



**CINE (Council on International Nontheatrical Events)** will hold its Annual Awards Ceremonies Nov. 12-13 in Washington, DC. During the ceremonies Golden Eagle Certificates and prizes won by CINE films in international film festivals will be presented. The winning films will be shown as well as a selection of outstanding international films. Further information is available from CINE, 1201 Sixteenth St., N.W., Washington, DC 20036.

**The 17th Annual Days of Visuals** will be held Nov. 9-10 at Automation House, 49 E. 68 St., New York. The event will be sponsored by National Visual Communications Assn., 420 Lexington Ave., New York, NY 10017. The theme will be Media Explo 70's and discussions will center around the rapid expansion of visual communications through the use of mixed media, including videotapes and cassettes, motion pictures and film strips and slides. The program will include both formal and informal presentations covering such subjects as the production and use of videotapes, preparation of mixed media presentations and the development of slide films.

**The Department of Graphic Arts and Advertising Technology** of New York City Community College, 300 Jay St., Brooklyn, NY 11201, has developed a proposed program providing two years of college training to equip students for the job category of Audio-Visual Technician. The program will provide for 49 class hours and 45 laboratory hours each week for four semesters for 67.5 credits. The entire program will cover such subjects as graphic arts, advanced typography, photo processes, audio-visual equipment and materials, audio-visual techniques, audio-visual photography, audio-visual department management and audio-visual videotape production.

**The American Film Institute Theatre** was reopened September 18 on a full-time basis in the modern 800-seat film theater that forms part of L'Enfant Plaza, south of the Mall in the center of Washington, DC. This follows a successful first season at the National Gallery of Art (*Journal*, p. 135, Feb. 1970). Films will continue to be shown in programs grouped by theme. Two or more contrasting themes will run concurrently. At least one evening a week will be set aside for a rare classic, an experimental work or a special event. Filmmakers will be invited to introduce their work, to lecture and to hold informal discussions with members. The Institute hopes to initiate a course on cinema history in collaboration with local schools and colleges.

L'Enfant Theatre is equipped with 16mm, 35mm and 70mm projection equipment and stereophonic sound system. American Film Institute headquarters are

## Rochester-Toronto "Little Convention"

The 7th Annual Rochester-Toronto "Little Convention" will be held Saturday, November 14, at the Towne House Motor Inn, Rochester. The theme of the program is "Visual Recording and Display, a Glimpse Into the Future."

Convention Chairman is T. J. Murray, Laboratory Head, Color Photo. Div., Eastman Kodak Co., Rochester. Program Chairman is W. L. Stockdale, Photographic Engineer, Eastman Kodak Co., Rochester.

Recognized experts in such fields as EVR, Laser Beam Recording, Large-Scale Visual Recording and Display, Differential Color Encoding and related topics will discuss the impact of these new technologies. Speakers include Lawrence Sliker, International Scanning Devices, who will describe "A Flat-Screen Television Viewing

Device"; Richard Dubbe, 3M Co., Mincom Div., whose topic is, "The Chromabeam System for Transferring TV to Motion Picture Film in Color"; and R. Walker, CBS Television Network who will speak on "Laser Beam Recording." Other prominent speakers from the visual recording field will discuss related subjects.

In addition to Murray and Stockdale, other Chairmen of the Convention are: Finance, R. C. Gearhart, Eastman Kodak Co.; Arrangements, R. H. DeMoulin, Eastman Kodak Co.; Registration, H. L. Blitzer, Eastman Kodak Co.; Publicity, C. M. Wall, Eastman Kodak Co.; Publications, H. R. McNair, Eastman Kodak Co.; Ladies Program, Mrs. A. L. Williams.

The Ladies Program will include a tour and luncheon at the Memorial Art Gallery followed by an afternoon visit to the Strassenburgh Planetarium.

at 1815 H St., N.W., Washington, DC 20006.

**The Learning Directory**, a new, computer-developed single-source reference for educational materials has been published by Westinghouse Learning Corp., 100 Park Ave., New York, NY 10017. The *Learning Directory* (7,000 pages - 7 volumes) is computer compiled and organized and contains information on more than 200,000 items from some 1,000 sources. The new directory has a simple subject reference system, eliminating time-consuming cross-references. More than 200,000 separate teaching materials are organized into 47 media descriptions including books, filmstrips, maps, audiotapes, 8mm and 16mm films, games, discovery learning kits, videotapes and multi-media packages. A "keyword index" permits extensive cross listings involving several topics and key words. The *Learning Directory* is priced at \$90.

**On Film** is a new magazine, the first issue of which appeared in September. The new magazine will contain in-depth studies of directors and critiques of both old and new motion pictures. It will also have articles on film technicians, including cameramen and will discuss new techniques. Senior Vice-President and Creative Director is Bill McCaffery, 605 3rd Ave., New York, NY 10016. Editors are Tom Russell and Jeff Pollack. The publisher is Jean-Pierre Jordon.

**Standards and Practices for Instrumentation (3d ed.)** is available from Instrument Society of America (ISA), 400 Stanwix St., Pittsburgh, PA 15222 (price, \$30). The revised and enlarged third edition contains full texts of 32 current ISA Standards and Recommended Practices covering the subject areas of Testing and Measurement, Coding and Terminology, Installation, Calibration, Symbols, Specification Forms,

Tables, Dimensions and Design. The book also contains information on 800 related instrumentation Standards, including 650 abstracts of Standards developed by 52 United States Standards organizations and 150 titles of Standards published by the International Organization for Standardization (ISO), the International Electrotechnical Commission (IEC) and the Pan American Standards Commission (COPANT).

**A home study course in photo technology** is described in *Focus on Your Future*, a 24-page booklet illustrated in color and black-and-white available from National Camera Technical Training Div., Dept. KS, Englewood, CO 80110. The booklet gives an outline of the home study lessons. Students (both resident students and those studying at home) are instructed in the servicing of both still and motion-picture cameras. Various careers available to photographic technicians are described.

**Photo-Tech Book Sales Co.**, 7211 Santa Monica Blvd., Los Angeles, CA 90046, is a new firm specializing in sales of publications covering the art, craft, technology and history of photography. The firm now has a list of more than 1,000 publications and expects to expand its inventory to some 3,000 titles, including rare and out-of-print books. The firm will issue bimonthly catalogs and bulletins covering news media reprints of new books, albums, technical papers and other data. Head of the new firm is Troy Reins, who was formerly with F&B/Ceco and S.O.S. Photo-Cine-Optics.

**Video Tran Inc.** is a new organization, located at 3200 W. Westlake Rd., Glenview, IL, formed to convert videotape to 16mm motion-picture films. The firm will use 3M equipment which utilizes an electron beam scanning technique which produces a high



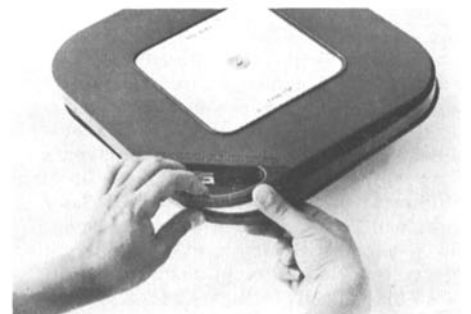
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resolution picture. Other services will include videotape duplication and film-to-tape transfer services. Jack Cook is President and Chief Executive Officer of the new firm.

**Calvin Communications, Inc.**, will hold its 25th annual Motion Picture Workshop Feb. 1-3, 1971. The Workshop will be held on the Calvin sound stages and throughout the company's facilities at 1105 Truman Rd., Kansas City, MO. The Workshop program will review basic procedures in all phases of motion-picture production and will examine many of the newer aspects and developments occurring within the industry, including electronic video recording (EVR). Further information is available from Ron Miller, Workshop Chairman, Calvin Communications, Inc., 215 West Pershing Rd., Kansas City, MO 64108.

**Hope Reports**, 58 Carverdale Dr., Rochester, NY 14618 (*Journal*, p. 469, May 1970) has announced availability of four reports. *AV-USA 1969—Full Report* presents a complete analysis of products and markets of audio-visual equipments and materials, nontheatrical films, electronic devices and related media. The report includes an index and contains 64 pages, 30 tables and six figures. It is priced at \$85 (\$88 via airmail outside the United States and Canada).

*AV Summary 1969* presents highlights of the year. It contains 12 pages, four tables and two figures. It is priced at \$10 (\$11 via airmail outside the United States and Canada).

*AV in Education 1969* is an excerpted version concentrating on AV media utilization in four related markets—schools, community, medicine and religion. Some lasting and some disappointing results of Federal aid to education are pointed out. The report contains 24 pages, seven tables and two figures. It is priced at \$35 (outside the United States and Canada, via airmail, \$37).

*AV in Business and Government 1969* analyzes the markets of industry and government including the effects of the economic slowdown. The report also analyzes AV from the user standpoint with the emphasis on applications. It contains 24 pages, seven tables and three figures. It is priced at \$35 (via airmail outside the United States and Canada, \$37).

**Laser Film Corp.**, 1600 Broadway, New York, NY 10019, has announced production of the first hologram motion picture under license granted by Holotron Corp., a subsidiary of the E. I. DuPont de Nemours Corp. and the Battelle Memorial Institute. Motion pictures made entirely with laser light will be produced with three-dimensional effect (without glasses). The license covers the field of motion pictures in split-beam holography. In this system, a portion of the laser beam is directed at the subject and a portion of the beam carries over to a mirror where it is reflected to the camera. Thus, the light path coming from the subject and the light path reflected from the mirror collide at the camera and their interference is recorded on the emulsion. The emulsion (virtually the same as used

for ordinary photographs, but of higher resolving power) is then developed, and when a laser light is shined through this film, the light path that commenced from the original subject is reconstructed in all its details and dimensions.

Projection of the completed motion picture is at present possible only to audiences of limited sizes (50 to 100 persons). Work now underway on versions for larger audiences is expected to result in hologram motion pictures that can be seen by audiences of 400 to 600 persons.

**BASF Systems, Inc.**, Crosby Drive, Bedford, MA 01730, has opened a 40,000-ft<sup>2</sup> Distribution Center at that address to serve as the company's central warehouse and shipping center. The new warehouse is a one-story concrete structure with a special air-conditioned storage area for temperature-sensitive tape, an office area, six load-leveling truck docks and a truck parking area. BASF Systems manufactures and distributes audiotapes, cassettes, cartridges, computer tape and disc packs.

**International Video Corp.**, 675 Almanor Ave., Sunnyvale, CA 94086, has opened a new district office in Toronto. The new office will serve the Ontario broadcast industry and will maintain service facilities for IVC education, industrial and cable TV distributors in Canada. The new office is located at 1770 Albion Rd., Rexdale, Ont. Robert Cezar, formerly a field engineer in IVC's Montreal office will be in charge of the new district office.

**Visual Instrumentation Corp.**, 549 Glenoaks Blvd., Glendale, CA 91202, has been appointed sole distributor in that area for Milliken high-speed cameras and video film recording equipment. The firm will also market Teledyne Camera System's dealer line of Nova high-speed cameras and Panasonic closed-circuit equipment. Other represented products include L. M. Dearing timing systems, Winter mounts and lens supports, Quick-Set tripods, ColorTran lighting equipments, Steinwood timing generators and Rebikoff underwater products.

**Pako Corp.**, 6300 Olson Memorial Highway, Minneapolis, MN 55440, manufacturer of automated processing systems, has acquired Photo-pic Systems, Inc., 100 Ave. of Americas, New York, NY 10003. Photo-pic President, Thomas A. Schneider will continue as President and Chief Operating Officer of the wholly-owned subsidiary.

**Rapid Film Technique, Inc.**, 37-02 27th St., Long Island City, NY 11101, a firm of film rejuvenators known as "The Film Doctors" is expanding its services to include storage and distribution of theatrical and TV films. The firm has acquired 15,000 ft<sup>2</sup> of space in a fireproof building located near the rejuvenation laboratories. The installation includes temperature and humidity controls to maintain proper conditions for film storage. The firm's rejuvenation services are described in literature available from Rapid Film Technique, Inc., P.O. Box 402, Radio City Sta., New York, NY 10019.

**Telemation, Inc.**, 2275 S. West Temple, Salt Lake City, UT 84115, has acquired Audio-Video Industries, which will become a new subsidiary known as Telemation East, Inc., with offices in Washington, D.C., Cambridge, Mass., and Norwalk, Conn. District Manager of the new firm is Joseph S. Bottali, formerly Manager, Indirect Sales for Philips Broadcast Equipment Corp. in New Jersey and Eastern Regional Manager for International Video Corp., Washington, D.C.

**Telemation Sales, Inc.**, a subsidiary of Telemation, Inc., 2275 S. West Temple, Salt Lake City, UT 84115, has established a branch office in Las Vegas, Nev. George J. Ferguson has been appointed Sales Engineer in charge of the new office. The new office will provide direct sales, system design and installation and maintenance services for closed-circuit and broadcast TV. Telemation equipment will be available for rental or leasing.

**Tech Films Corp.** has moved to new facilities at 222 Arsenal St., Watertown, MA 02172. It was formerly located at 1484 Main St. in Waltham, Mass. The newly located laboratory has facilities for developing Eastman Ektachrome Film Type 7252 (ECO-3) as well as other printing and processing services.

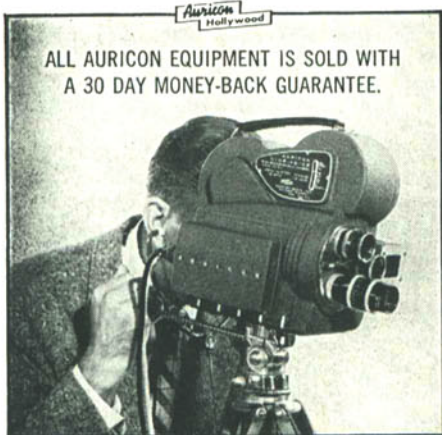
**Metro/Kalvar, Inc.**, has opened a new regional office in the Westmoreland Bldg., Old Orchard Rd., Skokie, IL 60076. James L. Wassell has been appointed Midwestern Sales Manager with headquarters in the new office. He was formerly General Manager for Hollywood Film Co.

**Alan Gordon Enterprises Inc.**, 5362 N. Caahuenga Blvd., North Hollywood, CA 91601, has been appointed a distributor for RCA audio-visual equipment. The equipment will include 16mm self-threading sound projectors.

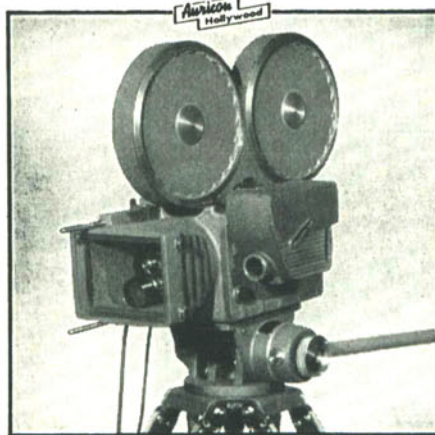
**Kalart Victor Corp.** is a new firm formed by the merger of Kalart Company, Victor Animatograph Corp. and Craig Inc. Kalart was first filed as a tradename in 1922 by Morris Schwartz, present Chairman of the Board. Craig, Inc., acquired in 1950, and Victor Animatograph Corp., acquired in 1956, have been operated as divisions of the Kalart Company. Trade names of various products, including the names of Craig and Victor, will continue as brand names for product identification. All business operations will be carried on under the new name, which is expected to simplify identification.

A new laser that emits light in colors that cover nearly half the visible spectrum has been developed at Bell Telephone Laboratories through the use of an unique chemical reaction. The reaction, termed "exciplex" or excited state complex, occurs in certain lasing materials known as organic dyes. This reaction is used to adjust or "tune" the new laser so that it will emit light in a range of colors from near ultraviolet to yellow, a range four times broader than tunable emissions from any other

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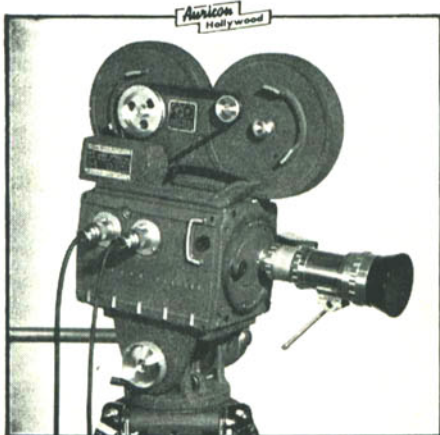
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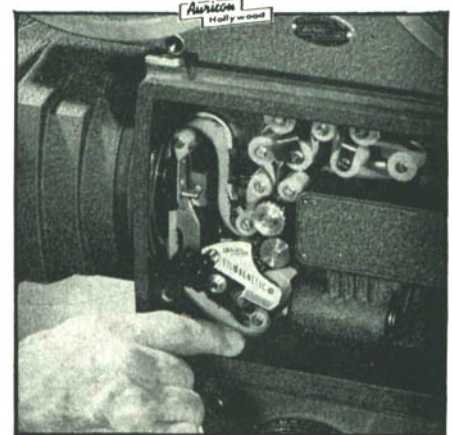
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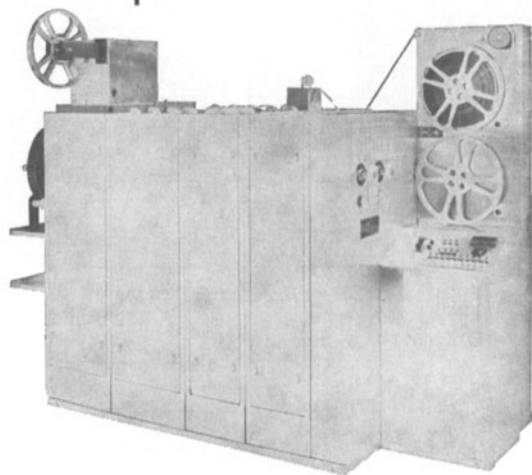
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single dye laser. The key to this tunability is a reversible chemical reaction that forms the exciplex. Unlike normal chemical reactions, an exciplex reaction takes place only when the molecules of the dye are in an electronically excited state, just before the emission of light. The molecules are excited by directing light pulses into the dye solution. This is called optical pumping and it can be provided by a flashlamp, a gas laser or a solid-state laser. Once excited, the molecules of the dye react with a chemical present in the solution and another form of the dye is created, this being the exciplex.

By suitable adjusting of the chemical composition of the dye solution, a certain number of molecules can exist in exciplex form simultaneously with a certain number of normally excited molecules. Either of these two forms is able to emit laser light and each form has its own range of wavelengths. When a dye, such as 4-methylumbelliferone is used, the tuning range, which includes colors from the near ultraviolet to yellow, is 1760 Å wide. Previously known organic molecules exhibit a tuning range less than 400 Å wide. Once its light is given off, the exciplex form of the dye becomes unstable and reverts back to its original form. Nevertheless, exciplex forms can be created continuously as long as the dye molecules in the solution are excited by optical pumping.

**Ralph D. Whitmore, Jr.**, has been appointed Technical Director for Hollywood Film Co., 956 N. Seward St., Hollywood, CA 90038, it was announced by Harry Teitelbaum, HFC General Manager. Mr. Whitmore was formerly Chief Engineer of M.G.M. Laboratories. He has also been associated with Oxberry Corp. and Du Art Film Laboratories.

**J. W. Cosby**, who was recently appointed Chemical Products Marketing Manager for the Carbon Products Div. of Union Carbide Corp. after 16 years as arc carbon salesman and Marketing Manager (*Journal*, p. 746, Aug. 1970), has been chosen Man of the Year by NATO of New York State. In his acceptance address, he noted that "Union Carbide and the movies have sort of grown up together." He gave a brief historical outline of the use of carbons for lighting, beginning in 1880 when the arc carbon was used for lighting the Public Square in Cleveland, Ohio. "It was this same light source," he said, "that found its way into the nickelodians in the first movie houses in the country . . . when silent pictures gave way to the talkies, we had to find a way to quiet the arcs a bit. . . . When Technicolor came along, we had to worry about color balance. . . . High-intensity carbons were developed for the long light throws demanded by the advent of drive-ins and ignitors have been perfected, pointing the way to the automated theater of tomorrow . . ."

**Robert B. MacLeod, Jr.**, has joined TLA-Lighting Consultants, Inc., 72 Loring Ave., Salem, MA 01970 as a designer. He was formerly with Sylvania Lighting Products in Danvers, Mass. In his new post he will have responsibility for designing industrial lighting products and installations.



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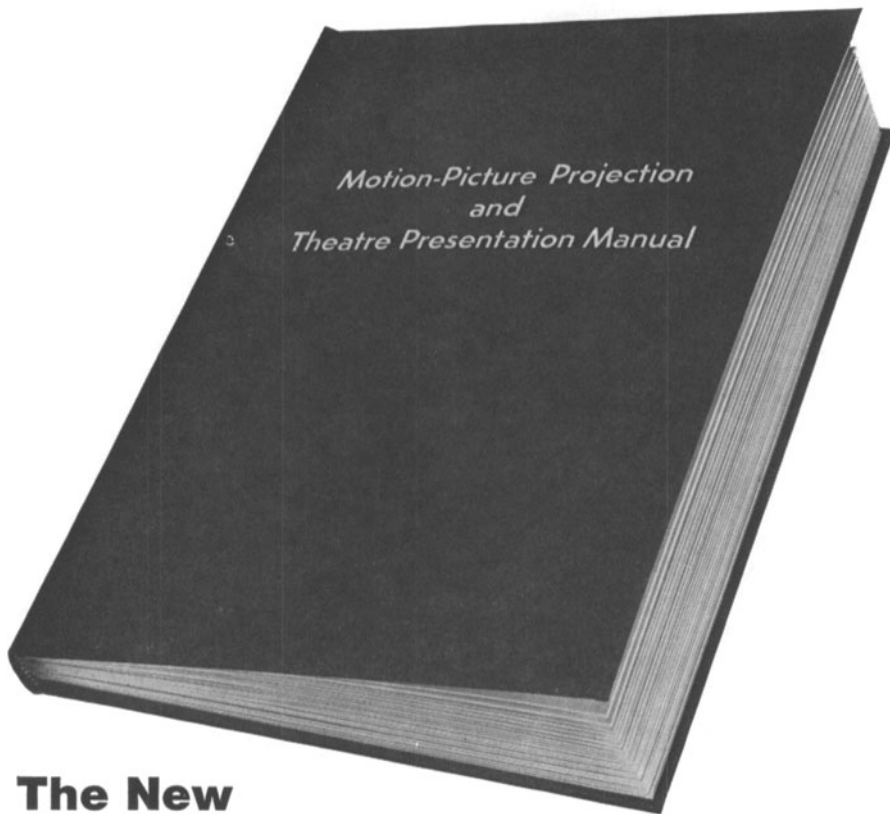
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**Society of Motion Picture  
and Television Engineers**  
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William H. Butler has been appointed General Manager of CMX Systems, 653 Vaqueros Ave., Sunnyvale, CA 94086. He was formerly Director of Product Management and Assistant to the Executive Vice-President of Memorex Corp. CMX Systems was formed as a joint venture by CBS and Memorex to develop and manufacture advanced TV equipment and systems. In his new post, Mr. Butler will direct an engineering and management staff drawn from both parent corporations.

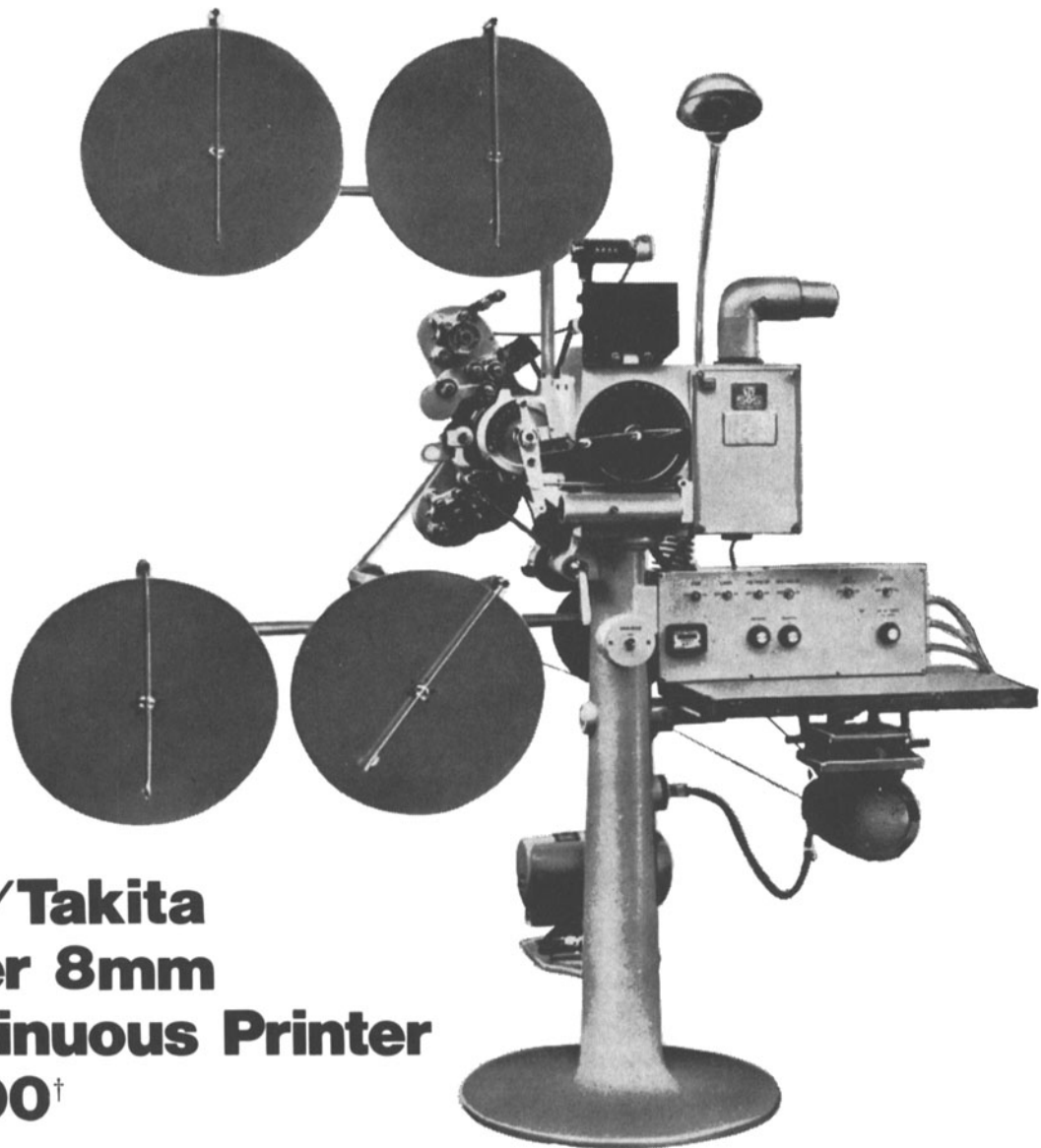
George R. Bakker has been appointed Midwest Region Sales Engineer for Video Products Div., Ampex Corp., 401 Broadway, Redwood City, CA 94063. His headquarters will be the Ampex sales office in St. Louis, Mo. Mr. Bakker joined Ampex in 1969 as Branch Manager for the Educational and Industrial Products Div. In his new post he will be responsible for sales of Ampex TV equipment in Missouri, Nebraska, Kansas, western Iowa and southern Illinois.

Three new sales representatives have been appointed in the Motion Picture and Education Markets Div. of Eastman Kodak Co. James F. McKay has been assigned to the Southeastern Region with headquarters in Atlanta, Ga. He has been with Kodak since 1965. Jerome T. McGarry has been assigned to the Pacific Southern Region with headquarters in Hollywood. Francis X. Millor has been assigned to the Pacific Northern Region with headquarters in San Francisco.

Michael A. Moscarello has been elected President and Chief Executive Officer of International Video Corp., 675 Almanor Ave., Sunnyvale, CA 94086. He was previously Vice-President and General Manager of Philco-Ford Corp.'s audio-video division in Philadelphia where he was responsible for the design and manufacture of electronic products. International Video Corp. manufactures and markets color TV cameras, systems and videotape recorders.

Merrill A. Trainer retired from RCA Corp. on August 1 after 43 years of service. He had spent most of his career in the broadcast equipment area. He was Manager of Customer Relations, RCA Commercial Electronic Systems, Camden, N.J., at his retirement.

Paul A. Kaufman has been elected President of Du Art Film Laboratories, Inc., 245 W. 55 St., New York, NY 10019, it was announced by Irwin Young, Chairman of the Board. Mr. Kaufman has been with Du Art since 1938 and served as Executive Vice-President.



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# Fouad Said's Cinemobiles and Arriflex 35:

## Academy Award Winners combine to slash costs



Cinemobiles, the complete movie studios on wheels, are revolutionizing location production while lowering costs. "The output of the Cinemobiles," stated their creator, Fouad Said, "is now more than any single studio in the world." It's understandable, in view of the vehicles' system of getting personnel and equipment to location as a single unit, doing the job more efficiently, and moving on quickly to the next location.

One would think that the Cinemobiles' practicality and stunning success would have been obvious from inception. But when seeking

underwriting from the majors five years ago, Mr. Said found his concept was too radical to win their confidence. The turning point came when he met Sheldon Leonard, in the process of planning his "I SPY" TV series. "Sheldon wanted the total authenticity of location shooting," continued Mr. Said, "and he saw the potentials of the Cinemobile right away."

Mr. Said built his Mark I Cinemobile, a 16 foot Econoline modified with eleven access doors and customized compartments for all of the equipment. Its contribution was startling. "We could move locations up to eight times a day, compared to the usual two. We were able to shoot 13 pages of script daily, compared to the usual average of six."

Now proven, requests for Cinemobiles began to pour in from major producers. "They are confident we save them 20 to 30 percent in costs," relates Mr. Said. Thus an entire family of Cinemobiles has thrived, 23 in operation by mid-1970, including the awesome Mark V that carries actors and crew of 38 in its top deck, and complete filming facilities below. Lightweight, fast-handling equipment is, of course, the substance of production hardware, including the new 28 pound Xenon lights which deliver more illumination than 135 pound Brutes; battery-powered sound recorders; and 35MM Arriflex cameras in profusion.

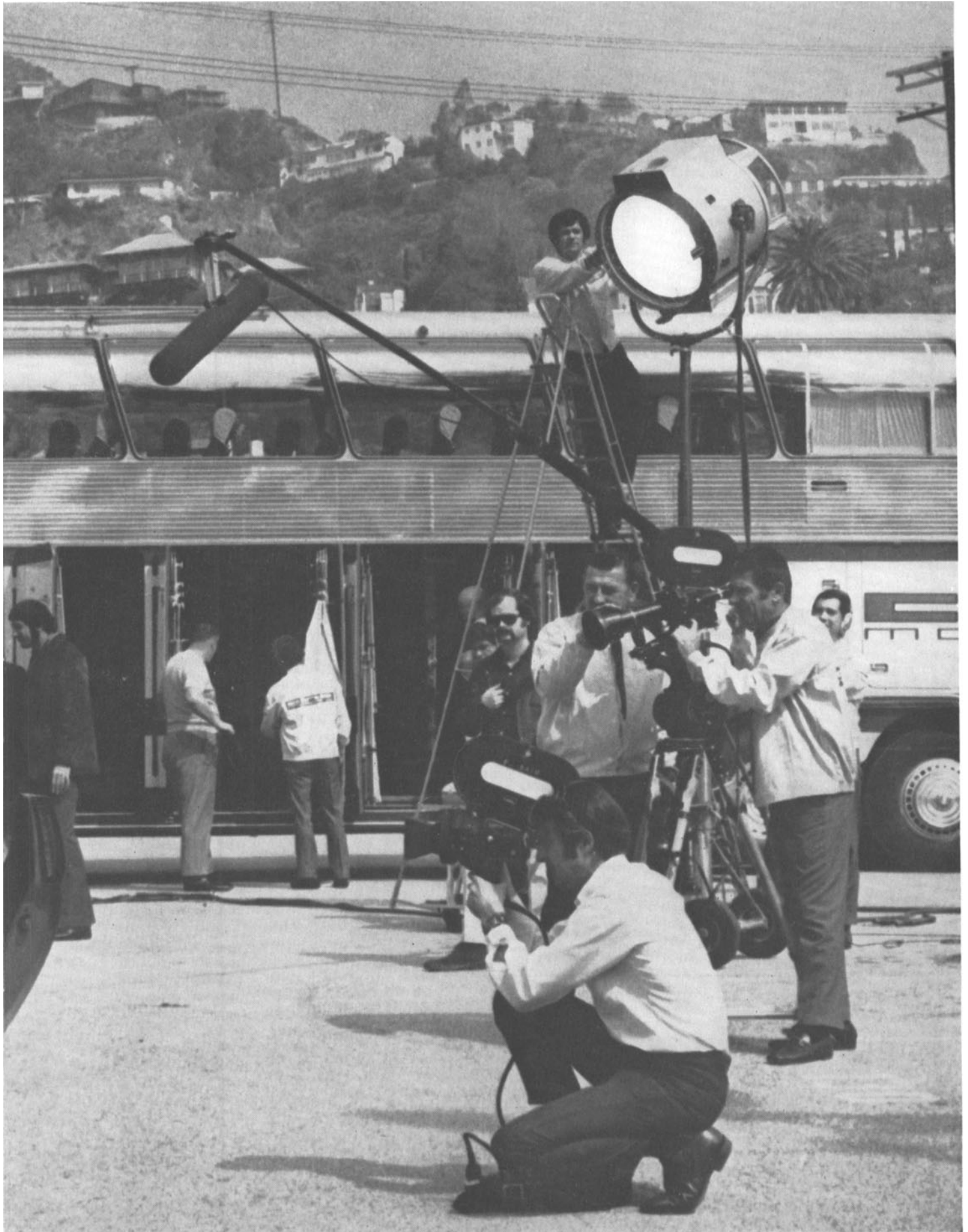
Fouad Said concludes, "Without the Arri, there just couldn't be any Cinemobile. It's the only camera with full professional features that can travel like this, and set up so quickly: that's versatile enough to do all the things required—hand-held shots, slow motion, small or big film loads, sync-sound shooting with lightweight blimps. It's really the common denominator of our fast-moving, go-get-it Cinemobile operations."

The Cinemobile has something else in common with the Arriflex: its recent endowment with an Academy Award of Merit for outstanding achievement. The Arriflex was honored with a similar award in 1966. Cinemobile and Arriflex—together they put fully professional, totally adaptable capability into the settings that really count.

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Director of Photography, Richard C. Glouner, and his crew testing the Cinemobile Location Studio for use on his next feature film.