

# Books, Booklets, Brochures

**The 1995 EEM/Electronic Engineers Master**, 37th Annual Edition, has been published by Hearst Business Publishing/UTP Division, 645 Stewart Ave., Garden City, NY 11530. This catalog of electronics provides the design engineer with the latest information on over 4,100 electronic products. The 1995 EEM is arranged in four separate volumes, each dedicated to a specific class of electronic products: electronic components; electromechanical, electro-optical, and military components; interconnections, packaging, and hardware; and power sources, instrumentation, computer products, and equipment. An annual subscription for the EEM is available for \$99.00.

**The Art of Digital Video**, Second Edition, has been written to approach changes in digital technology since the first edition was published in 1990. Among the new subjects discussed are transform coding for data reduction and motion estimation, advanced PAL coding, 16:9, signature analysis, noise shaping audio converters, and workstations; an introduction to the new DVTR formats is also provided. This 608-page hardcover book explains each of these subjects in plain English with a minimum of equations. Written by John Watkinson, an independent consultant in digital video, audio, and data technology, the volume is available for \$59.95 from Focal Press, 313 Washington St., Newton, MA 02158.

**The Dictionary of Image Technology**, Third Edition, has been compiled by a team of BKSTS members who are leading experts in their fields. This 168-page pocket reference defines over 3,000 terms simply and succinctly and is highly recommended for those who work in the fields of television, digital video recording, satellite broadcasting, cable distribution, and cinematography. The book can be obtained for \$29.95 from Focal Press, 313 Washington St., Newton, MA 02158.

**Film Production**, Second Edition, is now available from Focal Press, 313 Washington St., Newton, MA 02158. Formerly known as *The Technique of Film Production*, this introduction to all aspects of film production has been updated to include the latest advances in video, film-to-tape transfer, and the new computer-based nonlinear editing systems. Such topics as new lab techniques, additional budget information, new cameras and equipment, and computer-generated film images and "morphing" are now covered. This 216-page, illustrated paperback was written by Steven Bernstein, who has served as director of photography on many feature

films and is now a lecturer at the Univ. of Southern Calif.'s Film Department. The price of the book is \$34.95.

**Interactive Television: A Comprehensive Guide for Multimedia Technologists** examines the concepts, design approaches, and technology requirements for pay-per-view TV, interactive television (ITV), advanced multimedia, and video-on-demand (VOD) systems. Author Winston William Hodge takes a detailed look at each of these emerging technologies, beginning with a discussion of the convergence of television, multimedia, and virtual reality. He then covers the architecture, systems, and applications for VOD and the evolution and constraints of cable television and telephone system networks. This illustrated, 256-page hard cover book is available for \$34.95 from McGraw Hill, Inc. Professional Book Group, Blue Ridge Summit, PA 17294.

**Winners! Producing Effective Electronic Media** gives an inside look at 28 award-winning electronic media products and programs from the worlds of corporate America, medicine, education, and govern-

ment. Case studies, based on interviews with the producers, lend insight into effective techniques in linear video programming, multiscreen video, interactive videodisc, multimedia, and teleconferencing. Included are guiding principles for producing effective, award-winning projects and appendices listing competitions and associations. This 158-page paperback, written by Eugene Marlow and Janice Sileo, is available from Wadsworth Publishing Co., 10 Davis Dr., Belmont, CA 94002.

**Engineers as Executives** is a new book published by the IEEE Press, 445 Hoes Lane, P.O. Box 1331, Piscataway, NJ 08855. Leading executives from Japan, Germany, and the U.S. discuss, in nontechnical language, their views on what an engineer needs to become a successful manager. The book chronicles the engineering and management achievements of some of the most successful leaders of high-technology companies. It is written by William Aspray, director of the IEEE Center for the History of Electrical Engineering, and is available to IEEE members for \$25; the list price is \$29.95.

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