



Frank M. McGeary, William C. Hedden, Kenneth M. Mason, Robert Smith and Lee Garmes at the SMPTE table in the exhibition hall.

NASHVILLE, 19 July — The meeting, an all-day film seminar — an annual event for the last 18 years — was held at the Memphis State University Center in Memphis, Tenn. Co-sponsored by Motion Picture Laboratories, Inc., Memphis State University and the Nashville Section, the meeting was attended by 475 members and guests.

First speaker on the program was SMPTE President Kenneth M. Mason, an Assistant Vice-President of Eastman Kodak Co., and General Manager of the Motion Picture and Audiovisual Markets Division. Mr. Mason's presentation was entitled "Visual Communications in Focus." He noted that film is the number one visual communication at present and he predicted that it would remain so for the future. In comparing the use of film to that of videotape he pointed out that film is more versatile, more convenient to use and has a higher quality. He noted also that lower overall costs make film the best production medium for most visual communication projects and that TV still uses film for most of its new documentaries and features; 89% of all shows for prime time TV originate on film, he said.

Other provocative comments in Mr. Mason's extremely informative presentation included a look at super-8 film as the most desirable distribution medium because it is easy to mail, easy to show and can be used on traditional projection equipment as well as on special consoles. Researchers have found that there is a trend away from electronics back to film. Mr. Mason showed the improvement that film manufacturers have made recently by projecting color positive prints where the original was shot on the new Eastman color negative 7247 and also showed samples of the new electronic news film which has an excellent range and provides greater sharpness

through forced processing. He also showed examples of tape-to-film transfers and explained the ways in which film and videotape are used to complement and strengthen each medium without detracting from either one. He emphasized that film remains stable in sales and technical excellence and is not losing ground to electronic methods.

Gale Livengood of Films, Inc. discussed the use of films for educational or other nontheatrical use after the films have been shown in a theater or on television. He noted that many of the films are re-edited and shortened for classroom use. To be acceptable for distribution for nontheatrical use a film must have excellent technical quality in both sound and picture, the information presented by the film must be correct and must be presented logically and understandably for the nontheatrical market, he said. He noted that Films, Inc., is not especially interested in distribution of super-8 films although it has provided many prints for the Armed Services in the super-8 format. He pointed out also that for educational use a film that portrays an actual experience is usually preferable to a fictional film.

Kenneth R. Knaus, a technical representative for Eastman Kodak Co., together with James Solomon, Vice-President of Motion Picture Laboratories, discussed the various laboratory methods from the camera original to the projection print. Comparison samples of various methods were projected. During the ensuing question-and-answer period it was brought out that the 7247 film should be printed through a CRI to protect the original and that cleanliness is of paramount importance in handling the 7247 film.

Al Aubiel and Charles Black of Disney World's photography staff described their experiences in lighting a night parade down Main Street at Disney World. They explained

that what started out as a small project developed rapidly into a very large problem program — all in order to get a half-dozen 30-s television spots on film.

Anton Wilson of Anton Bauer Co. described many innovations in professional equipment including the Nagra IS, the Rosco Cobalt HMI lamps, Arri/Zeiss *f*/1.4 lenses and the new Anton Bauer batteries. Mr. Wilson also described his experiences with the new "portable" electronic gear weighing more than 40 lb.

The MPL staff demonstrated the screen sharpness of the new MPL-chroma-47 videotape-transfer system. The 7247 film, with customized electronic image enhancing, produced extraordinary screen sharpness. Another member of the MPL staff provided optical sound demonstrations eliciting the comment (from Lee Garmes), "We don't have sound like that in Hollywood."

The last speaker on the program was Lee Garmes, a two-time Academy Award winner. Presenting first some anecdotes about early days in Hollywood, Mr. Garmes then projected excerpts from several of his many features including *Gone With the Wind*. Considerable discussion ensued when Mr. Garmes presented his views on the relative advantages of film and videotape in film production. He predicted the eventual elimination of theaters with home viewing via satellite taking their place. An extended and lively question-and-answer period followed. Mr. Garmes was still surrounded by young filmmakers some two hours after the meeting had officially been brought to a close.

An exhibition of new equipment was conducted as part of the meeting. About 20 leading manufacturers of professional motion-picture and television equipment showed recently developed products. — Thomas W. Patterson (Secretary-Treasurer), WLAC-TV, 474 James Robertson Parkway, Nashville, TN 37219, and Frank M. McGeary, President, MPL, 781 South Main St., Memphis, TN 38101.

ATLANTA, 2 June — The meeting was held at the Cinetron Computer Systems, Inc., Norcross, Ga., with an attendance of 16 members and guests. The speakers were Hal Pearson and Charles Vaughn both of Cinetron and both of whom spoke on "Optical Printing Under Computer Control." Mr. Pearson described, in considerable detail, the operation of the optical film printer using computer control to obtain various effects with greater accuracy and speed than can be accomplished manually. Mr. Vaughn demonstrated the equipment and explained some of the technical aspects of the system which uses a beam splitter printer connected to a computer. — Roy E. Dodson (Secretary-Treasurer), 2544 North Druid Hills Rd., Atlanta, GA 30302.

ATLANTA, 1 July — The meeting was held at the National Medical Audiovisual Center for Disease Control in Atlanta with an attendance of 45 members and guests. The speakers were Tung Hon Jeong, Professor of Physics at Lake Forest College (Lake Forest, Ill.), and Hubert T. Jenkins, Audiovisual Production Specialist at the National Medical Audiovisual Center.

Dr. Jeong gave a presentation on "Holograms." He described the use of lasers in making simple holograms and he demonstrated some of the novel and interesting ef-

fects that can be obtained. He then described and demonstrated some of the latest developments in the field and discussed possible future applications. The audience seemed particularly interested in the applications to commercial advertising displays. At the conclusion of Dr. Jeong's talk there was a barrage of questions from the audience. After about twenty minutes of questions and answers, Dr. Jeong called a halt to further questions to allow time for Mr. Jenkins's presentation.

Mr. Jenkins discussed and demonstrated some of the latest techniques and developments in the field of medical photography. Intense interest was displayed by the many questions from the audience. — Roy E. Dodson (Secretary-Treasurer), 2544 North Druid Hills Rd., N.E., Atlanta, GA 30302.

CHICAGO, 28 May — The meeting was held at 211 East Grand in Chicago with an attendance of 82 members and guests. The speakers were David Bell of Video Processors, and Morris Bleckman of Cinema Processors who, together, presented a three-part program on "The Relationship of Film and Videotape in Visual Communications." Part 1 of the program consisted of a demonstration of videotape to film transfers; Part 2 was a demonstration of film to video tape transfers; and Part 3 was a demonstration of post-flashing of Ektachrome EF film 7242. — C. M. Eining (Secretary-Treasurer), National Broadcasting Co., Merchandise Mart, Chicago, IL 60654.

CHICAGO, 24 June — The meeting was held in the offices of Eastman Kodak Co. in Oak Brook, Ill., with an attendance of 50 members and guests. The speakers were Dennis Donnelly of RCA Corp. and Edward J. Blasko of Eastman Kodak Co. Mr. Donnelly discussed automatic film handling and color correction in describing the TCP-1624 Cartridge Film Projector. Mr. Blasko presented details of Ektachrome 7240/5240 film and described its processing. Original footage of the film was shown. — C. M. Eining (Secretary-Treasurer), National Broadcasting Co., Merchandise Mart., Chicago, IL 60654.

DALLAS/FORT WORTH, 4 June — The meeting was held at the Victor Duncan auditorium in Dallas with an attendance of 45 members and guests. John Murray of Roscoe Lighting discussed the use of gels in stage display and TV lighting. He provided a history of the use of color transparencies in creative lighting illustrating each point with a demonstration of the material that was in use at the specific time under discussion. Modern reflective and special effect backdrop materials were also demonstrated. A lively question and answer period followed the demonstration. — James C. Miller (Secretary-Treasurer), KERA-TV 3000 Harry Hines Blvd., Dallas, TX 75201.

FLORIDA/CARIBBEAN, 28 May — The meeting, held at the North Miami Armory with an attendance of 59, was a joint meeting of the SMPTE Florida/Caribbean Section and the South Chapter of the Florida Motion Picture and Television Association (FMPTA). One of the reasons for the joint meeting was that it had been found that on more than one occasion the two organizations had met on the same day and that several SMPTE members were also members of FMPTA. The speaker was Frank J. Eberhardt who presented a paper on "Proper Film

Handling" illustrated with a 16mm color film. Following the presentation and after the ensuing question and answer period, B. J. Johnson, President of the FMPTA South Chapter, explained the aims and purposes of the organization which are, mainly, to promote film and television production in Florida in every possible way and to exchange information with other groups. He emphasized that the FMPTA was in no way in competition with the SMPTE but that there was every reason for the two groups to cooperate in improving the film and television "climate" in Florida.

Ben Harris, Director of the Motion Picture and Television Services Section of the Florida Department of Commerce, discussed the efforts the Section is making to attract film producers to Florida and to facilitate production operations in the State. — Christopher H. Lankester (Secretary-Treasurer), 320 North Luna Ct., Hollywood, FL 33021.

FLORIDA/CARIBBEAN, 25 June — The meeting was held at the Howard Johnson Motor Lodge in Miami with an attendance of 27 members and guests. This was the first meeting of the Florida/Caribbean Section that had the main part of the program on videotape rather than presented by a live speaker. The presentation, by E. S. Busby of Ampex Corp. was entitled "Digital Video Made Easy." It had been expected that the recorded program would be shown by means of the Advent Videobeam Television Projector but, at the last minute, the equipment was found to be inoperative and was replaced by two 19-in Sony monitors. The program was well received although it is believed that some of those present did not find Digital Video as easy to understand as Mr. Busby might have hoped. Section Chairman Frank J. Eberhardt provided an introduction to, and an explanation of, the recorder program. — Christopher H. Lankester (Secretary-Treasurer), 320 N. Luna Ct., Hollywood, FL 33021.

HOLLYWOOD, 27 May — The meeting was held at the ABC Hollywood Palace with an attendance of 145 members and guests. The speakers were Alastair M. Heaslett and Mark Sanders, both of Ampex Corp. Mr. Heaslett discussed advanced techniques in magnetic recording and their application to broadcast television and Mr. Sanders discussed digital time base correction for helical scan recorders. The Ampex TBC-800 was described in detail and demonstrated on monitors. The meeting was preceded by a dinner at the Hollywood Brown Derby Restaurant. — Don V. Kloepfel (Secretary-Treasurer), DeLuxe General, Inc., 1546 North Argyle Ave., Hollywood, CA 90028.

HOUSTON, 5 June — The meeting was held at the ACA Recording Studios with an attendance of 16 members and guests. The speaker was Diane Booker of the Texas Film Commission who gave an informal talk about the aims and goals of the Commission and plans for the future. — Rob Middleton (Secretary-Treasurer), KPRC-TV, P.O. Box 2222, Houston, TX 77001.

HOUSTON, 25 June — The meeting was held at the Veterans Administration Hospital with an attendance of 36 members and guests. The program included recorded videotape/slide presentations on "Electronic News Gathering" by Joseph A. Flaherty, General Manager, Engineering and Development,

CBS, New York, and on "Digital Video Made Easy" by E. S. Busby, Ampex Corp. The producer of the videotapes, Paul F. Wittlig, Staff Consultant, Engineering and Development Dept., CBS, New York, discussed the programs. A number of news reporters and engineers were present and a lively question and answer period followed the presentations. — Rob Middleton (Secretary-Treasurer), KPRC-TV, P.O. Box. 2222, Houston, TX 77001.

OHIO, 29 May — The meeting was held at the Cleveland Engineering Society building with an attendance of 18 members and guests. The speakers were Edward Blasko and Arthur Florack, both of Eastman Kodak Co. and who (both) took part in a presentation entitled "7240 — A Film for TV News." Mr. Blasko explained the various reasons for the introduction of the new Kodak News Film 7240/5240 and described the method of processing. He used slides to illustrate various points in the discussion. The advantages of lower contrast and better highlight detail were pointed out as well as the faster and cheaper processing steps. A 16mm reel of various new scenes shot on the new film was shown to demonstrate its capabilities. A lively question and answer period followed the presentation. The meeting was preceded by a dinner at the Rusty Scupper restaurant. — George F. Goden (Section Chairman), Film Lab Service, Inc., 4019 Prospect Ave., Cleveland, OH 44103.

OHIO, 19 June — The meeting was held at Cathedral Teleproductions in Cuyahoga Falls with an attendance of 60 members and guests. The speaker was Gary Moskovitz of RCA Corp. who presented a paper on "New Design Considerations for Quadrex Videotape Recorders." A question and answer period followed the presentation after which Dave Ginaven and the Cathedral Teleproductions engineering staff conducted tours of the video production facilities. The meeting was preceded by a dinner at the Cathedral Buffet. — Jon Carter (Secretary-Treasurer), Movie Makers, Inc., 4614 Prospect Ave., Cleveland, OH 44103.

PHILADELPHIA, 3 June — The meeting was held at the Walnut Street Theatre with an attendance of 35 members and guests. The speakers were Irwin Young of Du Art Film Laboratories who presented a paper on "Should the 16mm Filmmaker Use Reversal or Negative on His Next Production?" and Garret W. Brown whose presentation was on "A New Handheld Camera Stabilizer." Mr. Young showed a comparison of scenes photographed on Ektachrome Reversal film types 7242 and 7252 with the same scenes shot with Eastman Color Negative type 7247. The duplicating systems used to reach the release print stages were demonstrated.

Mr. Brown showed film shot while employing a new handheld camera stabilizer. The scenes involve a camera operator walking or running while photographing a moving subject. The stability of the resulting footage was exceptional. — C. G. Perry (Secretary-Treasurer), Jerrold Electronics Corp., 200 Witmer Rd., Horsham, PA 19044.

ROCHESTER, 22 May — The meeting was held in the Booth Auditorium of the Rochester Institute of Technology with an attendance of 30 members and guests. The speaker was Richard Cressey of Cressey Productions,

Inc., who presented a paper on "Automated Front Screen Multiplexing." He described a method of producing multi-image film or video using 16 projectors controlled by an 80-channel punch tape programmed to produce images which can be wiped, faded, dissolved, cut, crawled, rippled, colored or pulsed. The presentation includes slides showing the system and its operational capabilities.

The meeting was held on the annual RIT night and included presentation of student-made films. *Cricket*, a 16mm film, and *Pizza*, a super-8 film, each received a \$50 cash award. Both films received high praise from a small but appreciative audience. — Richard W. Bauer (Secretary-Treasurer), 244 True Hickory Dr., Rochester, NY 14615.

ROCHESTER, 19 June — The meeting was held at the WXXI TV/FM studios with an attendance of 60 members and guests. The evening began with a tour of the newly completed WXXI TV/FM complex. Groups of about 15 were escorted through master control, videotape, telecine, film and tape vaults, studios and FM-stereo radio facilities. The guides answered many questions en route. Following the tours, John Bell, WXXI Chief Engineer, answered questions and explained both the technical and nontechnical operations of this public broadcasting facility. — Richard W. Bauer (Secretary-Treasurer), 244 True Hickory Dr., Rochester, NY 14615.

SAN FRANCISCO, 26 June — The meeting was held at the University of California's School of Environmental Design with an attendance of 45 members and guests. The speakers were Alan Feuer and Karl Mellander, both of the University of California, who described and demonstrated the U.C. Environmental Simulation Laboratory. The Environmental Simulator provides a new and sophisticated tool for architects, engineers and planners. It consists of an extremely realistic small-scale model of an urban area and a specially-designed computer-operated camera which "tours" the model, simulating a drive along actual or future roads. The "tour" is recorded on videotape or film for study and analysis. The current model which is 25 ft² represents approximately 1½ mi² of the Marin County suburb of Terra Linda.

Mr. Feuer, programmer and filmmaker for the simulator explained the model, camera and precision-operated heavy duty camera crane. The special camera lens, which is mounted in a "snorkel" travels along the model's roads ¾ in above the surface. Building faces were photographed to the correct scale and mounted on the model buildings. The camera's path through the model is programmed on a computer and shot as single-frame animation. High illumination level and slow shutter speed permit extreme depth of field in the finished film. The final film is nearly indistinguishable from a filmed automobile trip through the actual landscape.

The purpose of the simulator is to predict the environmental and psychological effect of major changes to the landscape. Tests with 600 subjects have indicated an 85% to 90% correlation between the animated film of the model and an actual drive through the landscape. Following the formal presentation, Mr. Feuer and Mr. Mellander, who is the engineer in charge of the project, conducted a question and answer session. — Kay Kibby (Secretary-Treasurer), W. A. Palmer Films, Inc., 611 Howard St., San Francisco, CA 94105.

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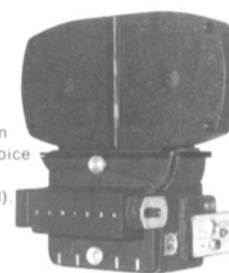


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PLC-4 Magazine shown mounted on a CP-16R Reflex camera.



PLC-4 Magazine shown mounted on an Auricon CineVoice Camera (400 ft. Conversion model).

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