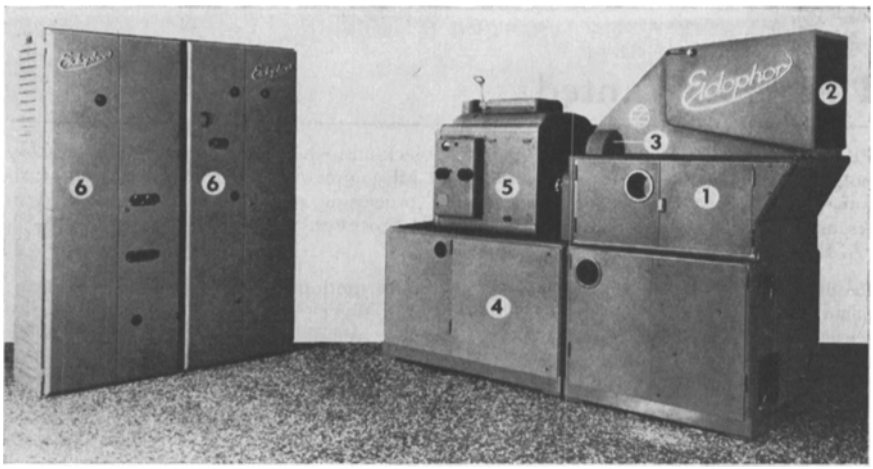
New Products

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.



Eidophor large-screen, color-television projection equipment: (1) Eidophor projector; (2) projection light beam hood; (3) color wheel; (4) auxiliary services (vacuum pump, thermostat, and system for Eidophor cooling); (5) projection lamp (Ventarc-type); and (6) television receiver circuits.

Eidophor large-screen, color-television projection equipment has been installed in the 20th Century-Fox Film Corp. motion picture theater at 444 W. 56th St., New York City, with demonstrations for the press and invited public beginning on June 25. A 30-min program of great variety and color was originated and transmitted from the sound stages of Movietonews at W. 54 St. and Tenth Ave.

Journal readers may recall the article by E. Labin in the April 1950 *Journal* when the Eidophor was described as occupying two floors. Work toward the Eidophor was described as early as 1941 by Hugo Thiemann and by Prof. Fritz Fischer who directed the project until his death in 1948. The Eidophor was developed at the Polytechnical Institute of Zurich, Switzerland, and was brought to this country in part through the efforts of Dr. Edgar Gretener A.G. of Zurich, and by Dr. Thiemann who was on hand to answer questions during the demonstrations at Twentieth Century-Fox.

The present Eidophor projector is about the size, weight and shape of a standard motion picture projector. The Eidophor has a Ventarc-type projection lamp which was demonstrated at the Society's Convention at Chicago in 1950 and described in the October 1950 *Journal*. The Columbia Broadcasting System's field-sequential color process has been combined with the Eidophor black-and-white equipment. The CBS system was completely described in, among other places, the October 1951 *Journal* by Goldmark, Christensen and Reeves.

Converting the original black-and-white Swiss system to the color demonstrated and getting the present model developed and installed has been under the direction of Earl I. Sponable, with notable assistance from Hubert J. Schlafly, Lorin D. Grignon and William F. Jordan.