

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

payable to the U.S. National Committee, CIE. Canadians may obtain copies by sending a check payable to The Receiver General of Canada, Credit National Research Council with the order addressed to Publications Distribution Office, National Research Council of Canada, Ottawa, Ont., Canada K1A 0R6.

Circular Polarization in Television Broadcasting, an illustrated booklet containing three papers reprinted from the *Proceedings of the 29th Annual Broadcast Engineering Conference, NAB* (6-9 April 1975), is available from RCA Antenna Product Management, Bldg. 2-5, Camden, NJ 08102. The reprinted papers — all containing a number of illustrations and diagrams are: "Circular Polarization in Television Broadcasting" by Fred L. Zellner, Jr., Manager of Allocations, ABC, New York; "Circularly Polarized Antennas for Television" by Matti Siukola, Broadcast Antenna Engineering, RCA Broadcast Systems, Gibbsboro, N.J.; and "Report on Field Tests of Circular Polarization in Television" by Neil M. Smith, Smith and Powstenko, Washington, D.C.

Cushioning Foam of DuPont Neoprene, a 12-page illustrated brochure available from E. I. DuPont de Nemours & Co., Elastomer Chemicals Dept., Wilmington, DE 19898, contains information on the foam and its performance in flammability tests. A particularly impressive series of color illustrations of theater seats (seven chairs in three rows) during three flammability tests is included. In each of the three tests, trash was placed beneath the center chair and ignited

with a single safety match. In the first test the chair construction used Neoprene cushioning foam. In six minutes the fire had burned out with only the center chair involved.

In the second test the chairs were constructed of HR Polyurethane containing flame retardants. Most of the fire had burned out in 29 min 30 s with five chairs in two rows damaged.

In the third test Standard Polyurethane was used for the chairs. The flames were out in 40 min and all seven chairs were damaged beyond repair.

Neoprene is available in molded sheets and slabs and in a variety of custom moldings for contoured cushions, the brochure pointed out.

Film Laboratory Prices and Services, a 16-page brochure listing services and charges is available from Bebell, Inc., 416 W. 45 St., New York, NY 10036. The brochure contains detailed developing, internegative, CRI and release print charges for negative/positive Eastman Color, reversal Ektachrome, color TV spots and black-and-white reversal plus all related laboratory and packaging services. Film sizes shown are 16mm and super 8. The brochure also contains a full-page (8½ × 11 in) Exposure Index chart of 16mm and 35mm Kodak motion-picture film stocks, including 5240/7240, for normal developing; under-exposure for forced one to four stops developing; and over-exposure for retarded developing.

The Seltronic line of circuit breakers, designed to offer complete circuit protection in one molded case breaker, is described in a 12-page,

four-color brochure (Seltronic brochure, B-24) available from Westinghouse Electric Corp., Low Voltage Breaker Div., Beaver, PA 15009. The new line has an adjustable, built-in, short-time delay to hold the breaker down while stream breakers clear a fault. The delay permits the breaker nearest the fault to open and isolate the faulted circuit from the rest of the system.

Metro/Kalvar Inc., 745 Post Rd., Darien, CT 06820, has announced a one-page descriptive flyer illustrating 10 different ultrasonic splicers for polyester base films, super-8 to 105mm motion-picture and microfilm formats. The flyer is available upon request.

Erratum

International Standardization *Paris, May 1976*

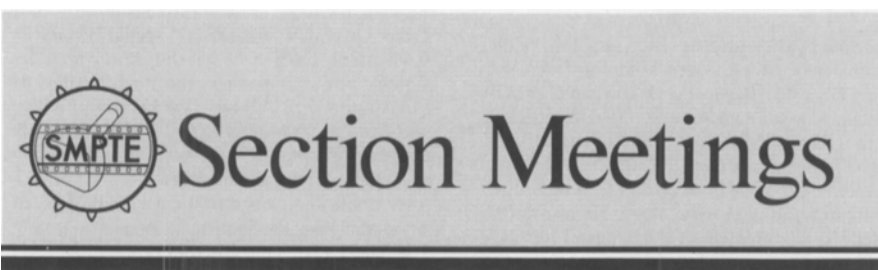
By Alex E. Alden, Staff Engineer
JUNE 1976 *Journal*, pp. 410-412

In reporting on the meeting of ISO/TC 36 — Cinematography, in Paris, France during May 1976 (pages 410 and 412), the name of Mr. J. G. Baer, President of Century Projector Corp., was omitted as one of the USA Delegates. During the meeting, Mr. Baer accepted the responsibility of acting as chairman pro tem of Working Group-4, Projection. He also has been appointed as the second USA specialist on Working Group-4, in association with Mr. G. M. Berggren.

H. L. Vincent (Secretary-Treasurer), Eastman Kodak Co., 1901 W. 22 St., Oak Brook, IL 60521.

Dallas/Fort Worth, 1 September — The meeting was held at the facilities of Victor Duncan, Inc., in Dallas with an attendance of 47 members and guests. The speaker was Richard Schreiber of Arriflex Corp. who presented a paper entitled "Arriflex 16SR and Zeiss Super Speed Lenses." He said that to meet the changing requirements for modern filmmaking equipment changes and innovations had to be produced; he pointed out that the Arri SR is one answer to the technological revolution in motion-picture equipment. He explained that the increasing tendency toward location shooting required camera sophistication, through-the-lens exposure control and the ability to film night-for-night photography. A test film illustrated dramatically night-for-night filming under seemingly impossible circumstances. Ambient light levels insufficient to register on a light meter were selected for the scenes to be shot. The test film had been force processed two stops and Chem-Tone treated to bring out excellent clarity, detail and color quality quite comparable to ECO under normal conditions.

The basic camera, he said, has the ability to accept time coding systems when it becomes standardized; video monitoring devices in color or black-and-white; and a revolutionary film movement system with registration. Schreiberman disassembled and rebuilt all camera components to provide the audience with a better knowledge of the Arriflex SR. — Melvin E. Dunn (Secretary-Treasurer), American Schools of Cinema; home address: 2002 Peters Colony Rd., Carrollton, TX 75006.



Australia, 2 Aug. — The meeting was held at the studios of ATN Channel 7 in Sydney with an attendance of 36 members and guests. Highlight of the meeting was a panel discussion on "Newsgathering: Film vs Video." Panel Chairman was Donald D. Kennedy, Project Officer of the Australian Commonwealth Film Unit. Panel members and their specialties were: Grahame Storer, ATN Channel 7, Conventional Film Cameras; Don Stockbridge, Australian Video Engineering, Electronic Devices; Don Saunders, ABC News Editing Dept., Editorial; Jack Gulley, ABC News Dept., Journalism; Russell Chapman, Kodak (Aust.) Pty. Ltd., Film and Video Emulsions; Les Free, Channel 9, Sydney, Film and Video Emulsions, Technical Aspects; Murray Stevenson, Federation of Australian Commercial Television Stations, Sydney, End User.

The panel discussion on such a controversial subject elicited some heated debates between members of the audience and panel members. Outcome of the discussions and debates was that everyone went away with a clearer understanding of the advantages and disadvantages of both methods of newsgathering and that, with regard to currently available equipment and

facilities, the selection of either method would be based on factors not all of which would be common to all situations. After the close of the meeting refreshments were served through the courtesy of Channel 7. — Donald D. Kennedy (Chairman), Australian Commonwealth Film Unit, P.O. Box 46, Lindfield, N.S.W., Australia.

Chicago, 14 September — The meeting was held at the Eastman Kodak facilities in Oak Brook, Ill., with an attendance of 60 members and guests. The speakers were Edward Blasko and Jeffrey Burrows, both of Eastman Kodak. Blasko's presentation was entitled "Improved Extended Process Characteristics of a Modified ECN 5247/7247 Product." Burrows' presentation was entitled "In-House Super 8 Processing."

The first part of the meeting consisted of a demonstration of forced processing and post-flashing of 5247/7247. The second part of the meeting consisted of a discussion of the Kodak Supermatic 8 Processor with an explanation of how it supported the Super 8 concept in filmmaking. The formal part of the meeting was followed by a demonstration of the machine. —