

Books, Booklets, Brochures

Widescreen Cinema, by John Belton, puts the format in its proper cultural context, beginning with the film's progress from peepshow to projection in 1896. The author shows how Cinerama, CinemaScope, VistaVision, Todd-AO, and other widescreen processes marked significant changes in the conditions of spectatorship after World War II, and how the film industry sought to redefine those conditions. Technical, economic, social, and aesthetic aspects are covered in the author's reconstruction of the complex history of widescreen cinema, and are related to developments in mass-produced leisure-time entertainment in the twentieth century. The 300-page publication illuminates a central episode in the evolution of cinema and reveals a great deal about the shifting fit between film and society. Belton also answers such questions as why 35mm film became a standard, why a widescreen revolution failed in the 1920s but succeeded in the 1950s, and why movies shrank again in the 1960s, leaving the audience with the small-screen multiplexes and mall cinemas that we know today. According to the author, the answers have as much to do with popular notions of leisure time and entertainment as with technology. The book, which is available in hardcover for \$35 and softcover for \$18.95, can be ordered from Harvard University Press, 79 Garden St., Cambridge, MA 02138.

Desktop Computer Animation: A Guide to Low-Cost Computer Animation, by Gregory MacNicol, teaches readers both the fundamentals of good animation, such as visualization and scripting, and the technology and process of creating animation on the computer. The 188-page hardcover book stresses systems, software, and step-by-step techniques using the three most popular desktop-computer platforms: Amiga, Macintosh, and IBM PC/AT. Practical and reader-friendly, the book simplifies jargon and clarifies concepts, and covers such subjects as the computer setup, graphics monitors, video basics, adding realism to 3-D models, and recording to video. Readers will learn to select and integrate computer components and software appropriate for the individual needs, visualize and sculpt digital 2-D and 3-D models, stage animation scenes through effective lighting and perspective, script motion for 2-D and 3-D animation, and create animation for a range of applications — from multimedia to broadcast-quality release. The book is available from Butterworth-Heinemann, 80 Montvale Ave., Stoneham,

MA 02180, at a cost of \$45. The author is a contributing editor of *Computer Graphics World* and has taught and lectured on computer graphics at the University of California, Santa Cruz, and numerous other universities and conferences.

The 1993 Catalog of American National Standards comprehensively indexes nearly 10,500 American National Standards that help industry and government increase productivity, reduce operating and purchasing costs, protect workers and the public, and contribute to the quality and safety of products. The standards listed in the catalog provide dimensions; performance and safety requirements; test methods; ratings; and terminology and symbols for equipment, components, materials, and products from a variety of industry sectors. The catalog, which is published by the American National Standards Institute (ANSI), is available to members and libraries that serve the general public for free. Nonmembers can obtain the catalog for \$20 plus handling charges by writing to ANSI, Customer Service Dept., 11 W. 42nd St., New York, NY 10036.

Script Planning: Positioning Your Script for Television and Film, by Tony Zaza, provides a systematic approach to getting a script produced. Through previzualization, preplanning, and market evaluation, the author details how to define a subject, fit it into the marketplace, and when and to whom to present a proposal. The book also provides financial strategies, sources of support, a development process overview, film and television genre categories, major market classes, and Writer's Guild parameters. The publication defines the roles of technology, agents, distributors, syndicators, and exhibitors. The 248-page softcover is available from Focal Press, 80 Montvale Ave., Stoneham, MA 02180, for \$24.95.

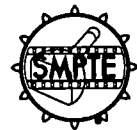
The 1993 Directory of Video, Computer, & Audio-Visual Products provides detailed information and photos of over 2500 video, computer, and audio-visual products from over 300 manufacturers. Each quarter-page illustrated listing includes price, applications, capacity, construction, size, features, and accessories. The 650-page directory also includes a section that provides listings of related equipment and accessories; an index of contributing firms, including complete address, phone/fax numbers, and sales contact; a trade name section; a glossary

of communications terminology; and the membership list of the International Communications Industry Association (ICIA). The publication can be ordered from ICIA, 3150 Spring St., Fairfax, VA 22031-2399. The nonmember price is \$60 prepaid, plus \$5.50 for shipping.

The 1993 Audio-Visual/Video Buying Guide is packed with comparative specifications and facts on over 5300 high-tech and traditional audio-visual, video, and presentation technology products. Over 450 items have been added to the 1993 edition. The 192-page catalog is available at no cost from National Audio-Visual Supply, 1 Madison Ave., E. Rutherford, NJ 07073.

A PCY Series Housing Data Sheet is available at no cost from Pall Process Filtration Co., 2200 Northern Blvd., East Hills, NY 11548-1289. The PCY Series Filter Housings are constructed of glass-filled polypropylene and are typically used for flow rates up to 15 GPM. The design pressure rating is up to five times greater than competitive polypropylene filter housings.

SMPTE Test Films



SMPTE has a full line of test materials for television and motion pictures, including monochrome TV test patterns, color TV subjective reference films and slides, photographic sound test films, magnetic sound test films, and a complete range of projector performance films. Most TV films are available in 35mm, 16mm, and 2 X 2-inch transparencies. The sound films are available in 35mm and 16mm (the magnetic sound films are also available in super 8), and the projector performance films are available in 35mm, 16mm, super 8 and regular 8, depending upon the film type. Films are in stock for immediate shipment. All films are guaranteed.

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