

## New SMPTE Publications

**Proceedings of the Symposium on Super 8 Film Techniques** was published early this year by the Society. The symposium was part of the 106th Technical Conference held in Los Angeles in October 1969. The authors presented papers on topics such as super-8 standardization, markets, cartridges and cassettes, soundtrack methods, education, production considerations, and printing techniques. A transcript of the discussion following the papers has been included in the *Proceedings* together with a Bibliography of related papers from the *Journal of the SMPTE*. This paperbound book is available from the Society Headquarters at \$2.00 a copy (no discounts).

**Color Television: Selections from the Journal of the SMPTE**, a collection of papers covering fundamental aspects of color television technology was published in July 1970. Emphasis has been given to papers covering important principles and concepts which change relatively slowly, if at all, compared with the rapid evolution of technical equipment. The book is useful as both a tutorial and a reference volume.

The six sections of the book comprise a total of 27 papers. Major subjects covered are: Basic Color; Color Television Systems; Color Film; Color Television Cameras and Studio Practices; and Color Television Broadcasting Facilities and Measurements. Supplementing the reprinted papers is a complete index of all other papers on television which have been published in the

Journal of the SMPTE through December 1969. Price of the book is \$7.50, with the normal discount to SMPTE members, libraries and booksellers.

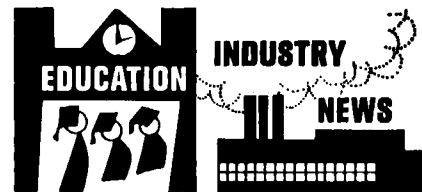
**Proceedings of the Ninth International Congress on High-Speed Photography**, edited by William G. Hyzer and William G. Chace, is an 800-page document of the Congress held last August in Denver. Subject areas that are included in this volume are holography and image-dissection cameras, lasers, rotating mirror and streak cameras, image-converter cameras, light sources and x-rays, and high-speed photographic applications. In addition to the presentation of the technical papers, the *Proceedings* includes all pertinent discussion of the papers that occurred during the technical session, and a current bibliography on high-speed photography.

The Society will publish this book in December 1970. Those interested in purchasing the *Proceedings* may order it from the Society Headquarters at \$40.00 a copy. The normal discounts are extended to SMPTE members, libraries and booksellers.

### New Journal Subscription Rate

In accordance with the increase in dues for membership, the *Journal's* subscription rate has also been increased. The Executive Committee on the Board of Governors authorized the increase on August 1, 1970. Members will continue to receive the *Journal* as part of their membership privileges.

Effective January, 1971, subscriptions are available to nonmembers at \$26.00 a year. (Outside the continental United States, add \$1.00 for postage.) Single copies of the *Journal*, including available back issues, are \$2.50 for one-part issues and \$3.00 for special two-part issues. A 10% discount is allowed to individual members and accredited agencies on orders for subscriptions and single copies.



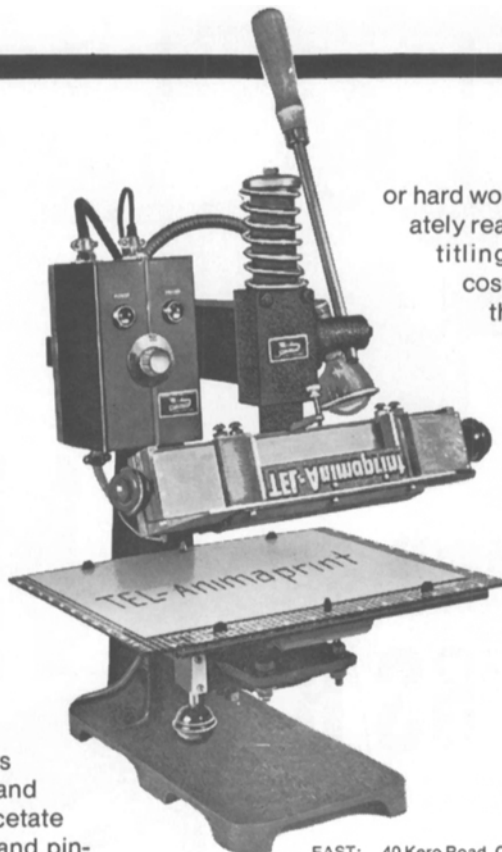
**Television Production From the Inside**, a new course being given at the University of Southern California, covers innovative developments in ideas, equipments and techniques resulting from new approaches to television production. It is sponsored by the Society's Committee on Education in cooperation with USC's Division of Cinema and University College. Classes began September 23 and will continue through January 16. The course instructors are all specialists in various aspects of television production, among them, Joseph Bluth, Robert Boatman, John Freschi, Tim Kiley, E. Jay Krause, Jerry Green, George La Fountaine, Richard Mann, Steven Orland, Mary Pasetta, Tom Schamp and Lon Stuckey. The first guest lecturer was John

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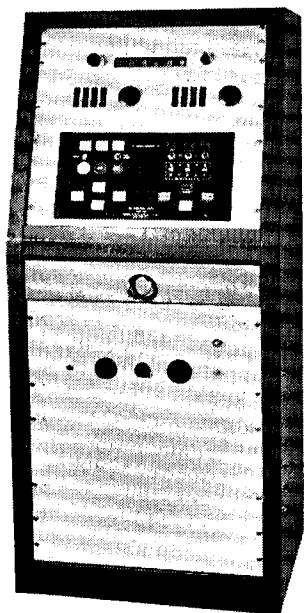
High speed return of the film to "start" saves time and permits new starts without waiting for a "loop" to complete its trip.

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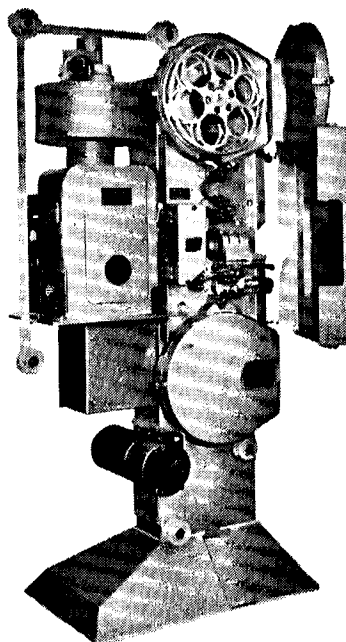
A complete remote control system is provided the director so that, once the recording engineer has preset footages, the director can take over if he wishes and directly control every facet of the recording.

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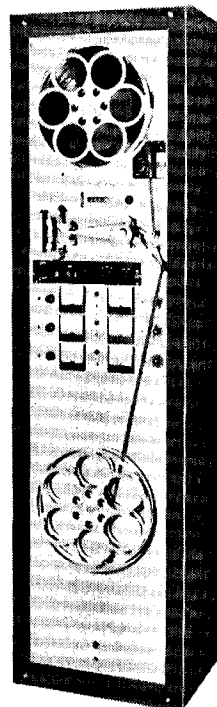
This track now has all of the final takes in sequential position and ultimately permits the screening of the picture and the final edited track in perfect synchronization. From this point the track is ready to go to a mix and no further editing is required.



Electronic Looping Console



35mm Projector



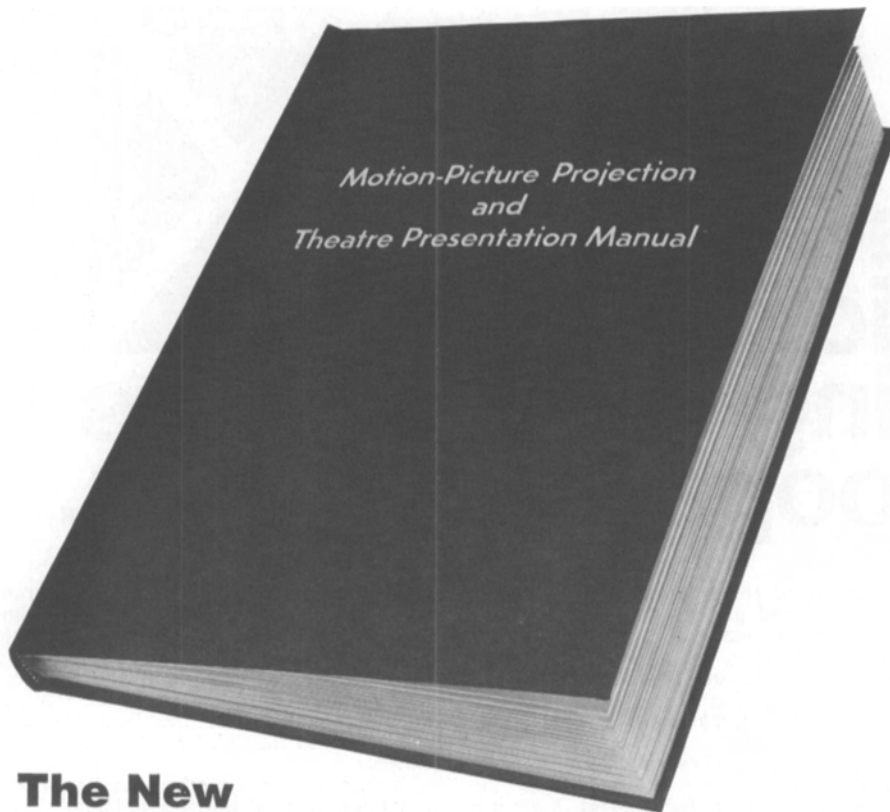
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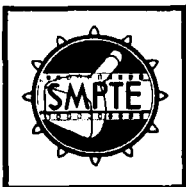
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## Society of Motion Picture and Television Engineers

9 East 41st Street, New York, N. Y. 10017

Reynolds, Vice-President of Corporate Development of Golden West Broadcasters and former President of CBS Television Network. He gave an address on the origin and history of TV broadcasting and also discussed the future of CATV and cassettes. Herbert E. Farmer is Course Coordinator and Bryan Hickox is Chief Instructor.

**Hands on Seminars** will be conducted by Advanced Communication Techniques Seminars (ACTS), 1114 Post Rd., Riverside, CT 06878, Nov. 17-20 and Dec. 8-11. The seminars include workshops where the students work with various types of equipments under the direction of qualified instructors. Seminar discussions are mainly concerned with closed-circuit TV and videotape recordings. Emphasis of the seminars is on the workshops and the "hands on" experience provided the students. ACTS also conducts an intensive course providing in-depth training in every important phase of closed-circuit operations. The course begins November 3 and extends through November 11.

**The 2d Biennial Conference on New Trends in Educational Technology and Industrial Pedagogy** will be held jointly with the 7th International Labour and Industrial Film Triennial May 24-27, 1971, at Knokke, Belgium. Topics to be discussed at the conference will include Development and Evaluation (multi-screen presentations educational television, simulation and games, computer-assisted instruction and environment techniques); Planning and Cost Effectiveness; Vocational Education and Tutor Training; and AV in Rehabilitation and Readaptation. The conference will also include an international exhibit of books, reports and periodicals on such subjects as audio-visual, educational technology and industrial pedagogy. The Industrial Film Triennial will include showings of films, sound filmstrips, slide programs, videotapes and multi-screen presentations. Prizes will be awarded in each category. Further information is available from AV INTER, Lamoriniërestraat 236, B-2000, Antwerp, Belgium. Available from the same address upon request is a list of AV INTER publications.

**New Cinema Review**, 80 Wooster St., New York, NY 10012, is a new magazine devoted exclusively to reviewing independent films (avante garde, student, experimental, underground, etc.). The announcement of the new monthly publication notes "the independent film scene is perhaps the most important, exciting and fastest growing body of film material in the USA (world) today." In addition to perceptive reviews of independent films, *New Cinema Review* provides equipment rental information with every review. Other features of the magazine include interviews with filmmakers, the CineScene Calendar (a complete listing of independent film showings throughout the United States), discussions of the independent film movement and reprints of significant articles from newspapers and magazines throughout the country. Editor of *New Cinema Review* is Suni Mallow. Subscription rates are \$4.00 per year (\$5.50 outside the United States) for 10 issues (September through June).



## OUR NEW ECO TURNS INTO SHARPER SUPER 8 PRINTS.

It's finally here—new *Kodak Ektachrome Commercial Film 7252*—the long-awaited camera-film improvement in the ECO system that turns into sharper prints—especially in super 8.

Give it a try. You'll see the sharpness and the excellent color rendition in your 16mm prints right away. And you'll really see the difference in super 8 prints.

But sharpness isn't the whole story. 7252 also has a wide exposure latitude. Which means you've got more control when faced with a tough lighting problem. If conditions just won't permit you to shoot at the normal ASA 25 rating, push it up a stop to 50. It can then be forced processed and you've got it!

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The Records of the 9th UNIATEC Congress, held in Paris in October, are now available from AV Inter, Lamorinièrestraat 236, 2000 Antwerpen, Belgium, at a price of \$32. Papers presented at the Congress were under topics including Techniques for Recording, Processing and Transmitting Moving Images (Black-and-White and Color); Techniques for the Recording and Reproduction of Sound; Techniques and Methods of Presentation (Audio and Visual) in Existing Cinemas and New Proposals; and Techniques and Methods of Using Audio-Visual Information for Mass Communication. Papers were presented by such well-known specialists as B. A. Bentley, J. Coste, R. Duval, H. E. Edgerton, E. Finestauri, L. B. Happe, L. Knopp and

others. The Records include a report on the Workshop, summaries of papers and discussions and full texts of papers in English or French.

The Statistical Abstract of the United States 1970, the 91st annual edition, contains 1042 pages and some 1300 tables. New data emphasizes social measures and coverage of minority groups has been substantially increased. There are 26 new tables in this edition. One of the new tables gives data on television stations, including market revenue for networks, independent and newspaper-affiliated stations. Other tables giving television data show that 95% of all households in the United States have TV sets; 55% of these have UHF and 32%

have color. Statistics for the motion-picture industry are given in tables showing advertising expenditures, employees (hours and earnings and injury rates), national income, production and distribution services and receipts. A table on motion-picture theaters in the United States in 1967 shows a total of 12,187 theaters.

The AVS-10 instructional learning system invented by Peter C. Goldmark, CBS Laboratories President and Director of Research, has gained endorsement of The White House as a "practical instrument for interesting the underprivileged in the pleasures of reading." It has been tested with some 200 pre-school children who, at the ages of three, four and five, learned to read. The program is funded by the Office of Economic Opportunity to find a way to overcome the national problem of children dropping out of school because they cannot read simple English.

AVS-10 combines electronically on a single cartridge the elements of "show and tell." The reading programs for the children are fed through a desk-top machine by the use of specially designed audio-visual cartridges carrying up to 52 picture frames synchronized with 18 min of audio material. Forty cartridges are used for the complete program. The viewing screen is 5 in high and 8 in wide. The system features audio "response." The child pushes a button to advance each new word on the screen and responds verbally by spelling and pronouncing the word. An instructor reviews with the child what he has learned. AVS-10 has been used at the grade school level on a pilot basis in 18 cities.

Television in Instruction: What is Possible has been published by the National Association of Educational Broadcasters (NAEB) to analyze the current uses and potential applications of television in instruction. The 24-page booklet is divided into four sections: Current Instructional Applications of Television; Putting "Televised Instruction" in Perspective; Television and Today's Educational Realities; and Technical Considerations. The booklet provides an excellent state-of-the-art report and discusses what can reasonably be expected from the use of television for instructional purposes. In the final section on Technical Considerations, it is noted that "The time is probably not far distant when academic buildings of every kind (including those now called dormitories) will be equipped with internal distribution networks and with numbers of small videotape recorders, probably of the helical sort." The booklet is available from NAEB, 1364 Connecticut Ave., Washington, DC 20036 at a price of \$1.50.

Catalog of Standard Reference Materials, National Bureau of Standards Special Publication 260, is a revised edition of the publication that lists the various standard reference materials distributed by the National Bureau of Standards. The materials are used to calibrate measurement systems and to provide a central basis for uniformity and accuracy of measurement. The unit and quantity, the type and certified characterization are listed for each material as well as directions for ordering. The 84-page catalog (SD Catalog No.



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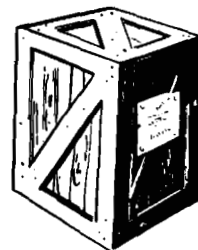
C13.10,260) is available from the Superintendent of Documents, U.S. Government Printing Office, Washington, DC 20402, at a price of 75 cents.

**Design of Experiments Course**, a 10-page brochure describing a practical course in applied statistics for scientists and engineers, is available from Westinghouse Electric Corp., Westinghouse Bldg., Pittsburgh, PA 15222. The brochure was prepared by Westinghouse Learning Corp., Training Development Dept. The illustrated brochure describes the VISTEX (Visual Instruction With Structured Text) method which combines film lectures, texts and problem material into a flexible, self-instructional program. The brochure gives a detailed description of the course which includes information on the latest cost-saving techniques in the design and analysis of experiments and tests. Previous training in statistics is not required.

**Hope Reports**, 58 Carverdale Dr., Rochester, NY 14618, has announced a special service to purchasers of more than one copy of the full report, *AV-USA 1969*. Recognizing that a number of organizations will require more than one copy of the full report additional reports are being made available at a price of \$25 for the second and third copies after the initial purchase of the report at the single copy price of \$85. The fourth and additional copies can be purchased at a price of \$10. A description of *AV-USA 1969* and three other Hope reports, including single copy prices, appears on p. 950 of the October 1970 issue of the *Journal*.

**The Clearinghouse for Scientific and Technical Information**, formerly a part of the National Bureau of Standards, has been transferred to the newly established National Technical Information Service in the Department of Commerce. The new service has been established "to simplify and increase public access to Federal publications and data files of interest to the business, scientific and technical communities," the announcement stated. It is expected that NTIS will expand considerably the range of services presently available through the Clearinghouse. Each year some 50,000 titles have been added to the Clearinghouse publications and more than two million copies of reports are sold. Peter F. Urbach, formerly Deputy Director of Clearinghouse, has been appointed Deputy Director of NTIS by Secretary of Commerce Maurice H. Stans.

**Educational Communications Foundation**, 3150 Spring St., Fairfax, VA 22030, is a new research institution created to conduct practical inquiry and research into new methods for applying audio-visual equipment and materials in education and in measuring the impact of such methodology on the learning process. It will disseminate information on the use of the new media in areas of teaching and communication, through seminars, papers, visual presentations and various publications. The Board of Directors is composed of representatives of the fields of education, government and industry. Harry McGee has been appointed Acting Executive Director.



## new products (and developments)

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Further information about these items can be obtained direct from the addresses given. As in the case of technical papers, the Society is not responsible for manufacturers' statements, and publication of these items does not constitute endorsement of the products or services.

**Film and Magnetic Stock Sampler #1** is a product of ALRE Films, Inc., 565 Fifth Ave., New York, NY 10017, a new firm devoted to the production of educational materials to assist the new filmmaker. The staff is made up of professional motion-picture makers who have taught in the field. Film and Magnetic Stock Sam-

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