other light sources for motion picture and television production.

Personnel: C. N. Clark, R. D. Churchill, R. L. Schoon, P. A. Thrasher.

General Enterprises, Inc. Booth 5
10518 Detrick Ave., Kensington, Md. 20795

Exhibiting: The Steenbeck ST 6000 16/35mm 6 plate combination editing table, now also available with Techniscope feature; Sachtler & Wolf precision tripod heads for 16 and 35mm cameras, featuring fluid and free pan/tilt movement.

Personnel: William A. Engstler.

Alan Gordon Enterprises, Inc. Booths 52,53
1430 N. Cahuenga Blvd., Hollywood, Calif. 90028

Gravco Sales Booth 60
6415 Sunset Blvd., Hollywood, Calif. 90028

Gryphon Corp. Booth 49
101 E. Santa Anita, Burbank, Calif. 91502

Exhibiting: New products which include: A line of servo powered film rewinds, with attachments for a variety of both negative and positive film winding applications; a foot operated variable power control unit; an expanding film core spindle; an improved version of our strobe flashlight; a 70mm tape splicing unit; other Gryphon

products including air squeegees, vacuum squeegees, film splicers, stainless steel film rollers, Model 500 power take-up and other items.

Personnel: Harlan Baumbach, Carl Freeman, Mel Jones.

Hazeltine Corp. Booths 10,11
59-25 Little Neck Parkway, Little Neck, N.Y. 11363

Exhibiting: Electronic color film analyzer which displays instantaneously a positive color picture on a color television tube when a color original (negative or positive) is inserted in the film gate; color balance and density are adjustable by exposure controls whose settings are used to program the printer to produce a positive print which very closely approximates the displayed picture. The Analyzer provides direct information for both additive and subtractive printers, and transports 16mm, 35mm and 32-35mm film in either direction with smooth, continuous and gentle motion.

Personnel: A. Arbeeny, G. Noble.

Hollywood Film Co. Booths 79,80,81
956 N. Seward St., Hollywood, Calif. 90038

Exhibiting: High speed production printer with additive light source; continuous optical reduction printer 16 to super 8 or regular 8 with additive light source; high speed inspection projectors with picture and sound heads; high speed tape recorder for printers; magnetic recording attachments for printers; double head edge numbering machines; slitters; splicers.

Personnel: Ben Teitelbaum, Harry Teitelbaum, Murray Teitelbaum, Warren Strang, Dr. H. C. Wohlrab, Henry Stemke, S. R. Kurtzweil.



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568, Shimoochiai, 2-chome, Shinjuku-ku, Tokyo Cable Address: "MOVIEKINO TOKYO"

Introducing The Littlest BIG 35mm Projector in the Industry

**Completely portable.
Accommodates up to four
5,000-ft. reels.**

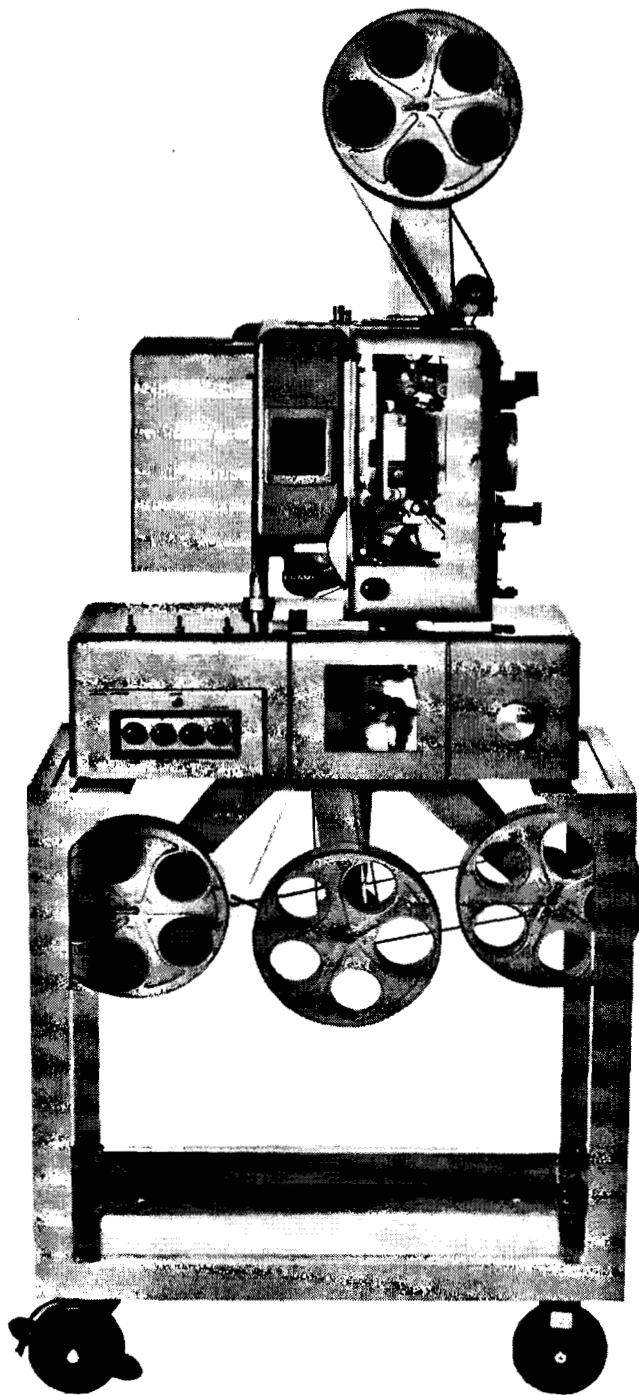
The new, compact, fully portable PT-35 projection system does everything the big, fixed-location heavyweights can do — and does it **anywhere**. Designed for heavy duty studio and cutting room use, its versatility makes it ideal for theatres, homes and as a go-anywhere visual aids/training tool for businesses, hospitals, schools, the military, you name it.

Features the Simplex "XL" head, separate picture and track systems, solid state electronics throughout. One motor handles both forward and reverse for precision bidirectional film control. A complete list of optionals gives you everything you want in a projector in one handy package.

SPECIFICATIONS:

Height: 24"; width: 12½"; length: 25½";
stand weight: 40 lbs.; machine weight: 135 lbs.

Phone or write for **FREE BROCHURE** with full details and specifications on the Universal PT-35 Projection System.



UNIVERSAL PROJECTOR COMPANY

Box 2309 Toluca Lake Station

North Hollywood, Calif. 91602

Phone: (213) 980-2570

IF YOU'RE BUILDING A NEW STUDIO...

Check with Magnasync/Moviola's Studio Planning Department for free technical advice and information on the new "Compatibles"...the system-designed units.

IF YOU NEED ONLY A SINGLE UNIT FOR YOUR EXISTING SYSTEM...

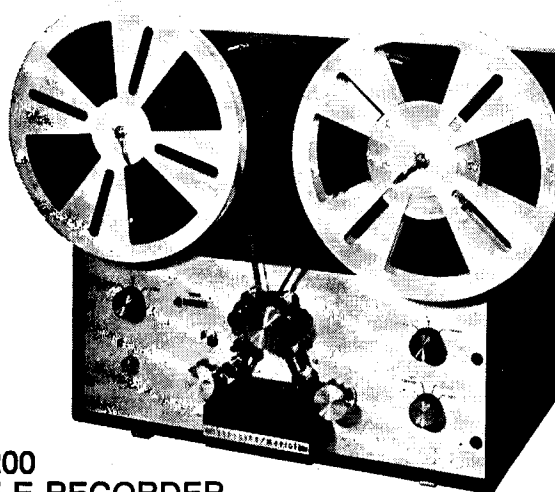
Don't just *replace* an old unit...*upgrade* with one of the new "Compatibles", and improve your studio's technical capabilities one module at a time.

AT MAGNASYNC/MOVIOLA, WE KNOW YOUR PROBLEMS...

We should...we've spent more than fifty years solving them.

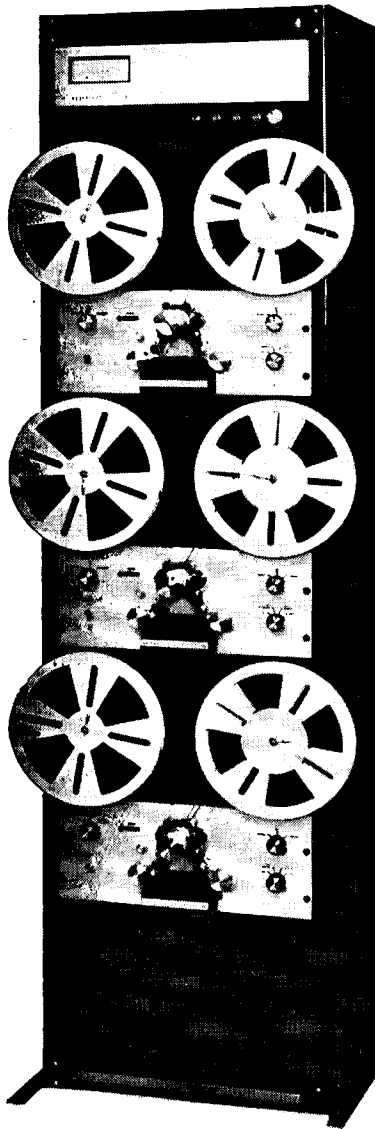
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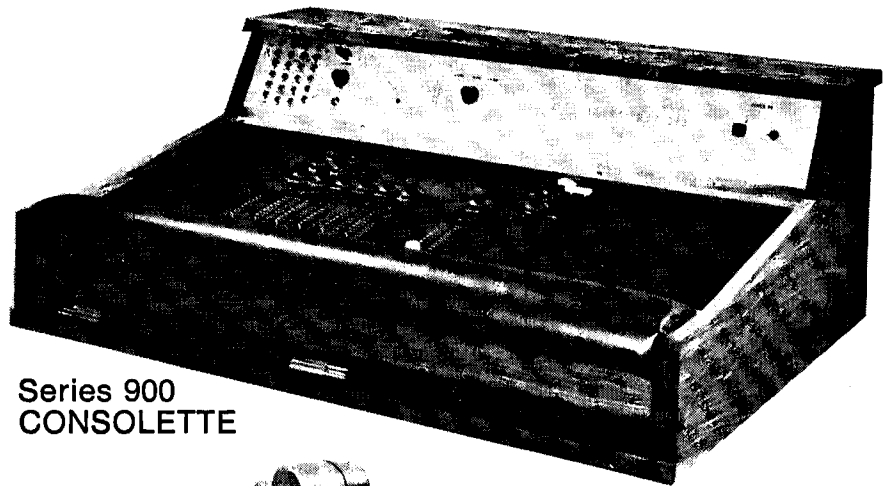


Series 2200
SOLID STATE PORTABLE RECORDER

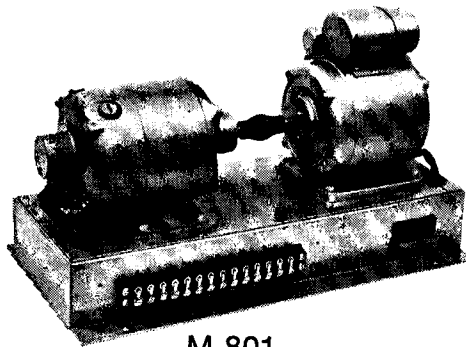
See us at SMPTE Exhibit Booths 69-71.



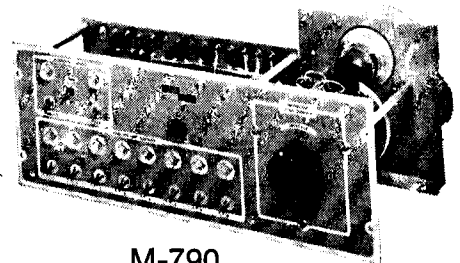
Series 2200
SOLID STATE
REPRODUCER



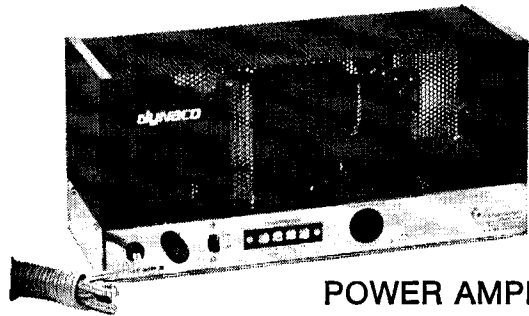
Series 900
CONSOLE



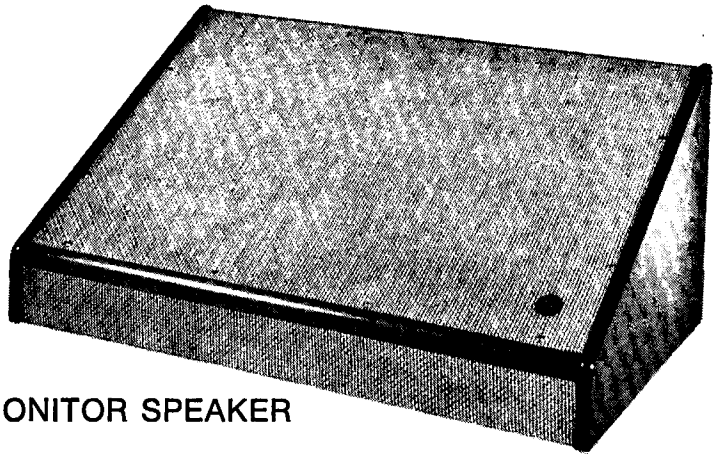
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M-790
DISTRIBUTOR
CONTROL PANEL



POWER AMPLIFIERS



MONITOR SPEAKER



G-936 BULK
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See us at SMPTE Exhibit Booths 69-71.

Instrumentation Marketing Corp. Booth 47
820 S. Mariposa St., Burbank, Calif. 91506

Exhibiting: Photo-Sonics 16mm intermittent cameras; Panasonic closed circuit and tape recorder equipment; TDC film processors; Adtrol Photocorder equipment; Photomatrix automatic exposure controls.

Personnel: Lou Meyer, Dick Freeborg

The Intercraft Corp. Booths 15,16
352 West 45 St., New York, N.Y. 10036

Exhibiting: The 8-plate KEM Universal Editing Table, a highly-advanced modular unit capable of handling 4 transports of pictures and sounds in any combination of 16mm, 17.5mm track, and 35mm at slow, normal and numerous fast speeds; the 2-plate KEM Universal, able to take the picture and composite sound modules of the above 8-plate in 16mm or 35mm; a Video Module for TV monitoring will be shown with these Universal machines. The 6-plate KEM Standard-Rapid, a low-priced editing table available in 16mm or 35mm with mixed sound possibilities. KEM dubbing systems, for every possible sound studio application. The Stellavox $\frac{1}{4}$ -in Pilotone sync-sound recorder.

Personnel: Ulrich Fritzler, Robert Rowen, Peter Wolfert (of KEM, Hamburg, West Germany).

International Audio Visual Corp. Booths 50,51
119 Blanchard St., Seattle, Wash. 98121

J & R Film Company Booth 54
905 N. Cole Ave., Hollywood, Calif. 90046

Exhibiting: Motion picture editorial and film handling equipment and supplies; motion picture and video tape reels, cans, shipping containers and storage racks; voice projector portable public address systems.

Personnel: Mel Bray, Joe Paskal, Ben Bennett.

Kliegl Bros., Western Corp. Booths 61,62
4726 Melrose Ave., Los Angeles, Calif. 90029

Exhibiting: 3000°/3200°K quartz television lighting equipment including new 10-in Fresnel and focusing scoop, Lilliput Twin using 5000°K daylight lamps; portable lighting kit for remotes; lighting control system equipment including remote control SCR dimmers, multi-scene control console, and portable, lightweight six 2400-W dimmer package.

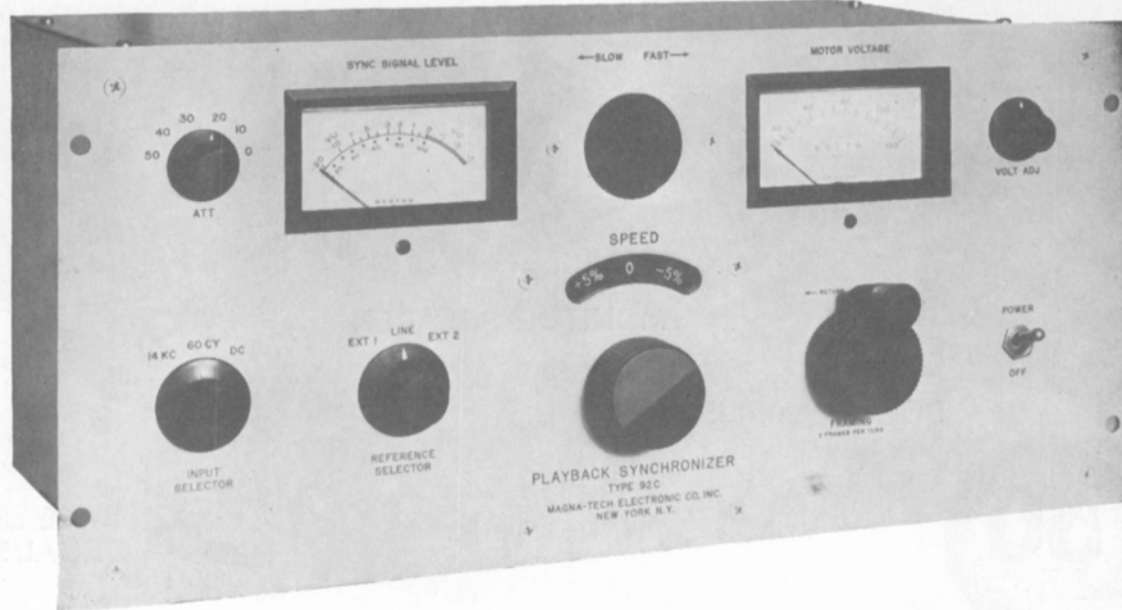
Personnel: Patrick Byrne, George Howard, Bruce Kelley, Gary Montgomery, Eugene Murphy, Edward Schachter, Robert Soller, Kenneth Vannice.

L-W Photo, Inc. Booth 82
15451 Cabrito Rd., Van Nuys, Calif. 91406

Exhibiting: Model 1900 Athena TV film chain projector with camera and monitor.

Personnel: Pat Smith, Geoff Williamson, R. H. Lawrence.

M. T. E. TYPE 92C PLAYBACK SYNCHRONIZER



For all 60 cycles and 14KC Carrier Sync Systems

Operates with single and multi-track studio tape recorders. Speed correction range $\pm 20\%$. Memory Circuit maintains speed, if signal drops out. 50 cycle Sync Generator available for transfer of 50 cycle tapes at 60 cycles power line frequency.

MAGNA-TECH ELECTRONIC CO., INC.

630 Ninth Avenue, New York, N.Y. 10036

Troubled by out-of-focus pictures?

Troubled by emulsion

pile-up in your camera gate?

Troubled by distracting camera

noise when shooting subjects who should not be distracted from what they are doing?

Troubled by cameras that are always in need of repair and adjustment?

If so, switch to Auricon, the only 16mm Camera that guarantees you protection against all these troubles, because it is so well designed! The Auricon is a superb picture-taking Camera, yet silent in operation, so that at small extra cost for the Sound Equipment, it can even record Optical or Filmagnetic sound in addition to shooting your professional pictures.

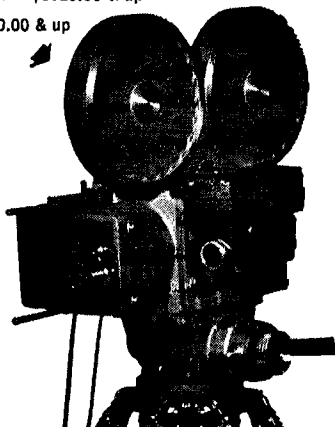


AURICON SUPER-1200, takes 1200 ft. Runs 33 min. \$6425.00 & up

AURICON "PRO-600 SPECIAL," takes 400 ft. Runs 11 min. \$1620.00 & up

AURICON PRO-600, takes 600 ft. Runs 16½ min. \$1820.00 & up

CINE-VOICE II, takes 100 ft. Runs 2¼ min. \$1180.00 & up



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'always gets its man' for law enforcement training films

WGBH-TV is dealing with real-life police work. Actual members of state, city, town and village police forces are the key people on camera. The audience is about as critical as you could find for any crime story—they, too are law enforcement officers. Their reasons for watching the telecasts are far more than entertainment, since the purpose of these films is police training by television.

Producer Steve Gilford asked WGBH's Director of Film Services Roy Brubaker to help emphasize the complete authenticity of the film, "Law Enforcement and Criminal Justice," underwritten by the U.S. Department of Justice. Month after month, this instructional series had to be of consistently the highest quality of film work, with careful attention to fine detail and clarity.

Roy Brubaker's assignments could shift from interior to exterior, from station house to speeding car, city park to alleyway, streets, apartments—wherever the authentic police action took him.

"If you want realism from non-professional performers," comments Mr. Brubaker, "you just start shooting...no ballyhoo, you just do it and you forget about getting a second take because by then your non-pro becomes self-conscious.

That's one reason the 16BL is such a blessing. It is always ready to go—and I don't just mean the quick-change magazines or the automatic slate. I mean, you've got to take for granted things like being on-speed, in sync, and that your magazine is taking up. We assume that an Arriflex will do this, and it does."

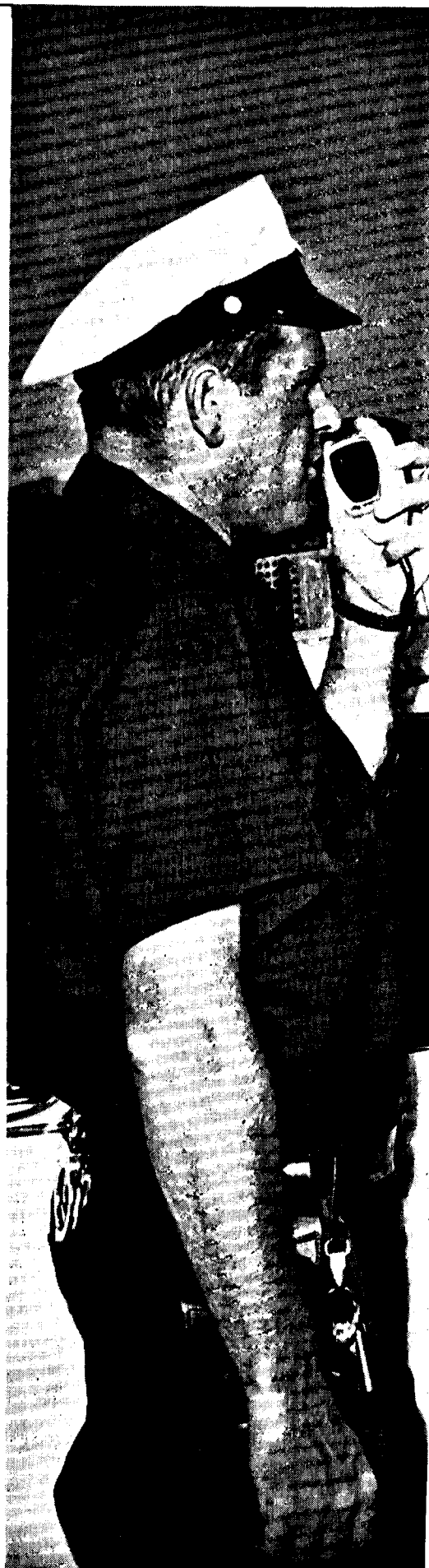
These valuable films are broadcast through WGBH-TV, Channel 2 and WGBX-TV, Channel 44 in Boston via interconnection to law enforcement personnel in the six New England states, New York, Pittsburgh and Washington, D.C. Films for use by groups at the station house are also available. Whether filming policemen or spacemen, versatile Arriflex cameras have repeatedly demonstrated their ability to go into less-than-perfect shooting conditions and come out with perfect footage. Turn one to your advantage on that next assignment.

SEE US AT BOOTHS 76-77-78

ARRIFLEX

CORPORATION OF AMERICA

Woodside, N. Y. 11377



Patrolman, ROBERT MUMZERT

Camera: Peter Hoving, Audiotape: Will Morton



Magnasync/Moviola Mfg. Co., Inc. Booths 69,70,71
5539 Riverton Ave., N. Hollywood, Calif. 91601

Exhibiting: Featured this year, the "Moviola 50" 16mm viewer. Also on exhibit, solid state recorders and reproducers interlocked with a distributor and control panel; a 1/4-in tape to sprocketed film transfer system; a portable, single case record/reproducer for 16mm magnetic film; solid state custom mixing console; solid state displacement recorder; editing machines, rewinds, synchronizers, sound readers and crab dolly.

Personnel: Ted J. Diamond, Walter Mills, George Kendall, Gary Lundberg, G. A. D'Almada, Herb Breitling.

Magnetic TVI Corp. Booths 32,33
716 N. La Brea Ave., Hollywood, Calif. 90038

Exhibiting: Latest Sony video equipment and professional audio equipment, tape recorders, related accessories.

Personnel: Cap Kierolff, John Jacks, Ellis Fertig, Chuck Huber, Omar La Hue, Don Stalker.

Mitchell Camera Corp. Booth 31
666 N. Harvard St., Glendale, Calif. 91204

Exhibiting: Mitchell BNCR; reflex 35mm studio camera; Mitchell S35R; reflex 35mm location and sound stage camera; 16mm high speed Models F2 and F4.

Personnel: James Johnson, Frank Hine, Ron Palmer, Bruce Hill.

Mole-Richardson Co. Booths 6,7,8
937 N. Sycamore Ave., Hollywood, Calif. 90038

Exhibiting: Complete Solarspot family 200-750-2000-5000-10000 W; the Molequartz family, Teenie Mole, Mickey Mole & Mighty Mole; the dichroic family, Molequartz Molefay 1-2-4-6-9-12 light; the Molequartz Super Softlite family 750-1000-2000-4000 and 8000 W; the Molorama Quartz Cyc Strip family 1-2-3-4-6 and 10 light; grip equipment including Century heads and stands, reflectors, scrims; Mole-Richardson special effects, fog-maker, cobweb spinner and wind machine; complete line of accessories for all lamps; 225-A Litewate Brute Molarc.

Personnel: Howard R. Bell, Larry Mole Parker, Michael C. Parker, Dennis V. Parker.

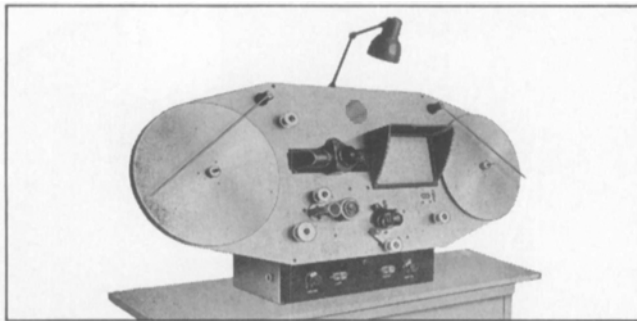
Nagra Magnetic Recorders, Inc. Booth 4
1147 N. Vine St., Hollywood, Calif. 90038

Exhibiting: New models of the NAGRA IV 1/4-in tape synchronous and non-synchronous recorders including the NAGRA IV NQL. Also to be shown are the various accessories available for use with NAGRA IV recorders.

Personnel: Loren L. Ryder, Ronald R. Cogswell, Leon D. Selznick, Leo Chaloukian, Ronald C. Cogswell, Dana Wood, Steven Cogswell.

Oxberry — Berkey Technical Booth 1
25-15 50th St., Woodside, N.Y. 11377

new **LSC** VEDETTE
16mm and 35mm PROFESSIONAL PROJECTORS
for fast, safe, high speed viewing and
inspection of motion picture film



- The ideal machine for film quality control, timing and correction, and release print inspection. Handles negatives, fine grains and prints.
- Visual inspection of both picture and optical sound track. Solid state amplifier for simultaneous monitoring of picture and sound.
- Efficient revolving prism shutter and sharp optics produce bright, clear images without overheating film.

- Smooth, gentle film handling at up to 400 ft./min., without intermittent movement of usual claw or Geneva gear drive. Stable, positive focus. 2,000 foot film capacity.

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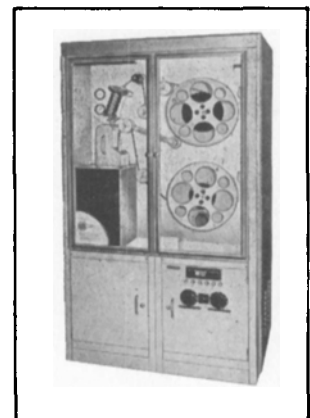
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for MOTION PICTURE FILM • MICROFILM •
MAGNETIC TAPE

Presented The Academy of Motion Pictures Arts and Sciences Award of Merit for Outstanding Technical Achievement.

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- Restores clarity and sound to maximum quality.
- Enhances the entertainment value of motion picture film and improves commercials.
- Assures static free film with color balance undisturbed.
- Cuts projector maintenance costs . . . no dirt or dust carried into gates and orifices . . . less breakdowns.
- Completely automatic . . . requires only loading and unloading.

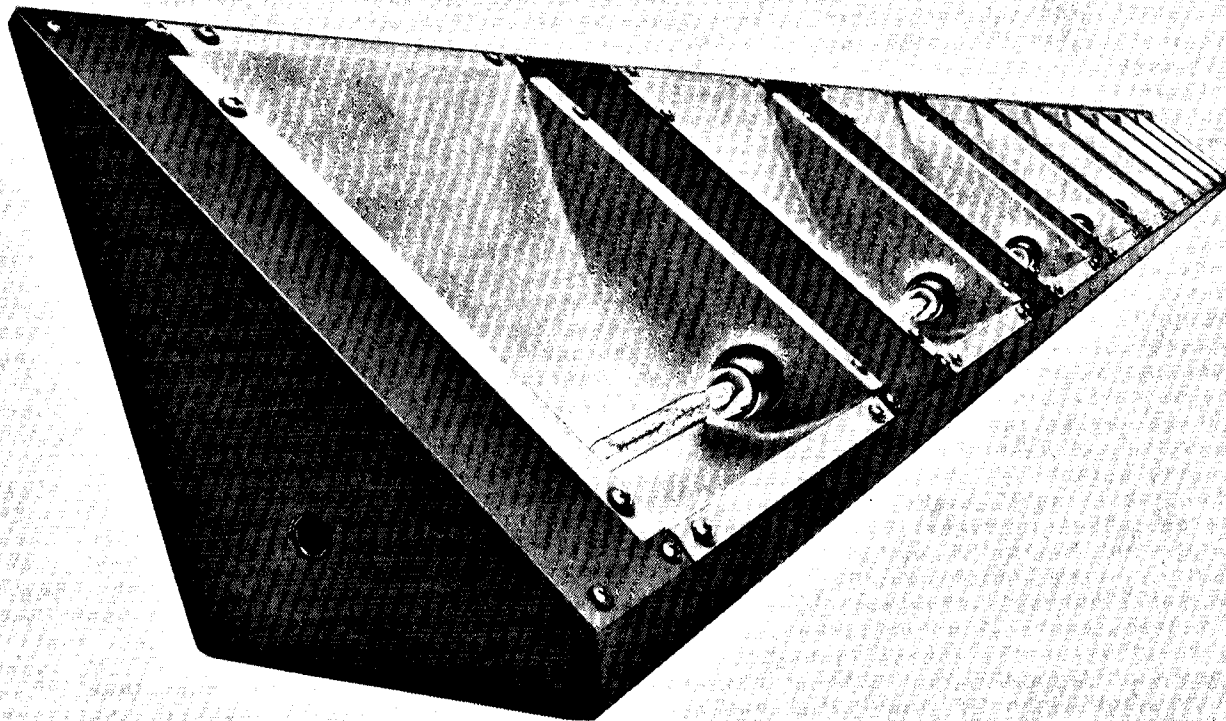


- Costs only 1/20 of a penny per running foot to operate.
- Used by every major motion picture lab in the world.

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Even more important, our unit incorporates a new one-piece reflector design providing a soft, smooth, even distribution of light, while retaining high intensity and high concentra-

tions of light over the cyc background. The housings? Compact and extremely durable in design and construction.

A full range of mounting hardware, gel frames, safety frames and a choice of pin, twistlock and stage plug connectors are available for any

studio requirement.

You're the one we have to please . . .

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New FR-10 will still be "new" when other makes are obsolete.

Only this system gives you every one of the latest operational features. And packs 'em all into a low-profile, space-saving cabinet that fits flat against the wall — in fewer square feet of floor space than any previous system. And, FR-10 alone is ready now for tomorrow's automated accessories.

FR-10 combines everything you've ever wanted in a magnetic film recording system.

Like dual design, for example. Lets you switch from 16 to 35mm — and back again — in seconds, thanks to RCA's unique plug-in sprocket and head assemblies. Speed and equalization changeover are automatic, with only one interlock system needed.

Like silent, selective head switching — so you can update any section of any track without re-recording the whole reel. And exclusive "Unilogic" motor control system lets you choose between using either manual or automatic control.

Like automatic loop setter. It lets you thread up much faster and more easily. FR-10 rewinds — through the sprocket — at 1000 feet per minute, while handling up to 3000-foot reels. And you get complete metering for each channel, too, with up to six tracks available.

On top of all that, FR-10 delivers reliability even beyond what you've come to take for granted from RCA. Along with matchless sound quality, of course. For information, write: RCA Film Recording, 2700 West Olive Avenue, Burbank, California 91505, or 1133 Avenue of Americas, New York, NY 10036. • RCA Ltd., 1001 Lenoir Street, Montreal 207, Quebec, Canada. • RCA Ltd., Lincoln Way, Windmill Road, Sunbury-on-Thames, Middlesex, England. • RCA Ltd., 11 Khartoum Road, North Ryde NSW, Australia 2113.

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RCA Film
Recording

Paillard, Inc.
1900 Lower Rd., Linden, N.J. 07036

Booth 45

Pako Corp. Booths 37, 38
6300 Olson Memorial Pkwy., Minneapolis, Minn. 55440

W. A. Palmer Films, Inc. Booth 68
611 Howard St., San Francisco, Calif. 94105

Exhibiting: Interlock projector-16mm preview projector for running picture and 16mm magnetic soundtracks in interlock during editing and previewing stages of film production. Three models including new stripe machine for TV newsfilm work with facilities for record/playback and transfer from either stripe or 16mm magnetic film; demonstration of interlock projector with TV shutter for interlock film chain use; video recording systems-color film video recording console with solid state optical recording amplifier for single system sound-camera records standard color signals at 24 fps without need of electronic phasing or interlock to 59.64 color pulses. Models are also available for recording on Super 8mm and regular 8mm film with optical or magnetic sound.

Personnel: Richard V. Foster, John Corso, William A. Palmer.

Photo-Sonics, Inc. Booth 46
820 S. Mariposa St., Burbank, Calif. 91506

Exhibiting: Photo-Sonics, Inc. will be demonstrating a complete new line of 16 and 35mm cameras. All cameras feature intermittent pin registration packaged in magazines of various configurations. The variety of cameras will range from high speed instrumentation cameras to airborne strike cameras containing automatic exposure

controls. A new dual iris and shutter control through the taking lens will also be demonstrated.

Personnel: John Kiel, Darrell Lassiter, Russ Bunting.

Jack Pill's Camera Equipment Booth 9
1135 N. Highland Ave., Hollywood, Calif. 90038

Exhibiting: Unique proprietary items facilitating production: Transistorized governor controlled 12-V motor Auricon conversion — 2400 ft of film without recharge from 1½-lb battery, sync pulse, bloop, 13.2 lb; Zoom pod-½ turn of right hand grip with motor control button provides smooth full 12-120 zoom leaving left hand free to follow focus; Sync pulse cassette recorder 4½ lb; Motorized pic-sync conversion; 6000-W portable power under car hood featuring both controlled voltage and frequency output, at 3600 rpm; Equivalent 2000-W output I.A.V. 16mm projectors; Siemens sync motor conversion resolver operation.

Personnel: Jack Pill, Frank Kelly, Edward Engel, Roy Low, Robert Lovelace.

Plastic Reel Corp. of America Booths 55, 56
640 S. Commercial Ave., Carlstadt, N.J. 07072

Exhibiting: PLIO-MAGIC newest type patented film shipping cases, film reels and cans, cases for film strip/phono records, Fairchild type film cartridges, Technicolor type film cartridge boxes, tape cassettes and cassette boxes; PLIO-MAGIC micro-film reels, Reel-Paks, video tape reels, magnetic tape reels, film cores, film processing rollers, bushings and bearings.

Personnel: Hank Herny, Allen Braverman, Vince Carabello, Ron Barenburg, Tony Campagna, Milt Blutter, Walter Elterman.

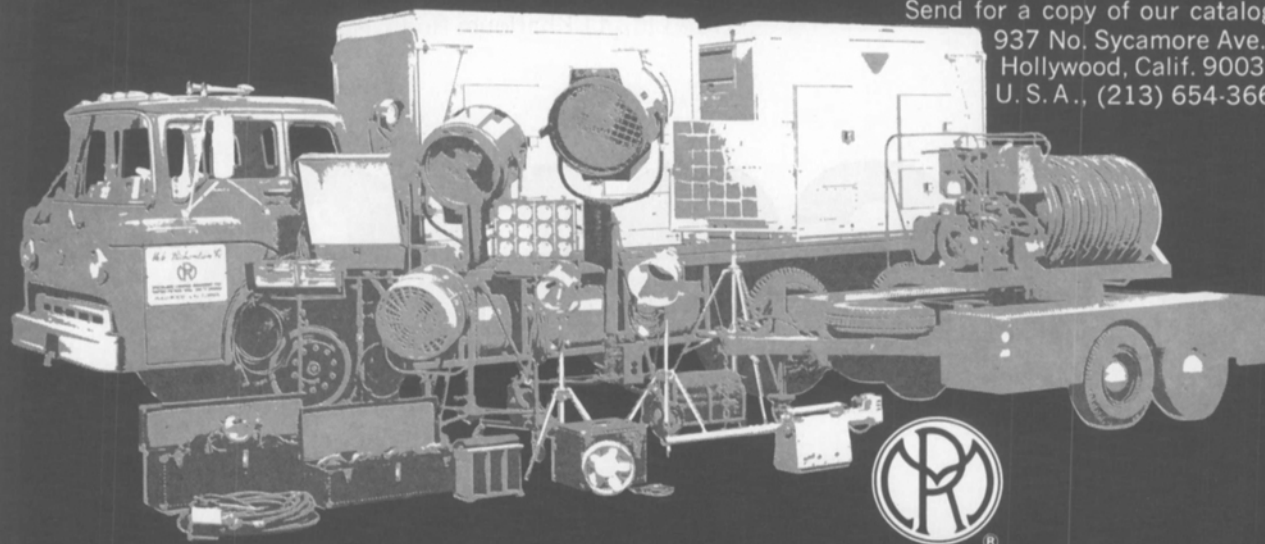
**ASK SOMEONE ABOUT
LIGHTING AND
THEY'LL MENTION...**

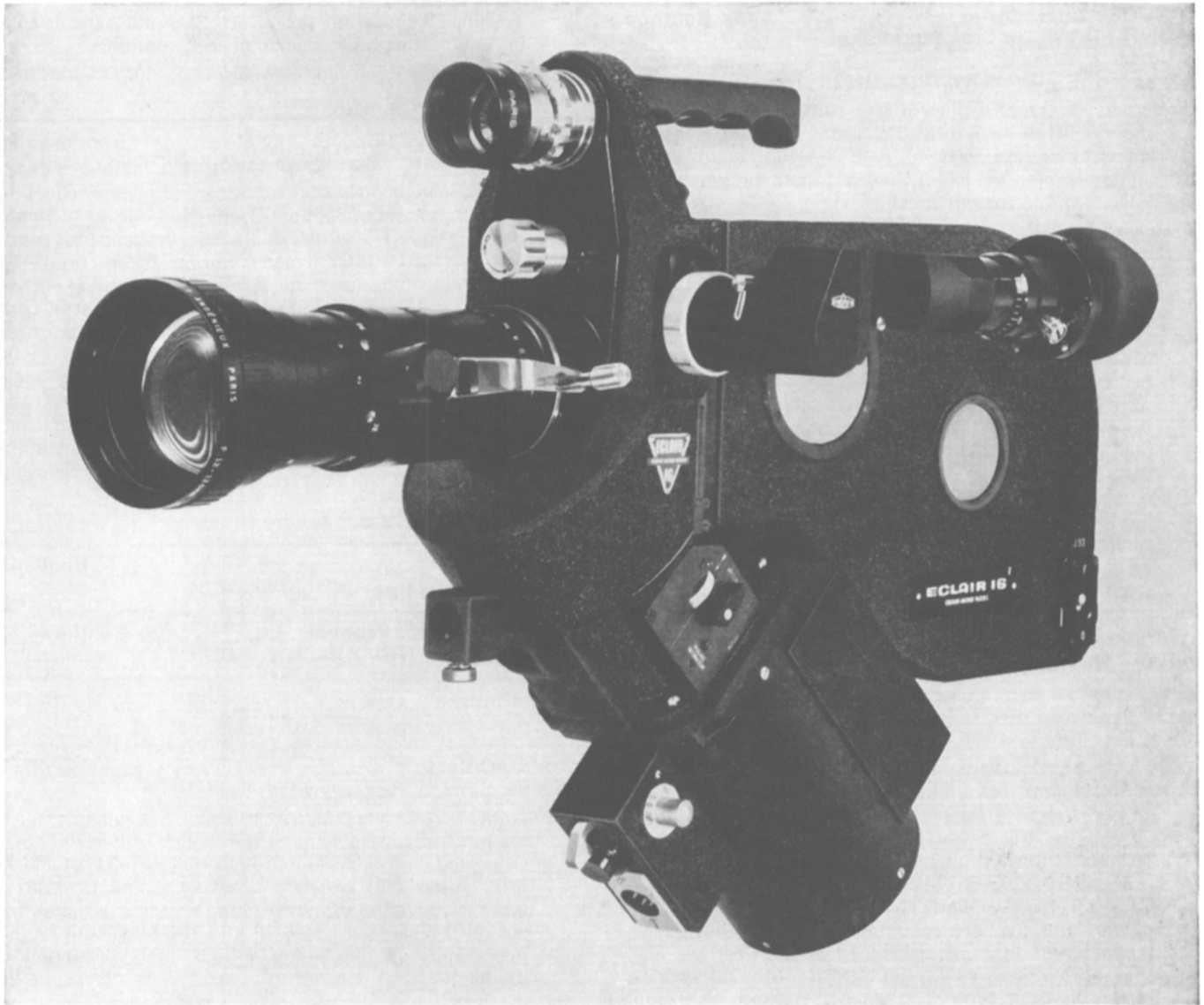
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Not an old design whose noisy movement has been blimped — this is a new design whose silent movement needs no blimp.

Most cameras on the market were designed before World War II. The prototype NPR appeared in 1961. Of course those pre-war designs have since been modified or scaled down from 35mm; but only the NPR's designers have been able to design a new camera from the inside out.

For example: the NPR motor's drive shaft directly turns the shutter, claw and registration pin. No gears; fewer moving parts: the classic formula for quiet running, efficiency and long wear. And the claw is wedge shaped. It slides quietly into the perforation and contacts its bottom edge before the

pull-down begins. Claw chatter isn't audible in the older camera designs; noise from the movement's gears drowns it out. But in the NPR it would have been significant — so the new claw was made a part of the new design.

Ten years ago, 16mm was a dirty word. Five years ago, zoom was another. Hand-held still is, in some quarters. But things change. With the improved emulsions, sharp zoom lenses and lightweight recorders now available, wrapping the same noisy old camera inside a blimp isn't good enough. With the NPR you get blimp-free silence in a camera that weighs twenty pounds

with lens and film. You also get precise reflex viewing, steady shoulder-resting, a rotating two-lens turret, a constant-speed motor with sync pulse generator and a five-second magazine change.

For a free copy of the NPR brochure, just contact Eclair at 7262 Melrose Ave., Los Angeles; (213) 933 7182. Or at 18 West 56th Street, New York City; (212) 247 0350. No obligation.

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Precision Laboratories, Booth 35
Div. of Precision Cine Equipment Corp.

894 East 51 St., Brooklyn, N.Y. 11203

Exhibiting: A complete line of film editing, laboratory and motion picture equipment; Precision "Unitized" synchronizers, Precision viewers, Precision film editors, film slitters, projection lenses, and a 35mm motion picture portable projector will be exhibited.

Personnel: Irwin R. Sheldon.

Producers Service Corp. Booths 12, 13, 14
1200 Grand Central Ave., Glendale, Calif. 91201

Exhibiting: The latest advances in optical printing equipment: Model 104C printer designed specifically for motion picture laboratories, equipped with an additive light source, allows scene-to-scene color correction, fades and dissolves to be combined to produce a "one-light" effect on the new Kodak Color Reversal Internegative film, tape control and 3000 ft. efficiency is featured; Model 102 for special effects and optical houses has conveniently grouped modern controls, an improved follow-focus capability and a new electronic focus attachment which will be available later for all Acme printers; Model 37C step contact printer with special additive color light source and optics guarantees maximum registration in the production of separation negatives.

Personnel: William Valliant, James Wassell, E. B. McGreal.

Rank Precision Industries, Inc. Booth 86
260 N. Rt. 303, West Nyack, N.Y. 10994

Exhibiting: Monital lenses for CCTV — single focal length from 10mm to 145mm in C mount; large aperture lenses 25 and 50mm *f*/0.95; 5:1 zoom lens from 17–85mm to 50–250mm; 8:1 zoom lens from 17–130mm and 24–180mm, motorized and manual control, 8–26mm zoom lens and 12–120mm Vidicon and Plumbicon diasopes; Triplex Telecine equipment for projecting slides, motion picture and live demonstrations on a single system; RPI Varotal low cost broadcast lenses, Varotal XX, Varotal XXII and Varotal XXIII; Monital motion picture lenses 3:1 zoom 8–26mm, 5:1 zoom 17–85mm, 8:1 zoom 17–130mm, two 10:1 zoom 12–120mm, one with a *f*/2 aperture, the other with a *f*/3.3 aperture (all are available in mounts to fit all cameras); RPI Cooke Speed Panchro for 35mm and Kinetel for 16mm; RPI 4½-in *f*/4 high resolution copy lens and assorted special optics.

Personnel: Robert Jones, Gus Dato, Peter Stuart, Roy Goswell, John Turlington, Erich Goodwin, James F. Tennyson, Morton Russin.

RCA Film Recording Booths 58, 59
2700 W. Olive Ave., Burbank, Calif. 91505

Exhibiting: FR-10 master three-track recorder/reproducer and PM-85 dual magnetic playback system, both systems featuring interchangeable sprocket modules permitting easy changing from 16 to 35 mm film and back again quickly and easily, readily adaptable to any forward/reverse interlock distributor; FR-10 includes electronics for update or insert recording.

Personnel: Jack Leahy, Harry Young, Bob Dickinson, Don Havens, Alf Small.

S.O.S. Photo-Cine-Optics, Inc. Booths 88, 89
311 West 43 St., New York, N.Y. 10036

Exhibiting: SOS/Takita reduction printer with additive light source; SOS/Takita continuous Printers; SOS/Takita film slitters; SOS/Tokiwa 35mm portable projectors; SOS/

Toshiba 35mm theatre projectors; SOS and Acmade editing equipment; Moy edge numbering machines.

Personnel: Arthur Florman, Dom Capano, Phil Dewald, Bert Carlson.

Seiki Company Ltd. Booths 25, 26
No. 25 7-Chome, Takinogawa, Kita-Ku, Tokyo, Japan

Exhibiting: Seiki daylight optical high speed picture reduction printers, one set of 35mm to 16mm and one set of 16mm to super 8mm 1–3 format dual image in single pass printing by "BI-OPTIC" lens, featuring steady prints by registration pin, automatic scene to scene color correction, 3 or 4 times high speed printing than that of conventional printers, liquid gate scratch eliminator as optional accessory; Seiki 16mm picture and magnetic sound double head continuous printer, featuring single pass printing and re-recording of picture and magnetic sound to 16mm positive magnetic sound-on film from 16mm original picture and magnetic sound-on film, automatic scene to scene color correction, automatic fade and dissolve device.

Personnel: Hideo Takagi, Saburo Hosaka.

Shure Bros. Booth 42
222 Hartney Ave., Evanston, Ill. 60204

Sylvania Electric Products, Inc. Booths 84, 85
730 Third Ave., New York, N.Y. 10017

Tele-Cine, Inc. Booth 35A
303 W. 42 St., New York, N.Y. 10036

Todd-AO Corp. Booth 73
1021 N. Seward St., Hollywood, Calif. 90038

Exhibiting: A complete range of professional magnetic recording film and tapes including 35mm high output full coat, stripe and clear edge, 16mm high output full coat and ¼-inch, ½-inch and one-inch Low Noise and Low Print tape; introduction of a new 35mm magnetic stripe product on a reclaimed base will give the film industry the opportunity of purchasing a high quality economical product.

Personnel: Don Rogers, Derek Toney, Jack Woltz.

Unilux, Inc. Booths 39, 40
48-20 70 St., Woodside, N.Y. 11377

Exhibiting: Electronic flash—stroboscope lighting systems intended for use in conjunction with both motion picture film and video tape recording; System 500, a 10 flashlamp computer controlled lighting system; prototype of System 700, a single light source, master/slave lighting system; demonstration films and video tapes produced with Unilux flash lighting will be shown.

Personnel: Richard Sequerra, Ira Zames, Arn Lowenthal, William Greenbaum, Frank Westbrook, Steven Hirsh.

Universal Projector Co. Booth 68A
Box 2309 Toluca Lake Station, N. Hollywood, Calif. 91602

Westrex Div. of Litton Industries Booth 72
1136 N. Las Palmas Ave., Hollywood, Calif. 90038

Yardney Electric Corp. Booth 27
40-52 Leonard St., New York, N.Y. 10013

Exhibiting: High energy Silcad and Silvercel batteries, battery charging equipment, Frezzolini battery-operated power supplies and invertors, power belts, battery operated floodlights and other battery operated motion picture equipment.

Personnel: Sheldon L. Feld, Joe Castelli, James Crawford.

Slip the end of a video tape around the hub of one of our new Plio-Magic reels and it won't slip off. An exclusive Tape-Tac coating keeps the tape in place—perfectly flat, snug and secure—until you unwind it. Without slippage, ripples or wrinkles, or damage, either.

Our high-impact reels resist cracking, bending and breaking. And each reel,

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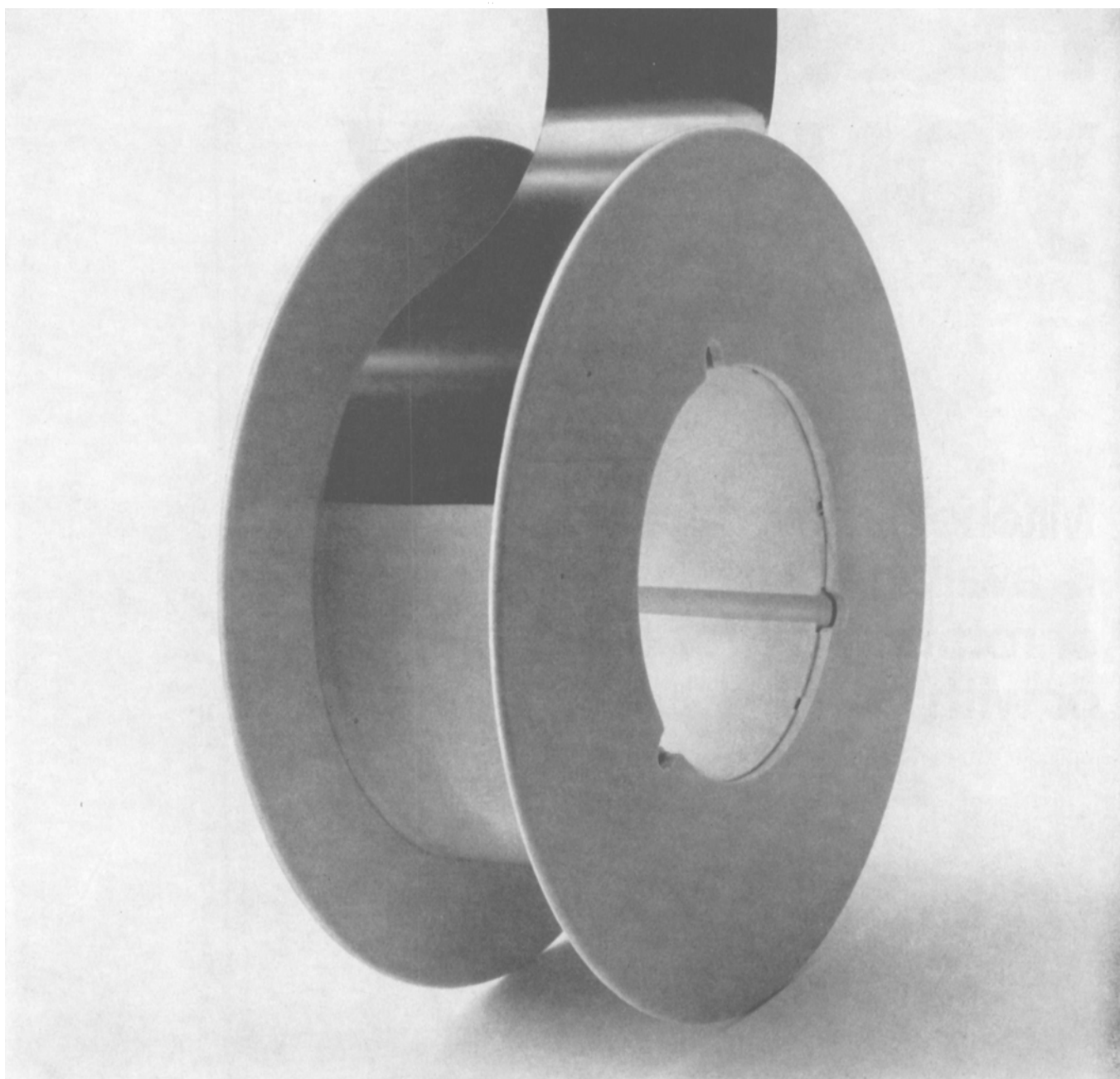
With all this going for it, you would think our new Plio-Magic Tape-Tac video tape reel would be expensive. Think again. It's the *most* economical on the market. Call or write for details.



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**Mitchell's new factory conversion
is available with beamsplitter
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or with both!**

What took us so long to offer a conversion? First, it had to be right.

You know the advantages of a reflex camera as well as we do. Through-the-lens viewing for tight shots. Zooms. Dollies. Too few conversions really deliver with the quiet precision you pros demand.

When we decided to offer a factory-installed BNC reflex conversion, we followed just one rule: *it had to be right*. Making it right took time.

But now, for the first time, you can have the real thing—a genuine Mitchell-installed conversion that gives you the industry's most brilliant through-the-lens reflex viewing. Our conversion gives you maximum flexibility, adapts to the newest film-making techniques.

Rotating mirror or beamsplitter? We give you either or both.

Flexibility is the name of the game in film-making today. That's why Mitchell—and only Mitchell—offers you a BNC reflex conversion that gives you a choice of rotating mirror or beamsplitter. Or order them both.

Our 97% reflective segmented stainless steel mirror rotates in sequence with a standard dissolving shutter. Special optical coating doubles *light transmission*. There's nothing between the lens and film to degrade picture quality or cause light loss to the film.

And our optically engineered beamsplitter sets you up with a reflex system that's ideal for process work. What's more, you can switch over from one to the other and back again.

This is what you get in a Mitchell conversion.

Besides modifying your camera body and blimp housing, we provide new viewing optics and light trap, high-efficiency optical coating on reflex optics for more brilliant viewing, a new camera mounting base equipped to operate internal lights and zoom lens with 115 VAC and 28 VDC independent of main camera power, and a new follow focus system that's compatible with standard lenses and Panavision lenses.

We replace all linings with new vinyl-covered pads over special acoustical materials to make your BNC even quieter. We repaint the camera, blimp and motor housing. We provide new lens housings for use with fixed focal length, zoom or anamorphic lenses, a large sunshade that mounts to the front of the lens housing, an adjustable filter holder and a fixed filter/pola-screen holder.

We even furnish parts and operations manuals for your convenience.

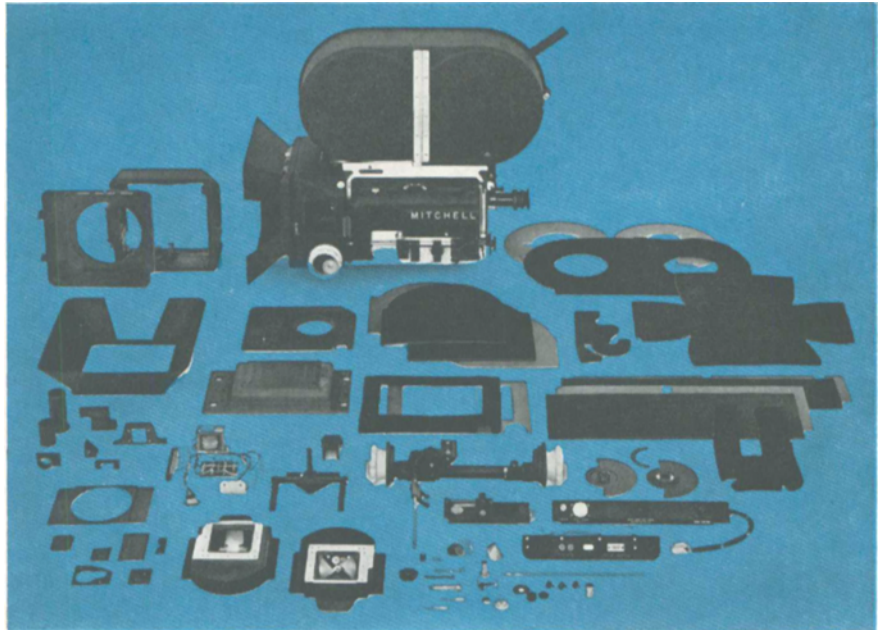
Before we're done your camera's been modified, analyzed and requalified.

Mitchell doesn't stop with the modification. We know your BNC better than anyone else in the world to start with—and we know it even better after giving it a complete inspection and documentation of operational characteristics, including film steadiness, resolution and sound tests. If anything's wrong, we know it—and we tell you.

Now you know why it took us so long to come up with a BNC reflex conversion good enough to bear the Mitchell name. Sorry to have kept you waiting. Write or call now for complete information on the real thing.

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