

Industry News & Educational Activities

Hope Reports Perspective, a bimonthly publication of Hope Reports, Inc., 919 South Winton Rd., Rochester, NY 14618, contains special reports and analyses not included in the *Hope Reports* annual and quarterly series. The first issue, which appeared in September 1975 (*Journal*, p. 914, November; p. 990 December 1975) contained an in-depth discussion of Videodisc, then a new medium.

Contents of the subsequent issues in the first volume are: (November 1975) Videocassette; AECT, NAVA 1975/74 Convention Attendance Analysis; Timing a New Product; Media — Today's Needs Neglected; (January 1976) 16mm; Small Screen vs Large Screen; Film on TV — Making it Work; Trouble in the Schoolhouse; (March 1976) Super 8/8mm; AV Trade Journal Analysis; (May 1976) Filmstrip; Changing Industrial Film Business; (July 1976) 2- X 2-in Slide; AV Newsletter Analysis.

Volume I (six issues) is available as a package at a price of \$25. The current volume (1976-77) can be subscribed to at a rate of \$30.

Each issue of *Perspective* examines a medium — its development, current status and future. The series includes special studies and topical analyses not found in other reports. Each year Hope Reports conducts dozens of established surveys. In-depth studies are also made of selected segments of the industry and related areas of concern.

IEE Conference Publication containing papers presented at the 6th International Broadcasting Convention held in London in September 1976 is available from the Institution of Electrical Engineers, P.O. Box 8, Southgate House, Stevenage, Herts SG1 1HQ, England, at a price of £ 9.90 within the United Kingdom or overseas at a price of £ 11.60. Copies are available to members of the sponsoring societies at a specially reduced price upon application to the publisher. The sponsors are: the SMPTE; the Institution of Electrical Engineers; the Institute of Electrical and Electronics Engineers; The Institution of Electronic and Radio Engineers; The Electronic Engineering Association; and the Royal Television Society.

Subjects of the papers include studio systems; recording; picture origination; digital techniques; new information systems; electronic journalism; transmitters; and aerials. The volume contains 236 pp., 53 papers and measures 297 X 210 mm. It is softbound.

A major new satellite earth station which permits instantaneous voice, data and television communications between the Southwest and the rest of the United States has been placed into operation by RCA American Communications, Inc., 201 Centennial Ave., Piscataway, NJ 08854. The new communications terminal is located at Rayburn, Tex. It is part of RCA Americom's growing domestic satellite communications system designed to serve all 50 states.

Ampex Corp.'s Audio-Video Systems Division, 401 Broadway, Redwood City, CA 94063, has announced a partial restructuring of its product marketing because of increased sales in its helical video and audio product lines. In the realignment Mark Sanders and Arnold Taylor have been appointed to the newly created positions of Senior Product Managers. They will coordinate engineering, manufacturing and marketing of the company's audio and video product lines. In addition, Sanders will continue to direct the marketing of the Ampex VPR-1 teleproduction recorder, time base correctors and helical video products. Taylor will continue to direct the marketing of the Ampex EDM-1 editing system, the Electronic Still Store (ESS) system and other editing systems.

AMVID Communication Services Inc., 2100 Sepulveda Blvd., Manhattan Beach, CA 90266, has established a new videodisc division, according to a recent announcement. The new division will produce and distribute its own original programming in addition to acquiring program material from other production companies. The division will also have programs available for the a Betamax format, the announcement stated.

Joachim P. Diermann has been appointed Chief Engineer of Ampex Corp.'s Audio-Video Systems Div., 401 Broadway, Redwood City, CA 94063, it was announced by Donald V. Kleffman, General Manager of the Division. Diermann joined Ampex in 1966 and has conducted development work in electron beam recording, computer and data technology. He also supervised the development of the Ampex Electronic Still Storage system.

Jack C. Ellis, Northwestern University has been named editor of *Cinema Journal* to succeed Richard Dyer MacCann, University of Iowa, editor for the past 10 years. *Cinema Journal*, the official publication of the Society for Cinema Studies, is published twice a year by the University of Iowa. The Society for Cinema Studies, founded in 1959, represents scholarly interests in the field of film study. Editorial correspondence, manuscripts, etc., should be sent to: Prof. Jack C. Ellis, Editor, Dept. of Radio, Television and Film, Northwestern University, Evanston, IL 60201.

Petro Vlahos, former Chief Scientist for the Research Center of the Association of Motion Picture and Television Producers, and William Gottschalk, Jr., President of Applied Research Products, Inc., have formed the Vlahos-Gottschalk Research Corp., it was recently announced. Vlahos, President of the new company, said that it had been formed for the purpose of continuing the kinds of research he has done for the motion-picture industry since 1946.

The administrative offices of the new company will be in Marina del Rey, Calif., with the research laboratory at 18607 Topham St., Re-

veda, CA 91335. The company will not be restricted to research projects, Vlahos said, but it will also design, manufacture and market technological equipment for use in the motion-picture and television industries.

Applied Research Products (Gottschalk's company) is manufacturing the Vlahos-invented Electronic Composite Printer and Image Modification System under an exclusive licensing agreement with The Association of Motion Picture and Television Producers. Winner of three Academy Awards, Vlahos is the inventor of the sodium travelling matte and of color-difference composite photography.

Raymond J. Wulf has been appointed Manager, Corporate Development, Corporate Commercial Affairs Office, for Eastman Kodak Company with headquarters at 343 State St., Rochester, NY 14650. Wulf has been with Eastman Kodak since 1953. His most recent post, prior to his present appointment, was that of Project Director, Central Marketing Research Office, U.S. and Canadian Photographic Division.

Peter B. Wert has been named Director of The American Film Institute, the John F. Kennedy Center for the Performing Arts, Washington, DC 20566, it was announced by AFI Director George Stevens, Jr. Wert will develop and coordinate AFI's activities to expand its base of support from the private sector. His work will involve contact with corporations, foundations and individuals throughout the United States. AFI is an independent non-profit organization established by the National Endowment for the Arts to preserve the heritage and advance the art of film and television in America.

Eddy H. A. E. Zwaneveld has joined the staff of Stockdale Corp., 2211 West 2300 South, Salt Lake City, UT 84119, as Media Producer Consultant. Earlier, he led the team which designed and supervised the installation of Stockdale Corp.'s Photo-Tech Motion Picture and Custom Still Laboratories which opened its doors in January 1975. Known internationally as a media expert, Zwaneveld's most recent post prior to his joining Stockdale was that of Head of Media Post Production at Brigham Young University's Division of Media Development and Production.

Books, Booklets and Brochures

The Proceedings of the International Commission on Illumination (CIE) 18th (London) Session are available in an 803-page hardcover volume (8½ X 11 in). The text includes reports of 23 Technical Committees and five Study Groups as well as the 77 papers presented at the 18th Session (10-18 September 1975). In addition, the Minutes of the Opening and Closing Plenary Meetings of the Commission are included. The Technical Committee reports include two of special interest—the report on Photometry and Radiometry which includes a bibliography of about 1700 listings and the report on Colorimetry which includes a bibliography of 347 listings. The Colorimetry report includes a description of the two approximately uniform color spaces and associated color-difference formulas that the Committee recommends. Copies of the *Proceedings* (CIE Publication 36) may be obtained from Louis E. Barrow, Secretary, U.S. National Committee, CIE, National Bureau of Standards, Washington, DC 20234, at a price of \$75. Payment should accompany the order and should be made