

# Industry News & Educational Activities

**Special Visual Effects in Motion Pictures and Television**, a course presented jointly by the SMPTE Hollywood Section's Committee on Education and the University of Southern California's Division of Cinema, began 18 February and will continue through 2 June, the classes meeting weekly. The instructors are all well-known experts in the field of special effects including Albert Whitlock whose work on *The Hindenburg* (a picture that relied heavily on special effects) involved the development of new techniques for a number of the complex effects required for this picture.

Other instructors and their subjects — Saul David, *The Impact of Special Effects*; John Mansbridge, *Art Direction and Production Design*; Danny Lee, *Propmaking, Set Construction and Miniatures*; Paul Wurtzel, *Mechanical Special Effects*; L. B. Abbott, *Camera Techniques and Process Backgrounds*; Milt Altman, *Television Special Effects*; Bill Taylor and Petro Vlahos, *Travelling Mattes, the Electronic Composite Printer*; Howard Ziehm, and Walter Chichy, *Special Effects for the Low Budget Producer*; Bill Tuttle, *Make-Up*; Paul Zastupnevich, *Wardrobe*; Don Rogers, *Stunting*; Howard A. Anderson, Jr., *Optical Printing and Titles*; Ted Fogelman, *Laboratory Services*; Chuck Silvers, *Editing and Post Production*; William Hanna, *Animation*; Whitlock and Jim Danforth, *Glass Shots, Matte Printing, Scenic Backings, Dimensional Animation*; and Linwood G. Dunn, *Cinemagic of the Optical Printer*.

**The Institute of Optics** in the College of Engineering and Applied Science, University of Rochester, has announced three short courses for scientists, engineers and managers to be held during the summer.

The first course — *Digital and Optical Image Processing* — is co-sponsored by the Department of Electrical Engineering. It will be held 7-11 June. The course is intended to provide the basic concepts and methods of image processing from both digital and optical points of view. Topics to be covered are: Fourier theory, coherent optical systems, image representation, coding and quantization, color image processing, coherent optical processing, hybrid optical-digital processing, image analysis, image restoration, and design of scanners and displays.

The second course — *Contemporary Optical Engineering* to be held 12-23 July — is designed for physicists and engineers who are not primarily optics specialists but who need to interact with people who are. Topics will include geometrical and instrumental optics, coherent optics, detectors and lasers and light modulation.

The third course — *Optical System Design* to be held 26-30 July — will be taught by Dr. Rudolf Kingslake. The course is designed to give participants sufficient acquaintance with the various types of optical elements so that they can lay out a possible system to fit into the available space and perform the specified task.

All three courses will be held at the University of Rochester campus. Further information is

available from Summer Optics Programs, The Institute of Optics, University of Rochester, Rochester, NY 14627.

**The American Society of Cinematographers** has announced the election of a 15-man Board of Governors for the 1976 term. Serving on the new Board are: Linwood Dunn, Sol Halprin, Winton Hoch, Lester Shorr, L. B. Abbott, Joseph Biroc, Charles Clarke, Stanley Cortez, Daniel Fapp, George Folsey, Lee Garmes, Burnett Guffey, Ernest Laszlo, Philip Lathrop and Ray Rennahan.

**The American Society of Cinematographers** has donated a founder's seat in the soon-to-be-completed International Film Centre in London, England, it was announced by Lester Shorr, ASC President. The Centre, being built at 195 Piccadilly by the Society of Film and Television Arts Ltd., was initiated by Queen Elizabeth and Prince Philip who donated their proceeds from the television film *Royal Family*. The new structure will be the headquarters for the industry in the United Kingdom, somewhat comparable to the Academy of Motion Picture Arts and Sciences in Hollywood, the announcement stated. Its membership will approximate 2000. Other participating American organizations include Technicolor and Panavision.

**The Measurement of Cable Television Picture Quality** is the subject of a research grant made by the National Science Foundation to the University of Missouri, St. Louis. The psychometric testing procedures designed by Robert E. Welch, Jr., of the University of Missouri, and principal investigator for the project, will measure the viewer's perception of TV picture quality in the presence of random noise, intermodulation, synchronous cross-modulation and discrete frequency interference separately and in various combinations. Research results will be used by both industry and the Federal Communications Commission in formulating guidelines for technical performance specifications. Stimulus pictures for the magnitude estimation phase of the viewing tests will be recorded in split-screen format on 2-in videotape. For the metric triad phase, based on multi-dimensional scaling techniques, the same picture with three different levels of picture quality will be displayed side by side on three monitors.

**The American Society of Cinematographers Museum** in Hollywood, Calif., has acquired an historical Angenieux zoom lens donated by Angenieux. The lens, a 10 × 25T20, 25-250mm, *f*/3.2 was introduced in 1963. It is believed to be the first practical zoom lens to be used for feature films. Pierre Angenieux was the recipient of an Academy Award for his "discovery and commercialization of the 10X zoom lens." Angenieux Corp. of America is located in Ronkonkoma, NY 11779.

**Rapid Transmission and Storage (RTS)**, a new system to be used to transmit pictures and sound at extremely high speeds for "over-the-air" broadcasting by satellite or cable TV, has been developed by Goldmark Communications Corp. The new system provides storage and playback over ordinary TV sets in the home or in a learning center. The images and sound sent by RTS can be picked up (recorded and stored) on an ordinary television set by means of a recording attachment. (Price of the recording attachment is expected to be under \$300. The RTS unit is expected to be priced at less than \$20,000.)

A patent for the RTS system has been granted to Peter C. Goldmark, GCC President and Director of Research.

A first-generation RTS system called Mark I, intended for educational institutions will be introduced this fall in six community college districts having a combined enrollment of more than 200,000 students. The Mark I will be used in learning centers such as churches, libraries, schools etc. in the districts served by the participating colleges. Goldmark Communications has formed a wholly-owned subsidiary, Electronic Publishing, Inc., to produce course material (text and picture) in the RTS format.

The RTS system can provide 60 different half-hour programs in the sound and picture format from a single hour-long videotape. Up to 30 of the programs can be selected from the single tape and shown simultaneously on as many sets for multiple classroom instruction in learning centers or institutions. The RTS Mark I units are small enough to fit into the trunk of a car and can deliver by cable the desired lessons into learning centers. The RTS Mark I can then be transported by car to the next community learning center; thus during an 8-hour day each of five learning centers away from the college campus can offer 80 different lessons from one Mark I unit.

**The Association of Media Producers**, a national organization representing producers and distributors of educational media, was formed in 1975 (to begin operations on 1 January 1976). The new organization will work closely with the National Audio Visual Association and other key organizations to ensure cooperation and joint effort on such vital issues as federal and state legislation, copyright, international marketing, statistics, technical standards and other issues relevant to educational media.

**The Electronic Composite Printer and Image Modification System (ECPIMS)**, an image compositing and modification system designed at the Research Center of the Association of Motion Picture and Television Producers, is now under construction, according to an announcement by William Gottschalk, Jr., President of Applied Research Products, Inc. ARP has been licensed by AMPTP to build the system and it holds exclusive rights to AMPTP'S patents on the system.

The ECPIMS was conceived and developed by AMPTP Research Center Chief Scientist Petro Vlahos and Executive Director Wilton R. Holm. The system allows a filmmaker to change portions of a scene without altering the entire scene; to combine foreground and background action on film electronically with no matte lines; and it allows a director to see his composite while it is being shot, with dailies the next day instead of a week or more later.

According to Gottschalk's announcement, the construction job consists of several segments, the functional design being the first segment that must be completed. Construction of the EC-

PIMS is expected to take a year, including the functional design segment.

**The TV broadcast center** which was established at Innsbruck, Austria, for the Winter Olympics TV coverage contained one of the largest concentrations of RCA cameras, videotape systems and other equipment ever assembled, according to an announcement by RCA Broadcast Systems. The equipment was used by the agency Oesterreichischer Rundfunk (ORF) to provide videotape coverage of events at the 14 Olympic sites in Innsbruck as well as a tape record of each individual performance. Located in a converted car barn, the ORF facility made use of eight RCA TK-44 color TV cameras installed in two of the four studios. The cameras televised interviews, weather reports and diagrams of the ski slopes, toboggan slides, skating rinks and other locations. Ten RCA videotape recorders made edited tape records for delayed broadcasts by Eurotel and Intertel which distributed the TV coverage throughout Europe.

Agfa-Gevaert established a service center at Innsbruck for cameramen and press photographers which included a motion-picture processing laboratory equipped with two large Arribloc Color 2R processors, each having a capacity of 1000 m of 16mm film per hour. The installation was set up in cooperation with the Arnold & Richter Company.

**RCA Corp.** has formed a new wholly-owned subsidiary, RCA American Communications, Inc. (RCA Americom) to own and operate its domestic communications satellite system, it was announced by Howard R. Hawkins, President of the RCA Communications group. President of RCA Americom will be Philip Schneider, formerly with RCA Global Communications, Inc., where he was Executive Vice-President and a Director responsible for the development, marketing, construction and implementation of RCA's Satcom System. Harold W. Rice, formerly responsible for RCA Satcom services and special projects at RCA Globcom has been named Vice-President, Operations, for the new subsidiary.

In announcing the new subsidiary, Mr. Hawkins noted that RCA had inaugurated the nation's first domestic satellite communications system in December 1973 using leased transponders on Canada's Anik II satellite and later on the Westar II satellite. In December 1975, RCA placed into orbit its own RCA Satcom I communications satellite. The 24-channel satellite is undergoing in-orbit testing and is expected to be ready for commercial operation early in 1976.

**Rank Film Laboratories Ltd.**, Denham, Uxbridge, Middlesex UB9 5HQ, England, has opened a new sound transfer suite at Denham which replaces similar facilities located at North Acton. Having the sound facilities located beside the company's main processing lines ensures a smooth and more efficient turnaround of urgent rush prints, the announcement stated. The suite is capable of transferring from magnetic or photographic track masters across a wide range — 35mm, 16mm, 17.5mm, 8mm and ¼ in. tape.

**Camera Mart**, 456 W. 55 St., New York, NY, has been appointed exclusive distributor in the New York area for the Multi-Track Magnetics (MTM) product line. Among the MTM products available only at Camera Mart are the PH-16 16mm projector said to provide flickerless pictures from still to 288 frames/s; a new

servo drive 16/35mm recorder/reproducer for improved interlock sync sound; and a new digital counter.

**MCI (Micro Consultants, Inc.)**, 2483 East Bayshore Rd., Suite 209, Palo Alto, CA 94303, has been appointed national distributor for a line of video-related products from Quantel, Ltd., and Micro Consultants, Ltd., of Caterham, England. Among the products to be distributed by MCI is a Quantel product, the DFS-3000 Digital Framestore Synchronizer. The system provides for two complete Framestores in one 8.75-in rack-mounted unit and includes time-base correction circuitry to handle any non-synchronous, time-base-jitter-corrected NTSC TV signal. A line of options are available for remote control, video compression and multiplexing functions.

A product line expected to be marketed later in the year is called Intellect. Produced by Micro-Consultants, Ltd., it is described as "an intelligent television system for the electronic processing and generation of pictures." Basically, the unit is a rack-mounted device that captures, stores and displays real-time video pictures for processing and synthesis. The system interacts with a computer through a software program called "Art."

**The Camera Mart Inc.**, 456 W. 55 St., New York, NY 10019 has announced the purchase of the former 20th Century-Fox studios in New York City. The newly renovated studios, comprising one of the major video and film production facilities in the area, include two of the largest motion-picture and video stages on the East Coast as well as an adjacent four-story office building, according to an announcement by Samuel Hyman, Camera Mart President.

The stages, designated Camart Stages 1 and 2 West, have been completely renovated from basement to roof, according to Camera Mart Vice-President Paul Meistrich. New floors, new air conditioning, new boilers and plumbing and new lighting grids as well as partitioning and soundproofing for control rooms and other facilities have been installed and are in use. Plans for the future involving use of the stages for both motion-picture and videotape productions include conversion of the adjacent office space into a total film and video production facility containing editing rooms, production offices, prop storage and a variety of video services in addition to present shops, rehearsal space and other facilities.

**Magnasync/Moviola Corp.**, 5539 Riverton Ave., North Hollywood, CA 91601, has appointed National Theatre Supply, a division of National Screen Corp. the Florida dealer for its products, according to an announcement by Walter H. Mills, Magnasync/Moviola Executive Vice-President. Marty Bahn is Florida Division Manager for National Theatre Supply. One of the first products to be offered will be Moviola's hollow-prism film editor.

**Image Transform Inc.**, 4142 Lankershim Blvd., North Hollywood, CA 91602, and the Vidtronics Company, Inc. have announced an agreement whereby Image Transform will acquire certain tape-to-film processing from Vidtronics and will service broadcast-quality tape-to-film conversions for Vidtronics customers, the announcement stated. Vidtronics will continue to operate its EK (kinescope) system.

**Eastman Kodak Co.** has appointed four new directors to the marketing division's motion-picture and audiovisual markets division (MP&AVMD) of the United States and Canadian Photographic Division. They are: Hugh A. Roger-Smith, advertising and promotion, motion-picture and television markets; Robert T. Scott, advertising and promotion, audiovisual markets; Otis E. Finley, advertising and promotion services; and H. Ray Dudley, publications programs.

**Timothy Blagge** has been appointed Director of Operations for Hervis Corp., 14225 Ventura Blvd., Sherman Oaks, CA 91403, it was announced by John R. Berthold, President. In his new post, Blagge will be responsible for all corporate operations including warehousing, service department, accounting, etc. He will report directly to the President.

**John R. Bonniwell** has been appointed Chief Executive Officer for Philip A. Hunt Chemical Corp., Palisades Park, NJ 07650, in addition to his present post of Chief Operating Officer. The announcement was made by Jerome S. Coles who resigned as Chief Executive Officer. Dr. Coles will continue as Chairman of the Board.

**Frances Holland** has been appointed Manager of the newly-expanded Customer Service Dept. of Byron Motion Pictures, 65 K St., N.E., Washington, DC 20002, and Michael T. D'Ambra has been appointed Assistant to the President, it was announced by Byron Roudabush, President. Ms. Holland's responsibilities include work-flow scheduling and maintenance of close contact between laboratory personnel and producer-customers. She brings to her new post an extensive background in all phases of motion-picture production and laboratory operation. As Assistant to the President, Mr. D'Ambra involves himself in all aspects of improving and expanding both film laboratory services and videotape facilities.

**Wallace D. Huskonen** has been appointed Executive Producer of Penton Films, a new segment of Penton, Inc., Penton Plaza, 1111 Chester Ave., Cleveland, OH 44114. Penton Films specializes in the production of technically oriented films for industry and will work closely with Penton's Rick Reinert Productions, producers of animated films, character art and multidimensional slides.

**Richard Putman** has been appointed Instrumentation Optics Manager for Angénieux Corp. of America, Islip Airport, Box 340, Ronkonkoma, NY 11779, it was announced by John Wallace, General Manager. Putman was formerly with General Electric and more recently with North American Philips. In his new post he will be responsible for the integration of optics to electronics in the broadcast, industrial, surveillance and military markets.

**Richard B. Schreiber** has been appointed Sales Manager for Arriflex Co. of America, 25-20 Brooklyn-Queens Expy. West, Woodside, NY 11377, it was announced by Volker W. Bahnmann, Vice-President and General Manager. Schreiber joined Arriflex in 1973 as Technical Representative.

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