

Industry News & Educational Activities

High-Speed Motion-Picture Photography was the subject of a seminar, sponsored by Visual Data Systems, 5617 West 63d Place, Chicago, IL 60638, held 9-11 November 1976. General Chairman of the seminar was Howard C. Johnson, owner of Visual Data Systems. The principal speaker was Charles A. Jantzen (a former chairman of the SMPTE Committee on Photo-Instrumentation). Topics covered in the seminar included Cameras, Film, Lighting, Techniques and a topic called "Tricks of the Trade" which covered mirrors, interferometric patterns, shadowgraphing and schlieren.

Visual Data Systems is a firm offering consulting services in high-speed and time-lapse photography as well as sale and rental of cameras, film and equipment for the photoinstrumentation field.

DeLuxe Laboratories, a division of DeLuxe General Inc., 1546 North Argyle Ave., Hollywood, CA 90028, has announced TV-Color by DeLuxe, an exclusive technological development for the enhancement of theatrical motion-picture film for television. The TV-Color print system is said to differ from screen print in color, contrast, density and timing. It is designed to eliminate such problems as loss of shadow and low key detail as well as loss of definition in picture highlights, problems that have been a source of trouble for major networks and cable TV companies. The DeLuxe system was developed by the company's research and development department in conjunction with leading motion-picture and television organizations.

Eue/Screen Gems Video Services, 222 E. 44 St., New York, NY 10017, has installed the Rutt 1080 Video Repositioner to provide positioning of pre-recorded video images. The device allows a video editor to relocate previously recorded titles, graphics and inserts on a tape, making it possible to position accurately an insert in a frame no matter where the insert was positioned on the original tape. Eue/Screen Gems Video Services plans to use the Repositioner to relocate insert shots, to adjust the position of pre-recorded titles, to move chroma-keyed images and to reposition shots for special tilting and tags, the announcement stated.

MCA Disco-Vision, Inc., 100 Universal City Plaza, Universal City, CA 91608, will manufacture advanced industrial model optical videodisc players which can be used for high density information storage and retrieval applications and other non-entertainment uses, according to a recent announcement. The industrial model's freeze-frame capability permits hard copies of the frozen still picture to be made off the tube by use of a video copier which turns out hard copy stills in the number of copies desired in much the same manner as a regular photocopier machine. The industrial model is designed for sophisticated information storage and computer applications. For example, in the random access area, the new model permits the automatic search-out of each of the disc's 54,000 frames per side. Each

of the disc's frames is encoded with a number at the time of mastering so that each frame can be called up and made to appear on the screen automatically by use of the MCA handheld digital controller. The digital controller, which operates remotely from the player, permits a particular frame to be searched out and locked onto automatically in a few seconds by simply dialing in the desired frame number on a five-digit thumb wheel index built into the controller and pressing its search button.

Optical Radiation Corp., 6352 N. Irwindale Ave., Azusa, CA 91702, has added Kowa projection lenses to its product line, according to a recent announcement. The lenses are manufactured in Japan. The lenses are available in 16mm, 35mm and 70mm with a full range of focal lengths for every screen format, aspect ratio and projection distance, the announcement stated.

Philips Audio Video Systems Corp. with executive and marketing offices at 91 McKee Drive, Mahwah, NJ 07430, has opened a new Service Center at Rockland Road, South Norwalk, CT 06854. The new facility will include warehousing, shipping and receiving for AKG Acoustics, Philips Audiocom, and Philips CCTV products. These facilities were previously located in Long Island City, N.Y.

Rangertone Research Inc., 1195 McCarter Highway, Newark, NJ 07104, has announced acquisition of the A.V.E. projection line. Rangertone, manufacturer and distributor of all A.V.E. equipment, also manufactures Omega sound equipment. Descriptive leaflets on Rangertone, A.V.E., and Omega products are available upon request from Rangertone.

Sony Corp. of America with headquarters at 9 W. 57 St., New York, NY 10019, has announced plans for construction of a second manufacturing facility at Dothan, Ala. A \$17 million manufacturing plant is now under construction on a 45-acre site at Dothan and is expected to be in operation this spring. The factory, to occupy about 180,000 ft² will produce magnetic videotape. The second plant, to be constructed for \$4 million, will occupy about 26,000 ft² and will manufacture plastic shells for Betamax videocassettes. The second plant is expected to be completed in October 1977.

John and Charles Thomas, owners of Thomas Brothers Film Studio, 135 Edgewood Ave., San Francisco, CA 94117, have announced plans for opening a complete post-production film studio in San Francisco's China Basin area. China Basin, in the city's Embarcadero, has, in the last few years, emerged as a motion-picture district with laboratories, TV studios and movie sound stages, the announcement pointed out, noting, however, that the Thomas studio will be the first in the area with a fully-equipped post-production facility. The Thomas studio will install the Multi-Track Magnetics 16/35 sound mixing

system using a high-speed holoscope projector. The unit utilizes a 24-sided prism projector which allows full visibility of a flickerless image in all modes of operation. It is capable of projecting at up to six times synchronous speed in forward and reverse and can also be fed into a video camera. A shutterless projection system assures smooth, damage-free operation, the announcement stated.

Video Data Systems, Inc., and TeleMation, Inc., P.O. Box 15068, Salt Lake City, UT 84115, have announced a sales, marketing and manufacturing agreement covering a broad range of new television character generator products for automated services. The products include full digital time and weather displays systems, newswire display systems, keyboard message display systems, multi-channel systems, and others. According to terms of the agreement TeleMation will market these products on an exclusive basis in the United States and all other countries except Canada where distribution will be limited to certain products. Prices for these systems will range from \$1095 up.

The Fall 1976 issue of *Cinema Perspectives* is available upon request (on company letterhead) from Cinema Products Corp., 2037 Granville Ave., Los Angeles, CA 90025. The 28-page publication contains a number of readable and informative articles profusely illustrated in color. Three of the articles are on the new camera stabilizing system, Steadicam—"Steadicam: A New and Revolutionary Concept in Camera Stabilization Systems" by Ed Giulio; "First Feature Film Use of Steadicam"; and "First Video Use of Steadicam."

FilmLife, Inc., 141 Moonachie Rd., Moonachie, NJ 07074, specializing in the field of motion-picture film restoration, has announced the establishment of a new film storage facility in Yonkers, N.Y. The film storage unit is contained in a four-story building containing more than 140,000 ft² of newly designed film storage space. Features of the new unit include humidity and temperature controls, 24-hour ultrasonic space protection and computerized storage records.

Hope Reports Education & Media 73-74-75, a new study published by Hope Reports, Inc., 919 South Winton Road, Rochester, NY 14618, covers all education markets and reports on the software and hardware products purchased by each market. Health science expenditures for media products and operating costs totalled \$218.5 million in 1975 compared with \$178.5 million in 1974. An unusually high number of new employees in medical-dental-nursing schools, hospitals, government medical services and pharmaceutical firms pushed operating expenses up 24%, according to the *Report*, with audiovisual product purchases up 18%.

The most common audiovisual system found in medical schools and hospitals is the 2 x 2 slide projector with the 16mm projector and audiocassette recorders ranking second and third in total units. The *Report* also noted that, although considerably lower in the number of units, spending for video equipment such as closed-circuit TV cameras, videotape recorders (reel and cassette) and monitors/receivers has led all other major media in health science dollar outlay for three consecutive years.

The *Report* stated that over 300,000 or 84% of all physicians use audiocassettes as the principal medium of their continuing education programs. Also, of more than 7100 hospitals surveyed, 92% use audiovisual media in some

For best performance by a machine.



Why Sony's U-matic video cassette concept won an Emmy.

Since its introduction in 1971, the U-matic concept has become the standard for many fields—business, industry, education, government, medicine and broadcasting.

The U-matic is now used by each of the major networks and hundreds of local TV stations.

It helps get news on the air faster and less expensively.

And now, this year, for the development of the U-matic, the television industry has awarded Sony our second Emmy. (We won our first in 1973 for the development of Trinitron.)

So perhaps it's now time to put an Emmy-winner to work for you.

What the U-matic can do for you.

In business and industry, the U-matic is being used to train personnel, to merchandise products and

to improve corporate communications. In schools and colleges, the U-matic is giving students access to a greater range of learning materials, whenever and wherever they need them.

In hospitals and medical schools, the U-matic is helping to teach students and inform doctors of the latest techniques.

To find out what the U-matic can do for you, contact your authorized Sony Video Products Dealer. He'll be happy to show you.

Or contact Don Marro at Sony Corporation of America, Video Products, 9 West 57th Street, New York, N.Y. 10019.

He'll be happy to put you in touch with someone who can show you. One way or another, see Sony's U-matic. It's one Emmy-winner whose show won't be cancelled.

SONY®

119th SMPTE Technical Conference & Equipment Exhibit 16-21 October 1977, Century Plaza Hotel, Los Angeles

Program

SMPTE Editorial Vice-President K. Blair Benson announced the appointment of **Robert G. Buckley**, Technicolor, Inc., as Program Chairman of the 119th Conference. Buckley has chosen **John C. Lakotas**, Eastman Kodak Co., to be his Motion Picture Co-Chairman and **Charles E. Anderson**, Ampex Corp., to be the Television Co-Chairman. Much of the program will center around the interfacing between television and the motion-picture world, producers and studios and laboratories.

Please watch the upcoming issues of the *Journal* for news on the development of the technical program. Additional appointments and a partial list of topics will be announced in the March *Journal*.

Call for Papers

Those interested in presenting papers at the Los Angeles Conference are invited to submit their materials for consideration. The procedure for submis-

sion of papers is as follows. Write to Program Chairman Buckley, either of the Co-Chairmen, or the Conference Programs Secretary at SMPTE Headquarters, 862 Scarsdale Avenue, Scarsdale, NY 10583 or call (914) 472-6606, for the necessary forms. The appropriate forms and information will be sent out immediately.

The required forms, plus a 500-700 word synopsis of each paper are due at Headquarters by 15 June. Before 24 August, the original and three copies of the manuscript must be sent to Headquarters. Shortly after submission of these requirements authors will be notified about how their papers fit into the program.

Arrangements

Warren Strang, Hollywood Film Company, has been appointed Local Arrangements Chairman by SMPTE Conference Vice-President Harry Teitelbaum.

Additional appointments will be announced in the March *Journal*.

form. The *Report* details many other aspects of hospital and health science audiovisual use.

Scan, a four-page illustrated leaflet issued quarterly for users of videotape, is available upon request from Memorex Video Division, P.O. Box 420, Santa Clara, CA 95052. Recent issues have dealt with such topics as "Care and Storage of Videocassettes"; "Building on the Basics: Adding Monitors"; and "Wells Fargo Banks on 'No Frills' Approach." (This same issue has a detailed "how to" article on making a good videotape duplicate.)

Earlier issues discuss mainly "Getting the Most From Chromium Dioxide"; and "Long Life Tape is in Your Hands."

Walter A. Fallon was elected Chairman of Eastman Kodak Company and Colby H. Chandler was named President following the retirement of Chairman Gerald B. Zornow on 1 January. Fallon, President since 1972, will continue as Chief Executive Officer. Zornow will remain on the Board of Directors. Chandler is Kodak's 11th president.

Douglass C. Harvey succeeded Chandler as Executive Vice-President and General Manager of the U.S. and Canadian Photographic Division.

J. Wesley Spalding, formerly an Assistant Vice-President and Assistant General Manager of the Kodak Apparatus Division, became General Manager of the Division. He was also elected a Vice-President.

Michael Q. Crane has been appointed Technical Representative for DeLuxe Laboratories, 1546 North Argyle Ave., Hollywood, CA 90028, it

was announced by Robert E. Klees, Vice-President of Marketing. Crane was formerly with Technicolor where he held key theatrical and marketing positions. Earlier he was associated with Movielab where he held the post of Vice-President and General Manager. As DeLuxe Technical Representative he will be responsible for the development of major studio and independent producer sales.

Chadwell O'Connor of O'Connor Engineering was elected President of the Professional Motion Picture Equipment Association (PMPEA) succeeding Volker Bahnmann of Arriflex Company. Roy Isaia of Matthews Studio Equipment was elected Vice-President and Lee Duncan of Victor Duncan, Inc., was appointed Secretary/Treasurer. Chuck Sorensen of Brenner Photo and Art Kramer of Lowel-Light were elected to three-year terms on the Board of Trustees, joining Ed DiGiulio of Cinema Products, Paul Meistrich of Camera Mart, Dave Haylock of Image Devices Inc., and Anton Wilson of Anton/Bauer, Inc., in their continuing terms.

Books, Booklets, Brochures

The North American Film and Video Directory: A Guide to Media Collections and Services, compiled by Olga S. Weber assisted by Deirdre Boyle, is available from R. R. Bowker Co., 1180 Avenue of the Americas, New York, NY 10036, at a price of \$25. The 284-page volume lists some 2000 college, public, special libraries and media centers in alphabetical order by state. A separate

section lists Canada. Institutions listed are those with collections of 16mm and/or 8mm films and/or videotapes available for loan, rental, or on-site viewing and auxiliary services. Entries contain such information as size of collection, services, loan and rental policies, equipment, publications, budget, facilities and membership. Also indicated is the size of other media collections such as slides, audio discs and tapes and filmstrips. Additional features include an Index to Special Collections and an Appendix containing names and addresses of Film Circuits and Cooperatives as well as an Index to all entries.

The Movie Entertainment Industry, a 135-page economic, marketing and financial study of the United States motion-picture market, is available from the Morton Research Corp., 1745 Merrick Ave., Merrick, NY 11566, at a price of \$125. In compiling this report more than 40 major motion-picture producers, motion-picture theater operators and film producers were studied and analyzed. The report provides information on long range trends and forecasts, market shifts and analyses, data tables, executive summaries, regional statistics and extensive competitive and corporate information.

A 20-page two-color catalog of professional accessories for electronic and film newsgathering systems (ENG) is available from Cine 60, Film Center Bldg., 630 Ninth Ave., New York, NY 10036. The illustrated catalog lists and describes battery belts, battery packs, shoulder pods, sun-guns, sun-gun kits, fast action quick release camera mounts and battery power cables. The catalog also lists specifications for all 60 types of Powerbelts and Powerpaks.

Closed-circuit television cameras and accessories are illustrated and described in a short form catalog available from Cohu, Inc., Electronics Div., Box 623, San Diego, CA 92112. The catalog lists and describes the Cohu 2800B series and 7300 Isocon series of low-light television cameras.

The Audio Product Directory, a 48-page booklet, is available from Martin Audio-Video Corp., 320 W. 46 St., New York, NY 10036. More than 300 products from 30 manufacturers of professional equipment are listed. Included are equalizers, expanders and noise gates, reverberation systems, and microphones. The *Directory* provides full technical information, detailed specifications and prices. It is priced at \$2.00.

DC Motors, Speed Controls, Servo Systems (3d Ed.) is an engineering handbook published by Electro-Craft Corp., 1600 Second Street South, Hopkins, MN 55343. The 500-page book contains engineering data applicable to a wide range of industries. The book is priced at \$10; however it is available without charge to qualified design engineers. Requests should be made on company letterhead and \$1.00 enclosed for postage and handling.

The RCA BC-50 audio system is described in an illustrated booklet (3J5824-1) available from RCA Broadcast Systems, Audio/Radio Equipment, Building 2-5, Camden, NJ 08102. The booklet contains instructions to help a user design a console to his individual requirements. Each of the modules and submodules that can be combined to form a monaural or stereo audio system are described. Functional diagrams are included.