

Rochester Institute of Technology's College of Graphic Arts and Photography has announced an intensive five-day program on The Photographic Process as a Scientific Instrument to be held March 19-23. The program is designed to assist engineers, scientists and technicians in applying photographic technology to the acquisition of data. It is open to those with the B.S. degree or equivalent experience in physics, chemistry or engineering. Subjects to be covered include Sensitometry, Statistics, Chemistry, Color, Image Evaluation, and Photographic Instrumentation. Further information is available from William D. Siegfried, Training Director, Graphic Arts Research Center, Rochester Institute of Technology, One Lomb Memorial Dr., Rochester, NY 14623.

The National Film Board of Canada has been granted an affiliation with the Association of Motion Picture and Television Producers as an associate for research and development, it was announced by Billy H. Hunt, AMPTP Executive Vice-President. Arrangements for the affiliation were made between Wilton R. Holm, Executive Director of AMPTP's Research Center, Sydney Newman, Canadian Government Film Commissioner, and Gerald G. Graham, Director of Planning and Research for the National Film Board. According to the terms of the arrangement, the National Film Board has the right to reproduce AMPTP technical reports in English and French for distribution to the Canadian film industry. In the case of patented developments, NFB has an option for the same rights on licensing agreements as AMPTP members. In addition, NFB will participate in AMPTP research and development planning sessions and AMPTP will provide information and advice on NFB's research and development projects. Liaison officers will be Mr. Holm for AMPTP and Mr. Graham for NFB.

Sony Corp. of Tokyo has announced that it is cooperating with the Ministry of Education in Jamaica, West Indies, in a research project designed to study the impact of television and its potential educational value among children who have never before been exposed to the medium. Sony is providing its U-Matic Videocassette System and other videotape recording equipment which is being transported on Suzuki jeep-type vehicles to remote villages in the Blue Mountains where the reactions of children as they view *Sesame Street*, the educational TV series for youngsters, are studied.

The project was developed by the Children's Television Workshop, creators and producers of *Sesame Street* and *The Electric Company*, together with the Sony and Suzuki companies in Japan. All of them work in cooperation with various Jamaican ministries.

The project is one of the first tests of the potential application of TV through videocassettes to education in areas which lack access to electricity, broadcast signals or receiving equipment. Twenty *Sesame Street* programs in videocassette form will be shown to the children. Videotape cameras will record the reactions of the youngsters as they watch *Sesame Street* programs and special test tapes. The videotapes of the viewing children will be analyzed at the Center for Research in Children's Television at Harvard University and the findings of the project will be reported later at a conference in Kingston.

A Special Issue of *IEEE Transactions on Electron Devices* dealing with Display Devices will be published in November 1973. Papers will be included on such subjects as new devices; manufacturing methods; systems considerations as related to device characteristics, including performance requirements, drive and circuitry requirements, supporting hardware and software, and cost factors and tradeoffs; user requirements such as contrast, color, luminance and other human factors; and a limited number of review and tutorial papers. Associate Editor of *IEEE Transactions on Electron Devices* is Alan Sobel, Zenith Radio Corp., 6001 W. Dickens Ave., Chicago, IL 60639.

Redlake Corp., 2991 Corvin Dr., Santa Clara, CA 95051, has announced a series of two-day seminars on high-speed photography and instrumentation to be held in cities throughout the United States during the year. The first six seminars will be held in: Chicago, Feb., 5-6; Dayton, Feb., 8-9; New York, Feb. 26-27; Washington, D.C., Mar. 1-2; Atlanta, Apr., 9-10; and Dallas, Apr. 12-13.

DeLuxe General of Los Angeles has acquired a substantial interest in Precision Film Laboratories, 630 Ninth Ave., New York, NY 10036, which had been owned and operated as a wholly-owned subsidiary by Royal Business Funds of New York. Announcement was made jointly by Robert T. Kreiman, President of DeLuxe, and Stephan Pollan, President of Royal. According to the arrangement, DeLuxe will supervise the full operation of Precision's Laboratory in New York. Burton Stone will continue as President and Chief Operating Officer of Precision and will report to Raymond A. Gaul, Vice-President of DeLuxe, who will assume additional duties as Chief Executive Officer of Precision.

DeLuxe closed its New York branch in December 1971 as part of a consolidation and cost reduction operation. At that time it announced that it would maintain a service center in Manhattan. Precision's laboratory has been fully rebuilt and modernized. Its film processing equipment includes 35mm and 16mm printing and processing of both color and black-and-white film. Precision's operations and quality control will be closely coordinated with the DeLuxe General West Coast operation, the announcement stated.

Rosner Lamb Inc., 250 W. 57 St., New York, NY 10019, is a new communications consulting and engineering firm estab-

lished by William J. Lamb and Irving S. Rosner. The company provides consulting and engineering services to television stations and CATV systems, as well as to corporations, governmental agencies and other organizations using telecommunications, television and audio-visual equipment in their activities. Mr. Lamb was formerly President of Sterling Manhattan Cable Television. Mr. Rosner is President of Rosner Television Systems, Inc., consultants and engineers for CBS, ABC, NET, USIA and others. Mr. Rosner and Mr. Lamb jointly have studied and reported on television and audio-visual operations in the United States, Europe and Asia for the Corp. for Public Broadcasting, the Ford Foundation and other organizations.

Data Corp., a wholly-owned subsidiary of The Mead Corp., Talbott Tower, Dayton, OH 45402, has changed its name to Mead Technology Laboratories. The name was changed to be more representative of the firm's interests in optical scanning, photographic instrumentation, digital graphics systems and pollution control equipment than the former name which suggested only its interests in computer software. Data Corp., acquired by Mead in 1968, presently employs about 200 persons. The firm is located at Research Park in Knollwood, east of Dayton.

Cinefot International Corp. of New York has been appointed foreign distributor for all Gordon-Morse photo products, it was announced by Don Sahlein, Senior Vice-President, Alan Gordon Enterprises Inc., 5362 N. Cahuenga Blvd., North Hollywood, CA 91601. The product line includes the A-11B, A-18 and M-21 vacuum-platen, argon-lamp contact printers and the 9½ in × 250 ft B-5A film and paper processor and a complete line of aerial roll film re-winds and film spools, all of which were recently acquired by Alan Gordon Enterprises from Morse Instrument Co., now a division of North American-Rockwell.

Pako S.A.R.L., Paris, France, is a newly established branch of Pako Corp., 6300 Olson Memorial Hwy., Minneapolis, MN 55440. It will serve as a sales and service center for Pako photographic products in France and will also handle major Pako products including service parts.

Schneider Corp. of America, 154 Lodi St., Hackensack, NJ 07601, has been appointed exclusive United States distributor for ISCO projection lenses. ISCO is a member of the Jos. Schneider & Co. group of optical companies specializing in the design, development and production of projection lenses. Distribution of ISCO lenses was previously handled by Philips Broadcast Equipment Corp.

Theatre Service & Supply, Inc., 1109 S. LaCienega Blvd., Los Angeles, CA 90035, is a newly established sales division of Western Service and Supply Inc., of Denver, Colo. Head of the new division is Sam Aspaas. Mr. Aspaas was with National Theatre Supply for 25 years. Recently he was with Budd Theatre Supply in a sales and advisory capacity.

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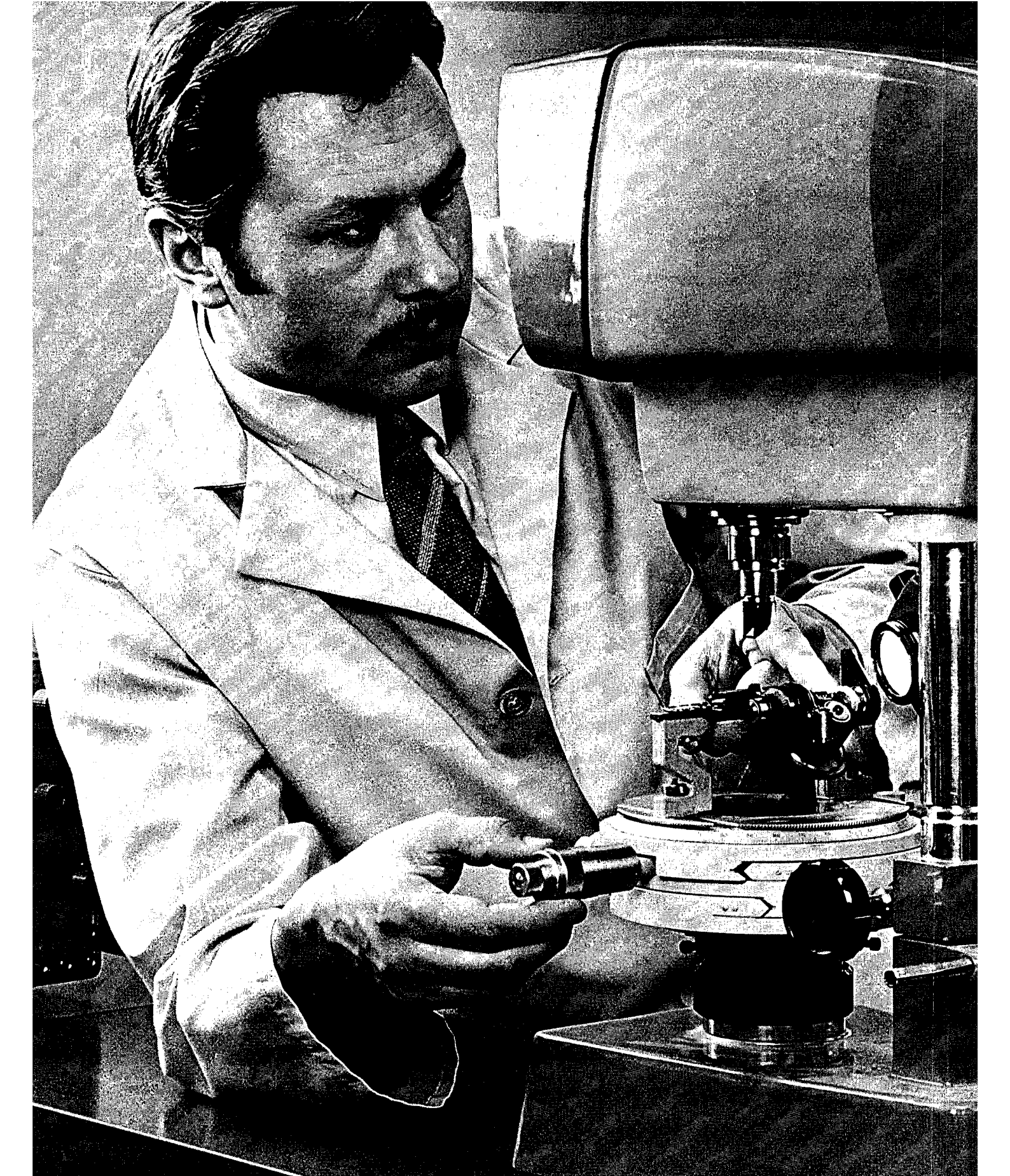


Setting new standards of excellence for accuracy, dependability, versatility and appearance, ASTRAL dimmers are available in power capacities of 2, 3, 6 and 12 kw. All mount in a standard nineteen-inch electronic rack without adaptive hardware. The ASTRAL 2 requires only 1¼ inches of rack space and weighs only 7 pounds. For complete engineering data, write for Bulletin AST-172.



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Wolfgang Reigl checks critical relationship between claw and registration-pin on 16mm Arri movement. Tolerance is 0.0004 inch. Image on screen is magnified ten times.

Five facts you should know about Arriflex service:

More people, more parts, more equipment than any other motion picture camera.

When you buy a camera, obviously you're also buying the service that backs it up—or doesn't.

We've all heard the horror stories about some cameras—parts not available for three months, etc. Service *does* vary between brands. Ask any dealer. Some points to consider:

1. Service People: Quantity

In the U.S.A., we have more than *twice* as many service people as our nearest competitor. That means faster service, *consistently*. Generally, ten working days. By appointment, two days. In an emergency, back the same day.

2. Service People: Quality

75% of our people were trained at the Arri plant in Germany. Wolfgang Reigl, for example—the man in the photo opposite. Seventeen years ago,

he started as an apprentice at the factory. And he spent *twelve years* there before coming to this country.

3. Spare Parts In Stock

At the Arri Service Centers in New York and Los Angeles, we have camera parts in stock worth well over \$200,000.00—all catalogued. If you ever need an Arri part in a hurry, we are almost certain to have it.

4. Equipment For Maintenance

We also have about \$73,500.00 worth of repair and test equipment—the same as that used at the factory. Our Service Centers here can and do match the factory's optical, mechanical and electronic tolerances.

5. Worldwide Arri Familiarity

The vast majority of the professional cameras in use

around the world are Arriflexes. And where there are Arriflexes, there is Arri service.

Says Kemp Niver, A.S.C.: "I quote a flat fee for a job. Breakdowns come out of *my* pocket." Shooting a project for CARE that involved traveling to 26 countries, he chose to take an Arri 16S.

Fixed in Hong Kong

In Hong Kong, the lens mount was slightly damaged in a fall. But Mr. Niver was able to get it serviced there right away. "The Arriflex," he says, "is a camera that an Independent can depend on."



ARRI

ARRIFLEX COMPANY OF AMERICA

FOR FREE BROCHURES ON OUR 16MM AND 35MM CAMERAS, WRITE TO ARRIFLEX COMPANY AT P.O. BOX 1050, WOODSIDE, N.Y. 11377; OR AT 1011 CHESTNUT ST., BURBANK, CALIF. 91502.

Gamma Scientific Inc., 3777 Ruffin Rd., San Diego, CA 92123, a manufacturer of light-measuring instruments, has appointed Eastern Instrumentation Corp. as its manufacturers' representative for the states of Maryland, Virginia, West Virginia and Washington, D.C. The firm has also recently appointed distributors in France, Italy, Netherlands, England, Germany, Spain, Switzerland, Canada, Japan, Israel, Brazil, Hong Kong, India and Argentina.

Philips Broadcast Equipment Corp., One Philips Parkway, Montvale, NJ 07645, has announced that VCI, Inc., (Video Cassette International) will market the Norelco VCR (video cassette recorder) in conjunction with VCI's library of program material. The Norelco VCR system is the American NTSC version of the N.V. Philips VCR in Europe. The Norelco VCR records and plays back in either color or monochrome. The unit weighs 31 lb and sound and picture are carried on ½-in magnetic videotape encased in a small cassette.

James R. Spencer, a consulting specialist with a background in videotape and film productions for industry has been accepted for inclusion in the 1973 issue of the *Directory of Consulting Specialists*. The directory presents information on a selected number of independent consultants. It is published by SiSi, box 42576, Los Angeles, CA 90050. Mr. Spencer's office is at 1861 Hillside Dr., Glendale, CA 91208.

Gerald Citron has been appointed Director of Marketing of VCR Products for Phil-

ips Broadcast Equipment Corp., One Philips Parkway, Montvale, NJ 07645, it was announced by John S. Auld, President. He has been with North American Philips Corp. since 1966. In his new post he will be responsible for the direction and supervision for the company's Norelco video cassette recorder marketing activities. The Norelco VCR records and plays videotape cassettes in color through a television receiver.

Andrew Bryan Kalish has been appointed Sales Manager, New England Region, for the Motion Picture Lab and Slide and Filmstrip Lab divisions of Bebell, Inc., and for X-Ray Copies Corp., a wholly-owned subsidiary of Bebell, Inc. Mr. Kalish has had intensive in-plant experience in laboratory operations for all three organizations.

James R. Hartzler has been appointed Vice-President of Marketing and Sales for Reeves Cinetel, Inc., 304 E. 44 St., New York, NY 10017, it was announced by C. Robert Fine, President. Mr. Hartzler was formerly with Teletape Corp. where he was Vice-President/National Director of Marketing. In his new post he will be responsible for the creation and implementation of an overall marketing plan for Cinetel as well as for the development of increased sales and the improvement of existing customer service.

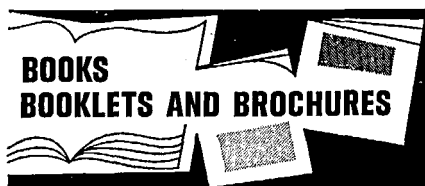
Abbott Sydney has been appointed Field Sales Manager for Cinema Products Corp. it was announced by Ed DiGiulio, President. Mr. Sydney was formerly Vice-President of the Arriflex Corp. of America with

primary responsibilities for West Coast sales of Arriflex products. In his new post he will be responsible for national sales of professional motion-picture equipment. His immediate efforts will be concentrated on the CP-16 TV news and documentary 16mm cameras designed and manufactured by Cinema Products Corp.

Herbert Ashcroft has been appointed Senior Vice-President of Manufacturing Services for Bausch & Lomb, Rochester, NY 14602, it was announced by Jack D. Harby, President. He has been with the firm since 1950. In his new post he will be responsible for providing planning and control services for plant and facilities engineering and procurement for all of the company's operating divisions. In addition he will continue to be responsible for advanced process research and the Glass and Materials, International Glass and Rochester Engineerings and Maintenance Divs.

Bernard Weinblatt, President of Eclair Corp. of America, 73 S. Central Ave., Valley Stream, NY 11580, has been appointed President and Chairman of the Board of Fodel S.A. The firm is the parent corporation of the manufacturing and distributing facilities of Eclair-Debrue products and related items.

Harold Hinkle has been appointed Vice-President in charge of plant operations for Movielab/Hollywood Inc., 6823 Santa Monica Blvd., Hollywood, CA 90038. He has been with Movielab since 1969, first as production manager and later as Vice-President in charge of production.



The Audio Visual Source Directory, Spring-Summer 1972, is available from Motion Picture Enterprises Publications, Inc., Tarrytown, NY 10591. It is priced at \$2.50. The 80-page Directory lists names and addresses of manufacturers and suppliers of audio-visual equipments. Among other listings, it lists alphabetically, state by state, distributors of motion-picture and slidefilm libraries for sale or rental. There is also an alphabetical list of suppliers of motion pictures and slidefilms for free loan. The *Directory* also lists names and addresses of associations in the audio-visual field, including state and educational associations.

Technical Data — Black-and-White Reversal Films, a new data booklet, A/9, December 1971, in the Motion Picture and TV Films series is now available from Agfa-Gevaert, B-2510 Mortsel, Belgium; and 275 North St., Teterboro, NJ 07608. Two camera films are described, as well as a film for making release prints. The camera films are: Gevapan 30 Reversal, Type 8.63 with a daylight ASA rating of 64, tungsten light 40; and Gevapan 36 Rever-

sal, Type 8.80 with ASA ratings of 320 and 200 for daylight and tungsten light. Both these panchromatic films are recommended by the manufacturer for use in television transmission, as well as for normal projection. Both are on a light blue triacetate safety base which is said to enhance image quality in normal projection and to give a maximum transparency to illuminants of about 450 nm as used in television transmission by electronic methods. The print film is called the Duplicating Reversal, Type 8.91 and is intended for printing from reversal originals or for duplicating positive films. Prints on this film are intended for cinema projection but they are also adequate for television transmission. The relative exposure coefficient given is 25, taking the AGFA-Gevaert Positive Fine Grain film, Type 5.61 as 100. This film is also on a light blue triacetate base and the recommended gamma for all three films is 1.1. Lists of normal packings are given, but variations for special requirements are possible.

BOD₅: Five-Day Biochemical Oxygen Demand of Kodak Photographic Chemicals (Kodak Publication No. J-41) is a booklet explaining biochemical oxygen demand (BOD) and containing tables that give the 5-day BOD values of chemicals used in processing Kodak films and papers. The booklet is available from Eastman Kodak Co., Dept. 412-L, 343 State St., Rochester, NY 14650. The booklet is

fifth in a series of booklets developed to help photographic processors and other users of photographic materials toward the achievement of a cleaner environment. The booklet explains that BOD is the most common measure of waste load of an effluent. This measure estimates the rate at which material degrades biologically during waste treatment or in a stream. Usually it is expressed as a concentration in units of milligrams or as a total quantity per unit of time (for example, pounds per day). BOD is dependent on time and, generally, is measured over a 5-day period (BOD₅).

By using the tables and formulas given in the booklet, a processor can estimate his waste loads by tabulating the amounts of chemicals he uses and multiplying this figure by the BOD₅ values given in the tables. All Kodak processing chemicals and their BOD₅ are listed in the booklet. The booklet also contains sample calculations to help processors determine the estimated BOD₅ load discharged into a sewage system in photographic effluents by an individual processing laboratory. The calculations are based on a test method described in *Standard Methods for the Examination of Water and Waste Water*, a publication of the American Public Health Assn.

Silver Recovery With the Kodak Chemical Recovery Cartridge, Type P and Type 3 is the new title for the extensively revised Kodak Publication No. J-9, avail-