

# Industry News & Educational Activities

**Professional super-8** filmmaking techniques and audiovisual production are the topics of two workshop series offered during 1976 by Eastman Kodak Co.

The Super-8 Sound Workshop is intended for persons interested in using super-8 sound films to help improve communications by their firms. The program offers "hands-on" experience in filming, editing and displaying super-8 sound film. The workshop will be conducted at the Kodak Marketing Education Center in Rochester 29-31 March; 3-5 May; 26-28 July; and 13-15 December. It will also be conducted at Kodak Regional Marketing Education Centers in Atlanta (25-27 May), Oak Brook, Ill. (22-24 June), and Dallas (14-16 September).

The Introductory Audiovisual Production Workshop is designed for users of slide-tape presentations and multimedia programs as well as motion pictures for more effective selling, training and promotion.

Further information on both workshops is available from Eastman Kodak Co., Events Arrangements, Marketing Education Center, 343 State St., Rochester, NY 14650.

**A study of closed-circuit video systems** including a United States market analysis (1976-1981) is being conducted by ComQuest Corp., 1000 Elwell Ct., Palo Alto, CA 94303. In announcing the study, ComQuest (an information services firm) noted that United States industry is now spending more than \$300 million annually for private television equipment, software and services and it predicts that this market will grow at an average annual rate of about 30% over the next ten years. The study is also expected to disclose that the economics of visual communications as a partial replacement for executive travel will be a decisive factor in market growth as will the need for automated monitoring systems for security and process control. It was also noted that televised educational programming is an established trend that will continue to grow. The study will analyze and forecast markets for such equipment categories as video cameras; video recorders; video monitors; videotape editing and duplication.

**A national survey** of more than 4000 film and television educators is being conducted by the American Film Institute to determine the needs of college and university film study programs. The study is funded by a grant from the National Endowment for the Arts. A group of leading film and television educators are conducting the study including Erik Barnouw, Columbia University; Edgar Dale, Ohio State University; Anna Hyer, National Education Assn.; Raymond Fielding, Temple University; Donald Staples, New York University; Howard Suber, University of California Los Angeles; and Robert W. Wagner, Ohio State University. AFI headquarters is at the John F. Kennedy Center for the Performing Arts, Washington, DC 20566.

**A wide-screen scanning system** for film-to-tape transfer has been patented by K. Blair Benson for Goldmark Communications Corp., Stamford, Conn., of which he is Engineering Vice-President. The system, covered by U.S. Patent 3,919,474 (11 Nov. 1975), was first described in the September 1973 *Journal*, pp. 739-742 ("Wide-Screen Scanning System for Film-to-Tape Transfer" by K. Blair Benson). The system automatically transfers a high aspect ratio motion-picture film to a lower aspect ratio video recording according to predetermined film editing cue data. The system accomplishes the scanning operation by following the important action during real-time transfer of film to tape. An optical system, controlled automatically from recorded cues, moves the wide-screen image to specific horizontal positions relative to the camera aperture at the appropriate film frame. By the elimination of the film laboratory scanning operation and the concomitant production of special prints, substantial cost savings can be achieved.

Since September 1973 (when the system was described in the *Journal*) several thousand recordings have been made for use in cable and MDS systems, hotels and homes. Early in 1974 a new division, the Transcan division, was established at Goldmark Communications to handle all video program processing services conducted by the company's Film-to-Tape Transfer Center (*Journal*, p. 328, April 1974).

**The Electronic Still Store System (ESS)**, a joint development of Ampex Corp. and CBS, is a new digital recording system capable of storing thousands of color slides and still pictures magnetically on computer disc packs for use in television broadcasting. The new system was described in a paper by William Conolly of CBS-TV, New York, and Joachim Diermann of Ampex Corp., Redwood City, Calif., "Digital Techniques for an Electronic Still Store," presented on 24 January at the SMPTE Winter TV Conference in Detroit.

The system, under development for almost two years, electronically converts the analog television signal into digital form and stores the information on magnetic disc packs. Slides and stills can be randomly selected from bulk memory with an access time of less than 100 ms. The basic ESS system can store up to 1500 video frames on-line for immediate random access and it is expandable. Disc pack shelf storage is virtually unlimited. In addition to the record and reproduce modes of operation, ESS can rearrange selected stills in any sequence for inclusion in a program; two independent video outputs permit preview, dissolve, mixed and special effects to be performed in the normal way at the studio switcher.

**Westinghouse Electric Corp.**, 1801 K St. N.W., Washington, DC 20006 has announced that conferences between the Westinghouse

Defense & Electronic Systems Center in Baltimore, Md., and the Aerospace Electrical Div. in Lima, Ohio, will be conducted using a satellite communications link. Such conferences normally require air travel by the participants. The teleconference will begin (experimentally) after the Communications Technology Satellite launch. Each Westinghouse location uses a small ground terminal to both send and receive television signals which are relayed by satellite to and from the plant locations. The two plants are about 400 miles (640 km) apart.

The conference rooms at Baltimore and Lima will receive color video which will be projected on a large screen permitting participants at one location to view facial expressions and gestures of participants at the other location. The impact of videotaping, transmitting graphics and time/cost constraints will be evaluated during the experiment. A scrambling device will make the communications link secure from potential eavesdroppers.

**The National Bureau of Standards** has established a nationwide speakers bureau to provide information on the metric system, it was announced by Ernest Ambler, NBS Acting Director. Noting that many industries in the United States are now in the process of converting to the metric system, Dr. Ambler said that the speakers bureau would enable the disseminating of the metric information to all groups and organizations throughout the United States. Further information is available from Jeffrey V. Odom, Metric Information Office, Room A166, Technology Bldg., National Bureau of Standards, Washington, DC 20234.

**Broad/Comm '76**, an exhibit of professional broadcasting and communications equipment will be held 14-18 June at the U.S. Trade Center in Mexico City under the auspices of the United States Department of Commerce, Domestic and International Business Administration Div., Washington, DC 20230. Participation in the exhibit is limited to U.S. manufacturers of broadcast and communications equipment. A market promotion campaign will begin three months before the exhibit opens, the announcement stated. This is the second such exhibit, the first being held in June 1974.

**KLM Associates**, 11810 Charen Lane, Potomac, MD 20854, has been appointed the exclusive United States representative for the Cinemonta Flat Bed Editing Table for 16mm and 35mm films manufactured by Old Delft Optical Industries in the Netherlands (see *Journal*, pp. 410, 411, May 1974). KLM specializes in the rental of horizontal editing tables and other editing systems.

**Magnasync/Moviola Corp.**, 5539 Riverton Ave., North Hollywood, CA 91601, has purchased "rights, titles and interest" in the Holloscope Prism Systems developed by Micro-Optics A/S, Copenhagen, Denmark. Simultaneously Moviola granted a license to Micro-Optics to manufacture the 24-sided hollow prism for world-wide distribution. The primary use of the hollow prism, said to produce a "rock-steady flickerless picture," is in flatbed editors, according to the announcement; however, other applications such as for certain types of projectors, telecine chains, previewing machines and transfers from film to tape were noted.

**The HP Metric Tutorial Series**, an educational program of five videotapes and a companion workbook designed to provide a comprehensive background in the International Metric System and the use of metric tools, has been announced by Hewlett-Packard Co., 1501 Page Mill Rd., Palo Alto, CA 94304. Included in the package are three programs, one designed for secretaries and clerks with no experience in metrics, another for machine and metal shop employees who will be using metric tools, and a third for electrical engineers and technical writers who are already familiar with some metric units and prefixes.

The complete series is available for \$650 in ¾-in videocassette format. Individual videotapes also are available from \$150 to \$175. Each is about 15-min in length. The workbook, *Going Metric* may be purchased separately for \$4.00.

**Fred J. Scobey** is the recipient of the Dennis Wratten Award conferred annually by the British Kinematograph Sound & Television Society for the outstanding paper published in the *BKSTS Journal*. The award-winning paper appears in the September 1975 *BKSTS Journal* — "Computerized Process and Printer Control Techniques." The paper describes a computerized "checking system" developed by the DeLuxe Laboratories under Scobey's direction and implemented by the company in 1973. The system utilizes an automatic recording densitometer, an IBM system 7 mini-computer and a teletypewriter to assess the color process and interpret the results in plain language. Scobey is Vice-President of Engineering for DeLuxe General, Inc.

**E. I. Gordon** and **R. E. Simon** are the recipients of the Vladimir K. Zworykin Award presented by the IEEE, 345 E. 47 St., New York, NY 10017. The citation noted that the award was "for the invention and leadership in the development of the silicon target tube and in the extension of electronic television into new applications." Established in 1950, the award honors outstanding technical contributions in electronic television.

**Composer Frank Lewin** has been commissioned to write the music and produce the sound for two outdoor historical dramas. Both dramas are scheduled to start their summer-long runs in 1976 in theaters being constructed especially for these productions. *Hernando De Soto, Conquistador* will be performed in Hot Springs National Park, Ark., and *The McIntosh Trail* in Peachtree City, Ga. Both plays were written by Kermit Hunter, a well known author of historical dramas. Lewin previously wrote the music for Dr. Hunter's drama, *Beyond the Sundown*, which opened last summer near Houston, Tex., and is now playing its second season.

Lewin has had a multi-faceted career as a composer. His concert compositions include a great deal of music for voice and instruments. His music for the opera *Gulliver* (*Journal*, p. 208, March 1975) employs recorded sound interacting with film and with live singers and instruments.

Among other compositions, Lewin has written song cycles on the poems of William Blake, Thomas Nash and Edwin Arlington Robinson. He has also composed music for numerous TV series and films. He is presently on the faculty of the Yale University School of Music and of the Columbia University School of the Arts.

## Forthcoming Professional Meetings

**The SPIE/SPSE Technical Symposium East** will be held 22-25 March at the Sheraton Inn/International Conference Center in Reston, Va. The symposium, conducted jointly by the Society of Photo-Optical Instrumentation Engineers and the Society of Photographic Scientists and Engineers, will include five Seminars-in-Depth on Optical, Electro-Optical and Laser Technology and will also include a display of instruments and equipment.

On March 22 and 23 the seminar topics will be: Imaging Through the Atmosphere; Ultra-High-Power Lasers for Practicable Applications; Fibers and Integrated Optics; and Low Light Level Devices for Science and Technology.

On March 24 and 25 the seminar topic will be Aerial Reconnaissance Systems and there will be a special SPSE Technical Session on Laser Recording Materials and a field trip to the United States Geological Survey Facility.

Further information is available from 338 Tejon Pl., Box 1146, Palos Verdes Estates, CA 90274.

**Motion Picture Laboratories, Inc.**, 781 South Main St., Memphis, TN 38101, has announced a **Mini-Seminar** to be held 25 March at the Louisiana State University Medical Center School of Dentistry, 1100 Florida Ave., New Orleans, La. The program will begin with a 22-min film on what happens to film at the lab. Also included on the program will be a discussion of techniques for the production of good optical sound, a discussion of color print stocks, various flashing techniques and a demonstration of reversal and negative camera film and the effects of color density timing on film shot at various exposures.

Theme of the **International Industrial Television Association's (ITVA) 8th Annual International Conference** to be held 26-29 March (*Journal*, p. 989, December 1975; p. 39, January 1976) will be "Effective Programming — The Next Step." Among the speakers will be leading authorities and innovators in visual communications. According to Herb Wolff, Conference Chairperson, "Video communications passed the survival stage some time ago; now we must focus on effective programming in terms both of instructional impact and dollar cost." The ITVA conference will be held at Anaheim, Calif. and the dates coincide with those of the national convention for Educational Communications and Technology (AECT). Persons attending the ITVA conference will have the opportunity of attending the AECT sessions and viewing more than 500 audiovisual exhibits at the Anaheim Convention Center. Further information is available from Herb Wolff, ITVA Conference Chairperson, c/o New England Video Services, 501 Boylston St., Boston, MA 92117.

**The American National Metric Council**, 1625 Massachusetts Ave., N.W., Washington, DC 20036, will hold its second annual conference

5-7 April at the Washington Hilton Hotel in Washington, D.C. Theme of the conference will be **Metri-cation Myths and Realities**. The conference will provide up-to-date information on current metric issues. Subjects to be discussed will include forthcoming metric legislation, progress in Canada and metrication experience in various industrial areas.

**The Annual National Electronics Conference and National Communications Forum** will be held concurrently 1-3 September at the Hyatt Regency O'Hare in Chicago. The conference will focus on the professionalization of engineers and engineering managers. A number of tutorial seminars are planned to cover the latest developments in electronics and communications.

**The 14th Photokina** to be held 10-16 September in Cologne, Germany (*Journal*, p. 764, September 1975) has received applications from 604 firms in 27 nations for exhibit space, according to a recent announcement. Aside from Germany, the greatest number of applications have come from the United States (70 firms) followed by Great Britain with 58, Japan 51, and France 41. A number of other applications from the various countries is expected before the closing date for applications. Products for both still and motion-picture photography will be shown. Among the highlights of the event will be an exhibition of photographs, film and multivision presentations. Information about Photokina is available from Photokina, Messung Ausstellungen-Ges M.B.H. Koln 21, Postfach 21 07 60, Germany or from the German-American Chamber of Commerce, 666 Fifth Ave., New York, NY 10019.

## Calendar

### 21-24 March 1976

**National Assn. of Broadcasters (NAB) Convention** at McCormick Pl., Chicago. Info available from NAB Headquarters, 1771 N St. N.W., Washington, DC 20036.

### 22-25 March 1976

**SPIE/SPSE Technical Symposium East**, Reston, Va. Info from The Society of Photo-Optical Instrumentation Engineers, 338 Tejon Pl., Box 1146, Palos Verdes Estates, CA 90274. (See above.)

### 25 March 1976

**Mini-Seminar, Motion Picture Laboratories, Inc.**, Louisiana State University Medical Center School of Dentistry. Info from MPL, Box 1758, Memphis, TN 38101. (See above.)

### 26-29 March 1976

**International Television Assn. (ITVA) 8th An-**