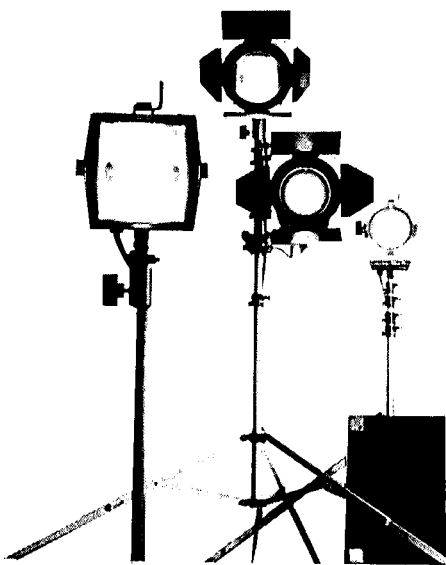


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the development and characteristics of EVR, Matsushita Videocassette, Ampex Instavideo and Sony Videocassette.

2. *The Principle Systems*, Pt. II. Papers in this booklet evaluate Philips Videocassette, Teldec Videodisc and the Kodak-Pathe super-8 system.

3. *Japanese Developments*. Papers in this booklet comprise a survey of Japan's interest in the cartridge TV industry.

4. *The Cartridge TV Market*. This booklet discusses potential markets for videocassette and the role of cartridge television compared with other media.

5. *Creative Programming*. Executives in television and educational organizations discuss the creative aspects of cartridge TV.

6. *The Educational and Industrial Training Markets*. Authors represented in this booklet discuss the potential of cartridge TV as a teaching aid.

7. *Proprietary Rights, Residual Rights and Copyright in Cartridge TV*. Well known attorneys examine the complex and confusing copyright situation facing software producers and distributors.

8. *Distribution Patterns*. Marketing problems facing both hardware and software manufacturers are discussed by six authors.

9. *Conference Summary and Conclusions*. Six authors from the United States, France and Holland discuss the conference and offer further evaluations of the industry's problems.—*Edit.*



DETROIT, Oct. 17—The meeting was held at Ford World headquarters in Dearborn, Mich., with an attendance of 220 members and guests. The speakers were Tom Wagner, of Ford Motor Co., James Bostwick, of General Motors, and Maury Arim, of Ross Roy, Inc. Theme of the program was "New Video and Film Systems in Use by the Major Automobile Manufacturers." Mr. Wagner described Ford's videotape network. Mr. Bostwick gave an illustrated presentation on the Technicolor Mini-Theatre Program in use by General Motors. Mr. Arim gave an illustrated presentation of the Chrysler Theatre Program using the Eastman Kodak Supermatic 60 System. Following the presentations there was a lively question-and-answer period. A tour of Ford Motor Co.'s television facilities followed. The tour was conducted by John Mayberry, Manager of Photomedia Dept. of Ford Motor Co., and Ken Bungee. Refreshments were served by courtesy of the Ford Motor Co.—R. L. Renaud, *Secretary-Treasurer*, (Browne Renaud Associates, Inc.), 2820 Maple Rd., Troy, MI 48084.

ATLANTA, Oct. 19—The meeting was held at Southern Film Lab in Atlanta with an attendance of 20 members and guests. The speakers were Charlie R. Cannon, Jr., and Jim E. Miller, Jr., both of Southern Film Labs, who explained laboratory procedures. Members and guests were conducted on a tour of the laboratories and equipment and procedures used were shown and described. A roundtable discussion over refreshments resulted in a better understanding of film laboratory procedures and problems for those present, including representatives of advertising agencies and film producers.—Gerald M. Crowder, *Secretary-Treasurer*, Provence Productions, Inc., 477 Armour Circle, N.E., Atlanta, GA 30324.

NASHVILLE, Oct. 28—The meeting was held at the Mississippi ETV facility in Jackson, Miss., with an attendance of 10 members and guests. David Wilson and

the engineering staff of the Mississippi ETV facility presented an excellent program describing the activities of their state's public broadcasting network. Mr. Wilson's talk ranged from the original concept of the system to a demonstration of the completed facility. There was also an interesting demonstration of the facility's film to videotape transfer system followed by a discussion, pro and con, of 5400 K and 3200 K prints as they pertained to the transfer system—John F. Swanson, *Secretary-Treasurer*, (WLAC-TV), 2601 Lincoya Dr., Nashville, TN 37214.

ROCHESTER, Nov. 9—The meeting was held at Channel 21 Educational Television facilities with an attendance of 51 members and guests. The speakers were William Haley and Walter Harrison, both of Channel 21. Mr. Haley, who is Program Manager, discussed programming and compared public broadcasting and commercial television in such areas as facilities, costs, personnel, equipment and services. Mr. Harrison discussed the equipment used for educational television. The discussion took place during a tour of Channel 21's studios and technical facilities.—John R. Hester, *Secretary-Treasurer*, (Eastman Kodak Co.), 274 Churchill Dr., Rochester, NY 14617.

DALLAS/FORT WORTH, Nov 10—The meeting was held in the Marketing Education Center of Eastman Kodak Co. in Dallas with an attendance of 30 members and guests. The speakers were Frank Reinking, of Eastman Kodak, and Gary W. Jones, of WFAA Productions. The meeting began with a screening of *The Soundman*, a film produced by Universal City Studios. Mr. Reinking presented a paper on "Improved Emulsion and Processing Technology for a Motion Picture Color Negative Film," describing the new Eastman Color Negative II film. Mr. Jones gave a Sony videocassette presentation of *Film/Tape Horizons*, a production featuring a demonstration of the latest electronic editing techniques.—Gary Jones, *Secretary-Treasurer*, (WFAA

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CHICAGO, Nov 14—The meeting was held at the American Management Association Training Center with an attendance of 35 members and guests. George Carver, Director of Training, described the facilities and equipments used for the training of management personnel, with the emphasis on audio-visual equipments. Two films that are used in training were shown. The meeting was preceded by a dinner at Heures Restaurant. Following the meeting the members and guests were taken on a tour of the Training Center. — Mathias J. Herman, *Secretary-Treasurer*, (Geo. W. Colburn Labs), 9104 Birch Ave., Morton Grove, IL 60053.

SAN FRANCISCO, Nov. 14—The meeting was held in the auditorium of the Lawrence Hall of Science, University of California, Berkeley, with an attendance of 60 members and guests. The speaker was Sidney Solow, President of Consolidated Film Industries, Hollywood, who gave an illustrated talk on "How Color Photography Works." Mr. Solow brought with him, from Hollywood, an elaborate slide presentation which required three projectors and two operators to demonstrate such things as negative-positive images, complementary colors and how three basic colors combine to make color prints. The high professional caliber of the well-rehearsed demonstrations held the audience's undivided attention. A lively discussion followed the presentation. The meeting was preceded by cocktails and dinner in a dining room of the University of California Faculty Club. — Joseph A. Semmelmayr, *Secretary-Treasurer*, (Eastman Kodak Co.), 3250 Van Ness Ave., San Francisco, CA 94119.

ATLANTA, Nov. 15—The meeting was held at the Eastman Kodak Marketing Center in Atlanta with an attendance of 23 members and guests. A discussion on "What Is Expected From Each Other by Advertising Agencies and Producers" was carried on by Leigh Kelley, of Tucker Wayne Advertising, and George Crain, Provence Productions, Inc. Both men discussed the problems in bidding and communicating and in completing TV commercial projects on schedule and within budget. Film vs. tape production was discussed with an agreement that tape was rapidly approaching the level of film production. There was a lively discussion from the audience concerning the need for channeling more technical information to agency producers regarding film and tape production. — Gerald M. Crowder, *Secretary-Treasurer*, (Provence Productions, Inc.), 477 Armour Circle, N.E., Atlanta, GA 30324.

AUSTRALIA, Nov. 15—The meeting was held in the Small Hall of the Science House in Sydney with 36 members and guests, some of them from Melbourne (Victoria), Canberra (the Capital) and Brisbane (Queensland). The speaker was J. F. H. van der Auwera, of the Agfa-Gevaert works in Mortsel, Belgium, who gave a very interesting account of the use of 16mm film at the Olympic Games in Munich. He described the difficult conditions

under which pictures were obtained and he discussed the materials used to provide suitability for TV transmission. He outlined the meticulous organization that made it possible to meet deadlines and he spoke briefly of some of the technical problems of the processing laboratories. A lively question-and-answer period followed his talk. The meeting was preceded by a dinner in a nearby tavern. Following the meeting there was the customary get-together with refreshments — Eddy Berlage, *Secretary-Treasurer*, (ABC-TV Engineering), Pacific Highway-Gore Hill Sydney, N.S.W., Australia.

TORONTO, Nov. 16 — The meeting was held in the Photographic Arts Building of the Ryerson Polytechnical Institute with an attendance of 87 members and guests. The meeting lasted three hours and twenty minutes and dealt entirely with videotape time code editing. It is interesting to note that five such systems are in operation in Toronto. None of these systems uses the SMPTE standard code and no two systems are compatible. There were four speakers, John Ross, Vice-President, Engineering Studies, Central Dynamics Ltd., Montreal; George Malcombe, Assistant Director of Engineering, CFTO-TV, Toronto; Paul Winter, Supervisor of Technical Maintenance for Channel 19, Toronto, and Michael Powell, Director of Engineering for Advertel Production Studios.

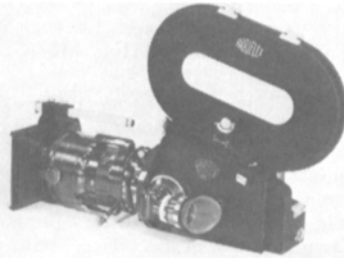
Mr. Ross related the history of time code editing and explained the reasons for the development of a standard code. He then described the SMPTE standard editing code and described the CDL Model PEC102 Time Code Editing System, which uses the SMPTE standard editing code. Mr. Malcombe described an unusual system developed to fit the special needs of CFTO-TV. One-inch helical videotape recorders are used for post-editing. Mr. Winter described the editing system used by Channel 19 and Mr. Powell described the system used (since 1967) for Advertel. — G. W. Ballantyne, *Secretary-Treasurer*, (Applied Electronics Ltd.), 299 Evans Ave., Toronto 18, Ont., Can.

HOLLYWOOD, Nov. 21 — The meeting was held at the Paramount Studios Theater with an attendance of 71 members and guests. The speakers were Julian Hopkins, of Agfa-Gevaert, and Ed DiGuilio, of Cinema Products. The meeting was opened with a film, *Cotton Eyed Joe*, produced by a student in the University of Southern California's Div. of Cinema. The film has won a number of awards. Mr. Hopkinson read a paper by R. G. L. Verbrugghe, V. Vanreusel and R. Roosen (all of Agfa-Gevaert in Mortsel, Belgium) on "Use of Bleach Fixing Baths in Color Motion Picture Processing." The paper described an improved process for combining bleach and fixing solutions which has been used in color print processing and is proposed for motion-picture film processing. A by-product of the new system is the reduction of environment pollution.

Mr. DiGuilio presented a paper on "Engineering Advances in the CP 35mm Studio Camera and the CP 16/A Camera." The new cameras are built to use crystal frequency control of speed so that separately recorded sound using the similar

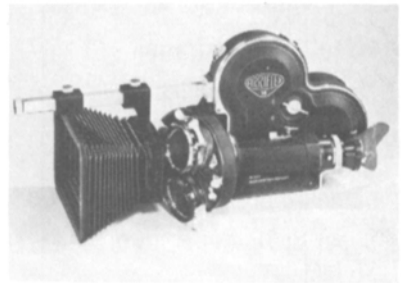
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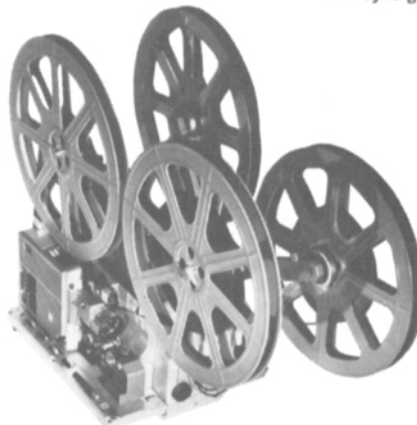
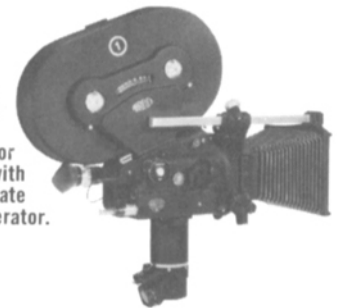
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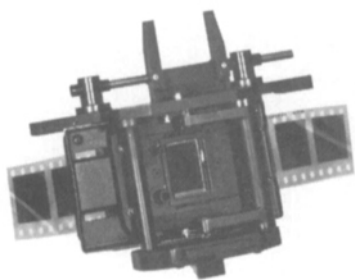


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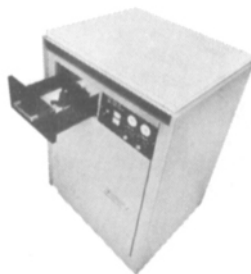
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crystal speed control is effectively locked to the picture. — Kenneth D. Erhardt, *Secretary-Treasurer*, (NBC), 16809 Liggett St., Sepulveda, CA 91343.

DETROIT, Nov. 30 — The meeting was held at Wayne State University in Detroit with an attendance of 21 members and guests. Ronald A. Gies, of the Photo Instrument Div. of Redlake Corp., presented a review of high-speed photography applications in science and industry. Mr. Gies discussed current state-of-the-art equipment for high-speed photography and some of the many problems which can be solved through the use of this technology. Films displaying high-speed technology were shown using stop-frame technique. Various types of cameras were displayed. — R. L. Renaud, *Secretary-Treasurer*, (Browne Renaud Assoc., Inc.), 25 W. Long Lake Rd., Bloomfield Hills, MI 48013.

OHIO, Nov. 30 — The meeting was held at the Cleveland Engineering Society Building with an attendance of 67 members and guests. George F. Golden, President of FilmLab Services, Inc., gave a film and slide presentation showing equipment and facilities used in a modern 16mm motion-picture laboratory. Title of the presentation was "What You've Always Wanted to Know About Film Laboratories But Were Afraid to Ask." Mr. Golden discussed the advantages and disadvantages of various types of color originals as well as various print stocks for release prints from the various originals. *Legacy-Olympic*, a film produced by Eastman Kodak Co., was shown as an example of release prints made on color positive stock from an internegative.

Following the presentation, members of the audience went to FilmLab laboratory for a tour that enabled them to see at first hand various types of color additive printers and color processing machines and to observe quality control procedures. The meeting ended with a social hour and refreshments provided by FilmLab. — Matthew M. Bracic, *Secretary-Treasurer*, (NBC), 6429 Hamden Rd., Parma Heights, OH 49130.

MONTREAL/OTTAWA, Dec. 5 — The meeting was held at the studios of the National Film Board of Canada with an attendance of 40 members and guests. The speakers were Leo O'Donnell, who presented a paper on "A Standard Proposal for a Crystal-Controlled Time Marking System for Film Requiring No Major Modification to Existing Equipment," and Phillippe Trolliet, who presented a paper on "Research and Construction of a Variable Speed ¼-in Record for a Musical Research Studio." Both men are with the National Film Board. The meeting was opened by a short film produced by the National Film Board. Mr. O'Donnell then presented his paper accompanied by a demonstration of editing, using the time marking system. Mr. Trolliet's paper was illustrated with slides and recordings. An interesting point of the meeting was the instantaneous translation from English to French and from French to English since one paper was presented in English and the other in French. The translation services as well as refreshments were supplied by the Nation-

al Film Board. — A. Dunstan Russell, *Secretary-Treasurer*, (Alex L. Clark Co., Ltd.), 1070 Bleury St., Montreal, P.Q., Can.

ROCHESTER, Dec. 7 — The meeting was held at the Rochester Memorial Art Gallery with an attendance of 46 members and guests. Charles Wall, of the Kodak Office of Eastman Kodak Co., spoke on "Photographic Surveillance, An Overview." Ernie Crisp, of the Marketing Education Center, spoke on "Documentary Film Production." Mr. Wall's presentation included detailed descriptions of the uses and merits of photographic surveillance, as well as illustrations of early equipment and of modern super-8 cameras and their results. Mr. Crisp discussed the techniques of documentary film production and showed clips of documentary films which he had produced — John R. Hester, *Secretary-Treasurer*, (Eastman Kodak Co.), 274 Churchill Dr., Rochester, NY 14617.

TORONTO, Dec. 7 — The meeting was held in the Photographic Arts Bldg. of Ryerson Polytechnical Institute with an attendance of 62 members and guests. The speakers were Israel Switzer, Vice-President and Director of Engineering of MacLean-Hunter Cable TV Ltd., who spoke on "Harmonic Carriers in CATV," and Peter Elliott, who spoke on "Super-8 Film." Mr. Switzer used a chalkboard to show clearly the use of harmonically related carriers in CATV. He explained that harmonic carriers reduce the visibility of intermodulation products in CATV systems. He pointed out that judicious control of relative phase of harmonically related carriers permits control of peak composite amplitude excursions, thus permitting general reduction of distortion products generated in multichannel cable television systems. A lively question and answer period followed the talk.

Mr. Elliott brought the group up to date on the status of super-8 film. For the last seven years, Mr. Elliott has successfully operated his own company (Peter Elliott Services Ltd.), which provides a super-8 production service to industrial and educational clients. Through the use of slides and super-8 film, the speaker traced the development of this industry from its difficult beginnings. A sample of excellent magnetic sound release footage was shown: — G. W. Ballantyne, *Secretary-Treasurer*, 299 Evans Ave., Toronto 18, Ont., Can.

MONTREAL/OTTAWA, Nov. 21 — The meeting was held at the Charles Camsell Theatre in Ottawa with an attendance of 63 members and guests. The speakers were Robert Zeidler, Technical Director of National Health and Welfare, and Leo O'Donnell, Technical Supervisor, Sound Div., National Film Board of Canada. The meeting began with a reel of ancient film bloopers, some dating back to the mid-thirties. The next item was presented when the Section Chairman stooped in front of the audience. The seat of his pants split open from top to bottom! Following these preliminaries, Mr. Zeidler presented a multi-image show called "Generation." The show was projected by six slide projectors and one 16mm projector. Some 10,000 slides had been shot and 1,000 had

been selected for the production. The show was intended to demonstrate the theory that total domination of the audience's attention could be achieved and that the audience is obliged to drop all other thoughts and concentrate on the visual and audio.

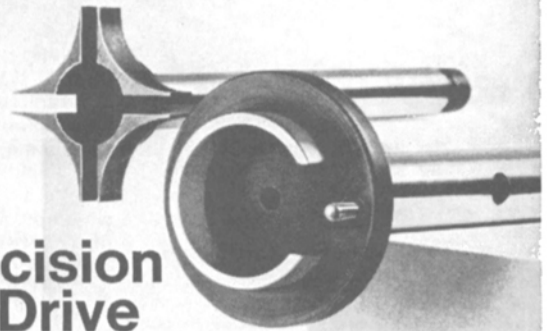
Following the coffee break, provided by the courtesy of the Corporate Film Office of Canadian Broadcasting Corp., Mr. O'Donnell presented a paper on "Paraphernalia for Producing a Reasonable Facsimile of Professional Editing with 1/2-in VTR Equipment." — R. W. Payne, *Chairman*, (National Film Board of Canada), Box 6100, Montreal 3, P.Q., Can.

CHICAGO, Dec. 12 — The meeting was held at the Tool and Dye Institute at Park Ridge, Ill., with an attendance of 40 members and guests. The Institute provided, free of charge, a room in which to hold the meeting, for which the Section expresses its gratitude. The meeting was preceded by a dinner in the Howard Johnson Red Coach Grill. The speakers were Lee Horst, Chief Engineer of Teledyne Inc., and Charles Whitcomb of Mediatech, Inc., both of whom described the Teledyne CTR2 Recorder. Mr. Horst described the electronic circuitry and Mr. Whitcomb explained how the recorder is used and showed some examples of tape-to-film transfer. The audience was then invited to tour the facilities of Mediatech, Inc., with a demonstration of the recorder in use. — Mathias J. Herman, *Secretary-Treasurer*, (Geo. W. Colburn Labs), 9104 Birch Ave., Morton Grove, IL 60053.

SAN FRANCISCO, Dec. 12 — The meeting was held at the Eastman Kodak Co. offices with an attendance of 38 members and guests, some of whom had driven through very untypical Northern California snow to attend the meeting. The speaker was Frank Bias, of Tele-Vue Systems, Inc., who spoke on "Cable Television." He went into much detail on the engineering and economic aspects of building a workable cable television system. He described system aims and a variety of approaches used to attain them. Typical hardware was demonstrated and explained. A lively question-and-answer period followed the talk. — Joseph A. Semelmayer, *Secretary-Treasurer*, (Eastman Kodak Co.), 3250 Van Ness Ave., San Francisco, CA 94119.

DALLAS/FORT WORTH, Dec. 14 — The meeting was held at the Eastman Kodak Marketing Education Center with an attendance of 31 members and guests. The program consisted of a tour of the Kodak Videofilm Express conducted by Kodak marketing specialist, Robert Scott. The Videofilm Express, which is traveling throughout the United States demonstrating the origination of low-cost broadcast-quality color slides and motion pictures, was of particular interest to the Dallas/Fort Worth Section because the Express uses a Jamieson processor built by the Jamieson Film Co. in Dallas. Bruce Jamieson and other members of the staff were on hand for the Videofilm Express tours. The meeting ended with refreshments and an informal get-together. — Gary W. Jones, *Secretary-Treasurer*, (WFAA Productions), 3883 Turtle Creek Blvd., Dallas, TX 75219.

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