

Exhibit Directory

Adda Corp.

Booth 110

1671 Dell Ave., Campbell, CA 95008

Exhibiting: The Adda Corp. announces ESP-Systems-Digital, computer-controlled, electronic still processors. These systems can produce, store, and retrieve video stills with 45 ms access time. On-line storage capacity varies from 200 to 3,000 frames. Prices range from \$64,000 to \$180,000. Custom software is also available at nominal cost.

Personnel: Jesse Blount, Jr., William B. Hendershot, III, Michael Tallent, Ronald Long, Michael Shannon, Sheila Holmes.

The Allen Products Co.

Booths 220, 221

180 Wampus Lane, Milford, CT 06460

Personnel: Ronald L. Bailer, Robert Stiles, Jeff Must, Jim Ciminello, John Walsh, Byron Miller.

Ampex Corp., Audio-Video Systems Div.

Booths 126, 127, 128, 129

401 Broadway, Redwood City, CA 94063

Exhibiting: Quadruplex and helical videotape recorders, television cameras, editing equipment, time-base correctors, ENG equipment.

Personnel: Donald V. Kleffman, Dick Sirinsky, Arnold Taylor, C. E. Anderson, C. Kennedy, M. Sanders, W. Carpenter, C. Crum, H. Lilley, G. Rose, T. Nielson, D. Carlsen, M. Wachtel, R. Williams, R. Ide.

Arriflex Co. of America

Booths 34, 35, 36

25-20 Brooklyn-Queens Expressway West, Woodside, NY 11377

Exhibiting: The latest Arriflex equipment including the 35 BL

and 16SR with new video and time-code features, Bauer 16mm and 35mm studio and theater motion-picture projectors, and a full complement of the newest accessories.

Personnel: Volker W. Bahnemann, K. Ferrell Forehand, Richard B. Schreiber.

Arvin/Echo Science Corp.

Booth 107

485 East Middlefield Rd., Mountain View, CA 94043

Exhibiting: Model EFS-1A Video Frame-Stor™ Discassette® Recorder/Reproducer and special controllers for the EFS-1A.

Personnel: Robert Walker, Vince Kasprzak, Lee Stratton, Ray Williams, Bill Nichols, Tony Grosboll, Phil Crosno, Curt Olson, Marv Alley, Bill Herzog, Touraj Boussina.

Bardwell & McAlister, Inc.

Booth 122

7061 Santa Monica Blvd., Hollywood, CA 90038

Exhibiting: Complete line of studio lighting and mounting equipment.

Bell & Howell Co., Professional Equipment Div.

Booths 1, 2, 3

7100 McCormick Rd., Chicago, IL 60645

Exhibiting: Model 6213C optical step printer with the Bell & Howell automatic additive color light source, Model 6225PL automatic additive color panel printer, Model 6175A tape punch, Model 6390 frame count cue, Bell & Howell professional camera products and Rotex Solution management systems.

Personnel: J. M. Ehrenberg, J. W. Lang, C. J. Thomas, M. Darbyshire, D. A. Robertson, F. Gonzalez, G. W. Darrell, G. Knapp, J. Baird.

BTX new chronizer sync, any two ing sensible Use this completely self-contained system to sync your VTR to your audio recorder, or to expand the number of audio tracks with two multi-track recorders in tandem.

4500 SMPTE edit code syn- will bring into sync, and hold in video or multi-track audio recorders using SMPTE time code.

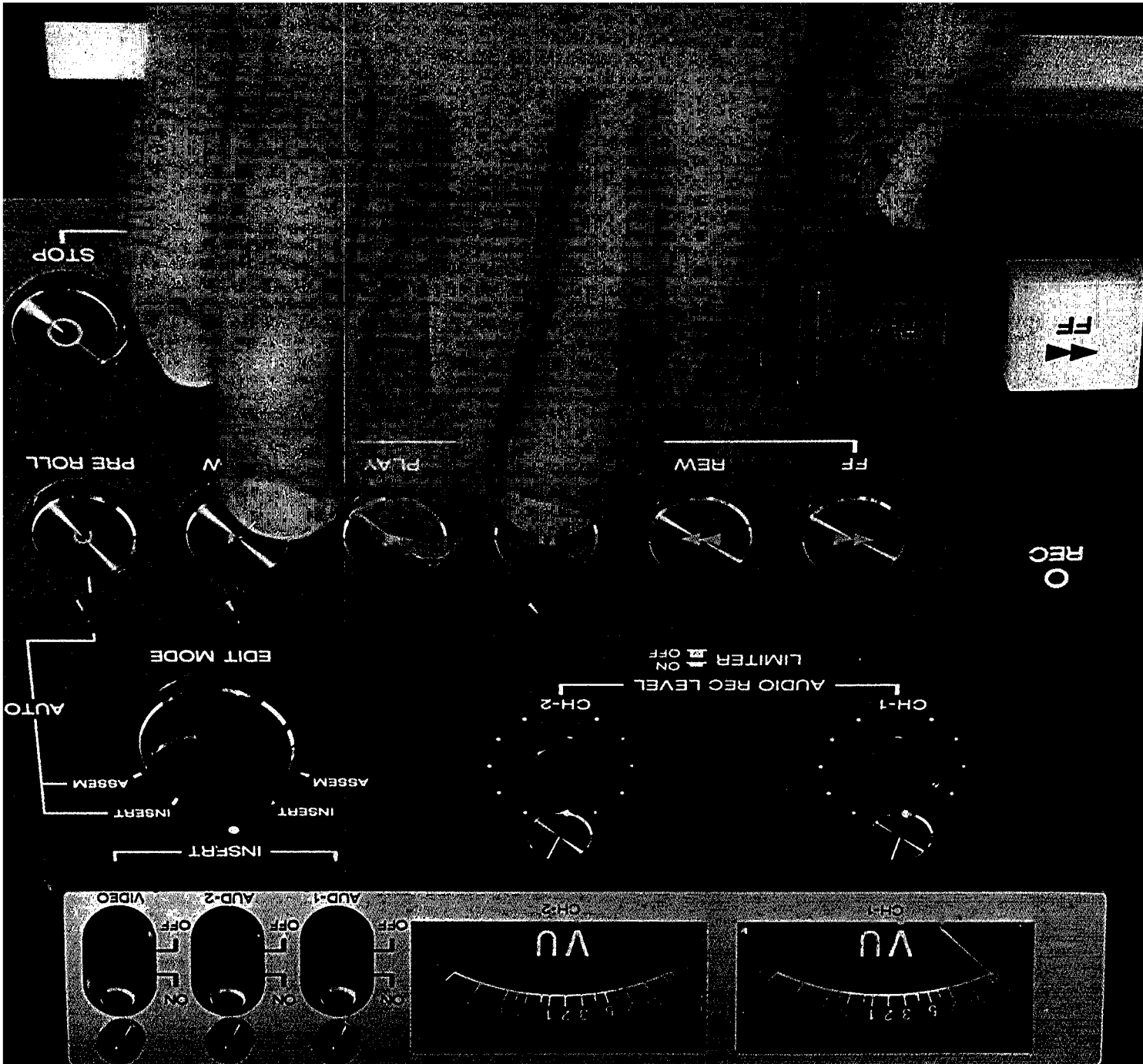
For complete information call The BTX Corporation, 438 Boston Post Road, Weston, Massachusetts 02193 (617) 891-1239.

btx

are you a member of SMPTE?

If you are not now regularly receiving the SMPTE Journal, participating in the Society's local Section meetings, attending SMPTE's technical conferences and equipment exhibits, and not keeping up on the technology and developments of our industry, now is the time to join this world-renowned Society.

Write for information:
Society of Motion Picture and Television Engineers
 862 Scarsdale Ave.,
 Scarsdale, N.Y. 10583
 914-472-6606



**VIDEOCASSETTE
EDITING. MADE FOR
SPEED. MADE FOR
ACCURACY. MADE FOR
QUALITY. MADE by JVC.**

JVC INTRODUCES THE CR-8300U FULL EDITING VIDEOCASSETTE RECORDER...

FOR FASTER EDITS

Now you can significantly cut the time you spend editing 3/4U-format tapes, thanks to JVC.

The unique bi-directional search control of the CR-8300U Electronic Editing Recorder lets you fast-forward at 7 times normal speed. Reverse at 10 times normal.

And you can do it while the tape is threaded on the head. You don't have to stop to rethread.

The unique preview feature lets you pass the signal from a second source through the CR-8300U while it's playing, without erasing the tape. You'll cut down on false starts by knowing what your edit will be like.

FOR MORE ACCURATE EDITS

Accuracy is what the JVC CR-8300U is designed for.

The unique built-in Pre-Roll rewinds tape for about 4 seconds from the actual editing point, and puts the recorder in stand-by mode. When you push "Edit Start" the CR-8300U first plays back about 4 seconds of rewound program, then goes automatically into the recording mode at the edit point. You're assured of the highest accuracy.

When you assemble edit, video and audio signals are edited simultaneously. When you insert, you can edit video and either audio channel independently or in any combination. Either way, accuracy is ± 5 frames.

You want still frame and slow motion? You've got them. The forward speed can be adjusted from 0 to 1/15th normal speed. You'll always find the exact frame you want.

And the tape counter doesn't just count. It has a memory. When you know you'll want to find a particular point again you reset the counter to "000". Then when you rewind, it will automatically stop the CR-8300U right there.

No other moderately priced videocassette editor has this combination of features to give you the accuracy you're looking for.

FOR THE HIGHEST QUALITY PICTURE

But speed and accuracy are nothing without quality. And quality is what the JVC CR-8300U has most of. It has everything you need for NTSC-type color video *built-in*.

Automatic Phase Control and patented Color Dubbing assure generation after generation of duplicates with stable color lock and highest quality.

There's a built-in Dropout Compensator. There's a video S/N ratio

of better than 45dB (unweighted) on the Rohde & Schwarz noise meter. An audio S/N ratio of better than 45dB. Independent Audio VU Meters and Controls for both channels (which can be operated either automatically or manually) help you upgrade the quality of low-level audio recordings.

Black & white resolution is better than 320 lines; color, better than 240.

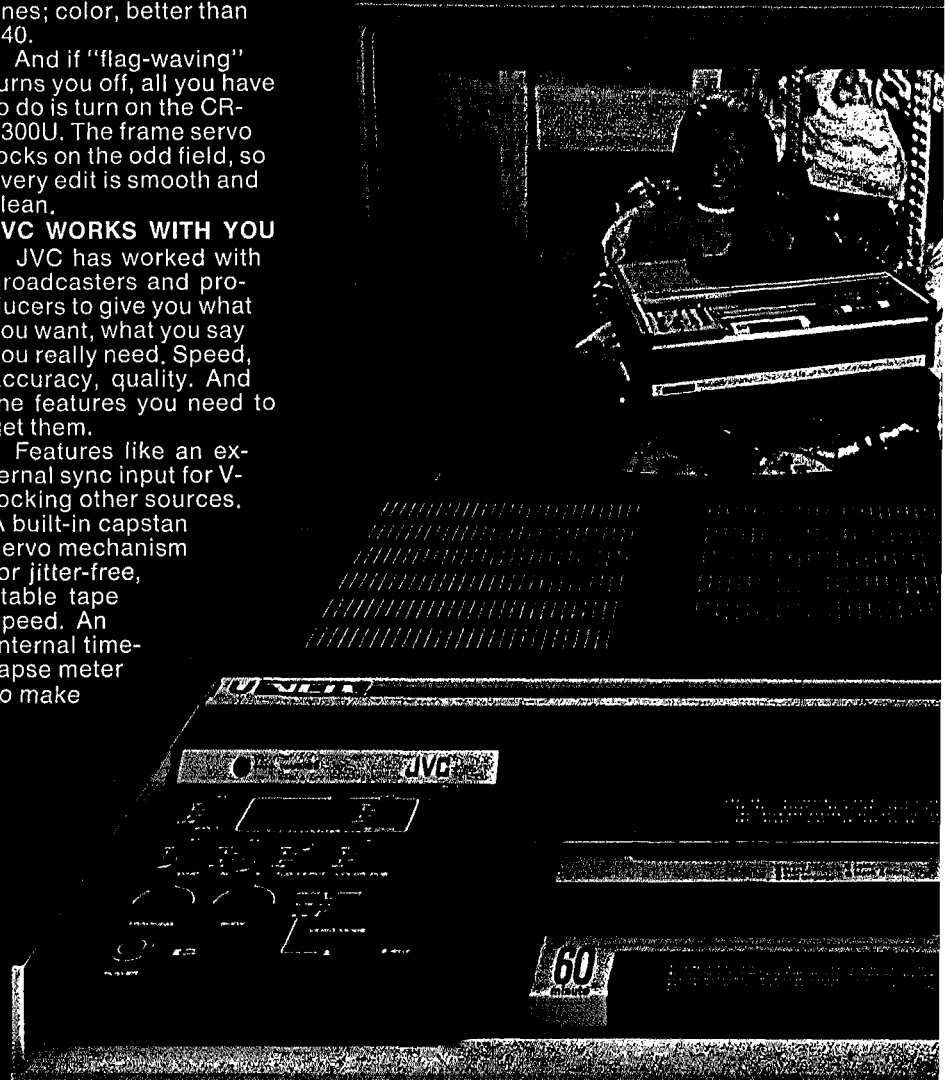
And if "flag-waving" turns you off, all you have to do is turn on the CR-8300U. The frame servo locks on the odd field, so every edit is smooth and clean.

JVC WORKS WITH YOU

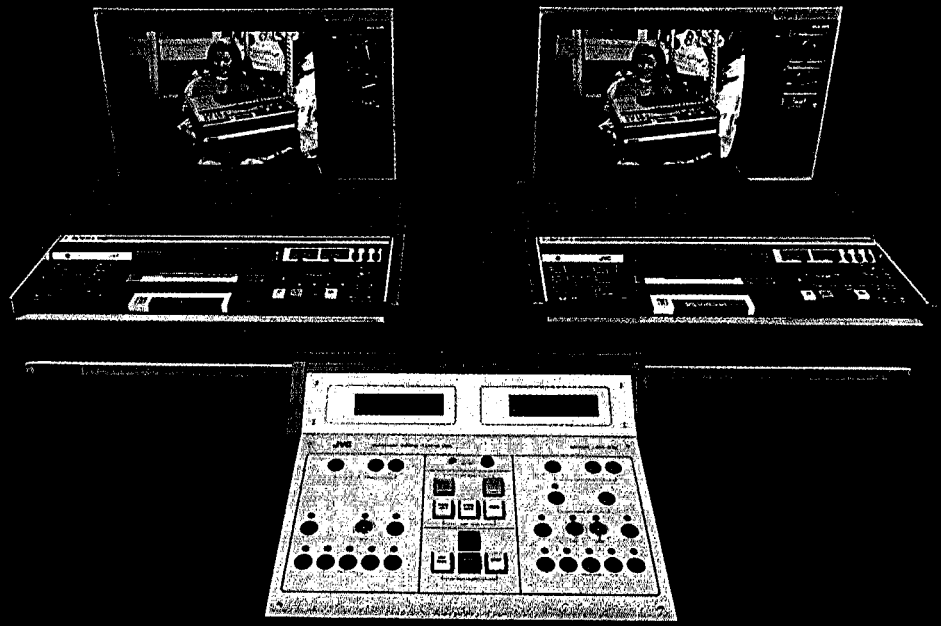
JVC has worked with broadcasters and producers to give you what you want, what you say you really need. Speed, accuracy, quality. And the features you need to get them.

Features like an external sync input for V-locking other sources. A built-in capstan servo mechanism for jitter-free, stable tape speed. An internal time-lapse meter to make

regular maintenance easier. And a new remote-control system you can learn about by reading the next page.



JVC



JVC

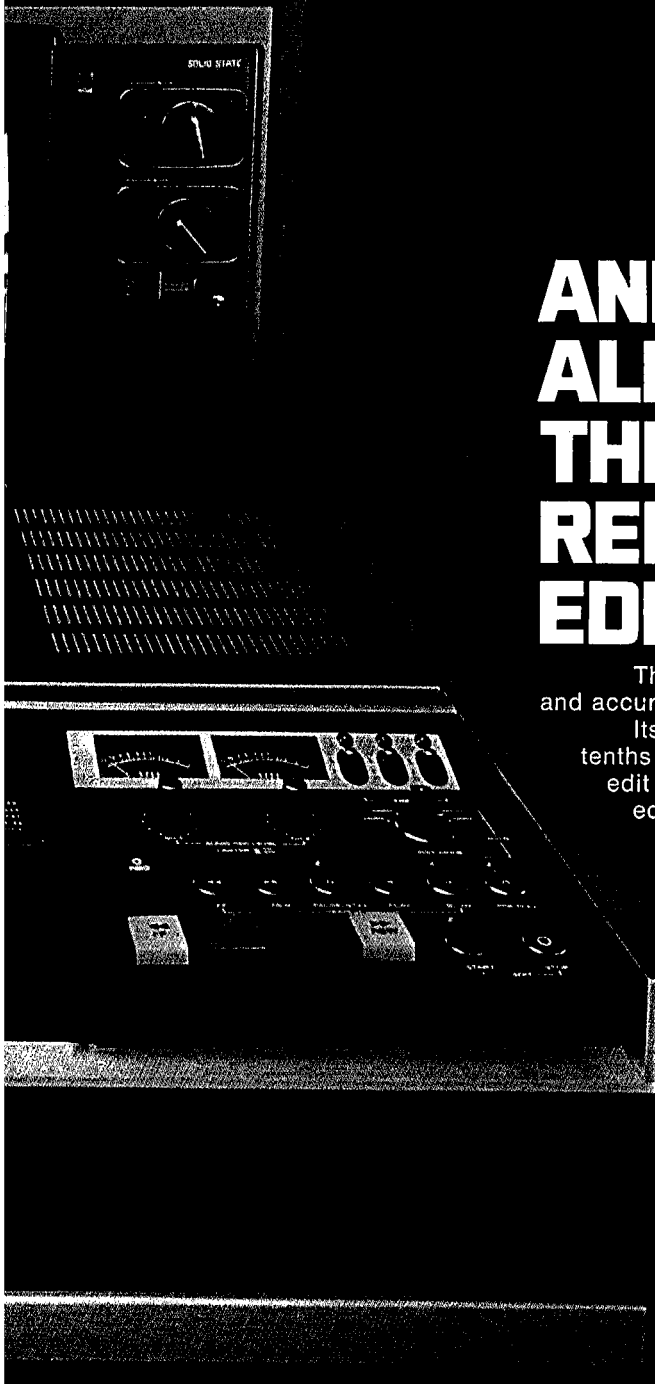
AND...TO TIE IT ALL TOGETHER... THE JVC RM-83U REMOTE AUTOMATIC EDITING CONTROL UNIT.

The RM-83U completely controls two JVC CR-8300U recorders for fast and accurate insert and assemble editing.

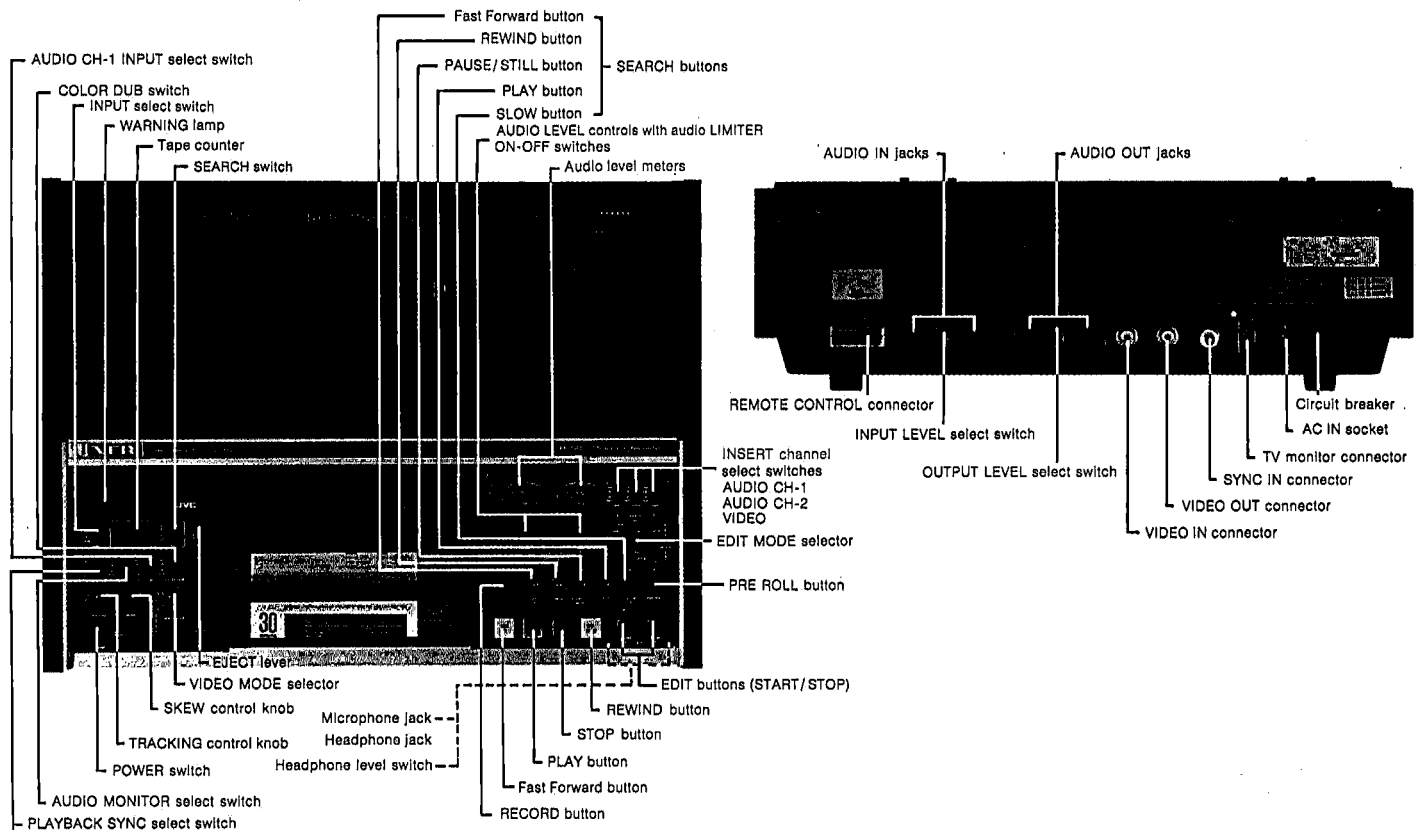
Its two independent LED timers (indicating minutes, seconds, and tenths of seconds) can be put on "Hold," so you can precisely identify the edit point. They then return to real time. "Hold" again at the end of the edit, and you've timed the length of your insert. Both clocks memorize the edit point—for fast and accurate review, you quickly return to it by touching "Search".

Not only can you *review*, you can *preview*. A unique rehearsal editing feature lets you see your edit without putting a signal on the tape. You can be sure you've got exactly what you want, exactly where you want it. After you've previewed, both machines go back to the edit point automatically. If you like what you saw, just push "Start" and you have it.

There are many more great features, such as the automatic safety device that shuts off both recorders if a tape is left in still-frame for 10 minutes. Get all the details on both the RM-83U and the CR-8300U by writing today to the address listed on the back page.



SPECIFICATIONS OF THE CR-8300U EDITING COLOR VIDEOCASSETTE RECORDER



GENERAL

Video Recording System : Rotary two-head, helical scan system
 Luminance : FM recording
 Color Signal : Converted subcarrier direct recording
 Video Signal System : NTSC-type color signal
 Power Requirement : 120 V AC, 60 Hz, 120 watts
 Temperature Operating : 41°F to 104°F (5°C to 40°C)
 Storage : -4°F to 140°F (-20°C to 60°C)
 Operating Position : Horizontal only
 Weight : 67.5 lbs. (30.6 kg)
 Dimensions : 24-1/16" (W) x 7-11/16" (H) x 17-3/4" (D) (610 mm x 195 mm x 450 mm)

Tape Transport

Tape Speed : 3-3/4 ips (95.3 mm/s)
 Fast Forward Time : Less than 6 min. for 60 min. tape
 Rewind Time : Less than 5 min. for 60 min. tape
 Wow & Flutter : Less than 0.2% RMS
 Video Signals Input : 0.5 V to 2.0 Vp-p, 75 ohms unbalanced
 Output : 1 V p-p, 75 ohms unbalanced
 Signal-to-Noise Ratio : More than 45 dBs (Rohde & Schwarz noise meter)
 Horizontal Resolution : Color 240 lines, Monochrome 320 lines

Audio Signals

Input : Mic -70 dBs, 600 ohms unbalanced
 : Line -20/0 dBs, 10k ohms unbalanced
 Line Output Level : -20/0 dBs (600 ohms unbalanced load)
 Headphone Output : -28 dBs/-37 dBs, (8 ohms unbalanced)
 Signal-to-Noise Ratio : More than 45 dBs (@ 3% distortion level)
 Frequency Response : 80 Hz to 15 kHz

Be sure to write today to JVC for more information on the CR-8300U Electronic Editing Color Videocassette Recorder and also for a copy of JVC's new Glossary of Video Terms.

JVC

Berkey Colortran Inc. Booths 204, 205
1015 Chestnut St., Burbank, CA 91502

Exhibiting: Newly designed 1000-W, 2000-W, 5000-W Fresnels; 1-4kW softlight. New Mark 2 portable lighting kits. Gelatran color control media. Lighting control systems, memory center and low-cost portable memory 2. Studio suspension and mounting equipment. Cyclorama lighting, ellipsoidal spotlights and followspots.

Personnel: P. Coe, Marion Rimmer, M. Tawil, T. Pincu, J. Leonard, S. Massone, A. Sydney, Mel Rimmer, J. Sessler, J. Gresch, J. Byron.

Birns & Sawyer, Inc. Booths 104, 105
1026 N. Highland Ave., Los Angeles, CA 90038

Exhibiting: Tripods, dollies, telezoom extenders for Arriflex, Eclair & CP-16, 16mm and 35mm director's finders, triangles, changing bags, Hi-Hats, Quickie Flexflag Kits, slates, scriptotes, technical books, underwater lights, and countless other items.

Personnel: Marvin Stern, Jack Birns, Bill Sutphin, Audrey Stern, Fred Yates.

Bosch-Fernseh Booths 26, 27
279 Midland Ave., Saddle Brook, NJ 07662

Exhibiting: BCN-50 broadcast studio video recorder using 1-in tape and segmented scan. BCN-20 portable using same tape and scanner. Improved KCN-92 portable camera.

Personnel: Fred Bundesmann, Mike Clayton, Dick Caine, John Lynch.

Brumac Industries Booth 53
7511 Clay, Huntington Beach, CA 92648

Exhibiting: Model MP-8 motion-picture densitometer, featuring Kodak-certified AA and MM filter sets. The MP-8 also includes an S-9 infrared filter for reading soundtrack and comes complete with 8/16/35mm film guide. In addition, Brumac will exhibit their model TD-4IR soundtrack densitometer, and their models TD-4 and TD-8 for process control.

Personnel: Roger Clough, Jay McGarrigle.

Canon U.S.A., Inc. Booths 91, 92
10 Nevada Dr., Lake Success, NY 11040

Exhibiting: 16mm motion-picture equipment, BCTV zoom lens, ENG/EFP lens.

Personnel: Jack Keyes, Joe Shimada.

Carter Equipment Co., Inc. Booths 201, 202, 203
15430 Condon Avenue, Lawndale, CA 90260

Exhibiting: Total immersion wet printer, frame-count cuer, computerized tape punch, high-speed reader, and other professional laboratory accessories.

Personnel: W. D. Carter, Clay Ogletree, Wally Vance, Marty Mueller, Sybil Lami, Inge The, Barney Friedman.

Century Precision Cine/Optics Booth 58
10661 Burbank Blvd., North Hollywood, CA 91601

Exhibiting: Complete line of products and accessories for 16mm and motion-picture use, which includes lenses from a 3.5mm wide-angle to a 1200mm telephoto and the Duplikin series of copy devices.

Personnel: Steven E. Manios, William J. Turner, John E. Manios.

Christy's Editorial Film Supply, Inc. Booth 57
212 W. Magnolia Blvd., Burbank, CA 91502

Exhibiting: Film editing equipment and supplies.

Personnel: Dick Christy, Dan Christy, Jitu Devani, Ron Bakkedahl, Richard D'Almada.

Cinema Products Corp. Booths 41, 42, 43
2037 Granville Ave., Los Angeles, CA 90025

Exhibiting: The new GSMO, the compact and ultra-lightweight 16mm camera with quick-change, snap-on co-axial magazines. Steadicam, the unique video/film camera stabilizing system, featured with the Arri 35BL, the Arri 35 IIC, the CP-16R, the TK-76 and other cameras. The CP-16R 16mm reflex camera with studio rig and latest CP-16R accessories. The XR35 light-weight 35mm studio camera. Location lighting equipment. Universal 2030 and 808 fluid-head tripods.

Personnel: Ed DiGiulio, Gary Gross, Peter Waldeck, Ed Clare, Bill Russell, Ray Tamba, Susan Lewis, Charles Lipow.

Cinematics, Inc. Booth 216
Box 16045, Baltimore, MD 21218

Exhibiting: The Cinematics Editor is an inexpensive, compact four-plate flatbed. Modular interchangeable super 8 and 16mm picture and soundheads allow a machine to run two strands of either gauge film in any combination. Simplicity of operation and construction are major design features.

Personnel: Carl Schultz, Tim Huntley, Bill Farmer, Ezra Smith.

Cine Production Equipment, Inc. Booth 314
1037 N. Sycamore Ave., Hollywood, CA 90038

Exhibiting: HMI lights, Arriflex cameras, C. P. Barneys, C.P. follow focus units, C.P. support brackets, C.P. matte box.

Personnel: Carl Porcello, Lewis Diaferia, Gloria Decker, Steven Green, John Cousineau, Hans Beinsfeldt, Bobby Towers, Tony Palmieri, Don Shapiro, Peter Salim.

Cine 60 Inc. Booth 75
630 Ninth Ave., New York, NY 10036

Exhibiting: Battery belts and battery packs for all models of professional film cameras and portable video cameras and recorders. Plus, a new Snaplok, half the size and half the weight of Cine 60's studio Snaplok, but with the same holding strength and precision. Plus, a new Sun-Gun Battery Pack Kit: Sun-Guns, the smallest and lightest battery fast charger; shoulder pods; and 115-V motor-driven blower air-cooled quartz lights (850-W and 1700-W), battery cables.

Personnel: Paul Wildum, Robert Kabo, Don F. Civitillo.

CMX Systems, Orrox Corp. Booth 54
3303 Scott Blvd., Santa Clara, CA 95050

Exhibiting: The CMX System 340X computer-assisted editing system keyboard and interactive display, CMX master time-code generator, portable time-code generator, time-code reader display.

Personnel: William Orr, Sidney McCollum, Murray Bevit, Darrell Vincent, Dan Roady, Gene Simon, Robert Peters, Cassie Connell, Allan Behr.

Coherent Communications Co. Booth 106
13733 Glenoaks Blvd., Sylmar, CA 91342

Exhibiting: Mini-Mic subminiature microphones, including new models, PS-1 microphone power supplies, audio developments, mixers, Rycote microphone windscreens and shockmounts, "Silent Mic" noise-cancelling microphone and headsets, "Q-Aid" induction receivers, MX-4 production mix panel, digital footage counters for cameras, and several new audio products.

Personnel: Ivan Kruglak, Stan Hubler, Doug Leighton, H. Howard.

Cohu, Inc., Electronics Division Booths 29, 30
5723 Kearny Villa Rd., San Diego, CA 92123

Exhibiting: The star of Cohu's exhibit booth will be the Model 1550 broadcast color telecine which features the 9900 series color encoder/image enhancer/automatic balance unit and color comp, plus Cohu's new Automatic Differential Gamma

Balance System. The 1550 will be exhibited in an operational telecine film-island display linked with Cohu's M-3 optical multiplexer, spindler and Sauppe's 35mm slide projector, and L-W International's Athena 5000 16mm broadcast projector. Also featured will be Cohu's 7400 series single-tube color Isocon television camera system. A complete high-sensitivity system with NTSC color output. The 7400 series cameras are designed for color applications at extremely low light levels and are 100 times more sensitive than any other color cameras. They will produce full-color output at 3×10^{-3} lm/ft² tube faceplate illumination.

Personnel Ed Dempsey, John DiMatteo, Roger Johnson, Wayne Kennedy, Larry See, Stan Sievers, Dick Sjoberg, Bob Schlicht, Roy Phillips.

Commercial Electronics, Inc. Booths 311, 312
880 Maude Ave., Mt. View, CA 94043

Exhibiting: CEI-310 broadcast color television camera in field production and studio configurations.

Personnel: Don Smith, Bob Huseman, N. (Bud) Schneider, Raoul Proctor.

Consolidated Video Systems, Inc. Booths 222, 223
1255 E. Arques Ave., Sunnyvale, CA 94086

Exhibiting: Digital time-base correctors.

Personnel: James M. Lang, Ron Frillman, DeWitt Smith.

Continental Camera Systems Booth 79
16800 Roscoe Blvd., Van Nuys, CA 91406

Exhibiting: Continental helicopter camera mounts, Astrovision for high-speed aerial cinematography, "pitching lens" for studio table-top cinematography, new handheld stabilization camera-mount system.

Personnel: John Carroll, Ernst Nettmann, David Nowell, Stan McClain, Greg Schmidt.

Convergence Corp. Booths 230, 231
17935 Sky Park Circle #D, Irvine, CA 92714

Exhibiting: On-line and off-line video editing equipment with Liplock audio pitch control for use with videocassette recorders. Videocassette control equipment for screening rooms and tape rooms.

Personnel: John Campbell, Dennis Christensen, Gary Beeson, Ron DePinto, John Welland, George Bates, Bill Skinner, Gary Land.

Dolby Laboratories Booths 32, 33
731 Sansome St., San Francisco, CA 94111

Exhibiting: Noise-reduction and ancillary equipment for the production and exhibition of motion-picture soundtracks.

Personnel: Ioan Allen, Jann Farwell, Phil Boole, Steve Katz, George Finkhousen, Ray Dolby.

The Durafilm Co. Booth 344
137 N. La Brea Ave., Hollywood, CA 90036

Exhibiting: New film-preservation, scratch-removal services for 16mm, 35mm microfilm. Table-top cleaning/protection machine, super cine clean, Perf-fix sprocket-repair system.

Dynair Electronics, Inc. Booth 28
5275 Market St., San Diego, CA 92114

Exhibiting: Featuring broadcast-quality audio/video switching equipment with remote-control options. Also on display: distribution amplifier package containing audio DA, video and pulse DAs, subcarrier DAs, pulse-delay DAs, blackburst generator and 5×1 audio and 5×1 video switch modules.

Personnel: E. G. Gramman, Tom Meyer, Bob Vendeland, Hank Maynard, Bob Jacobs, Doug Buterbaugh, Doug Brown.

Eastman Kodak Co. Booths 44, 45
343 State St., Rochester, NY 14650

Exhibiting: Eastman color negative film, Eastman color intermediate film, Eastman color print film, Eastman high-speed video news film 7250. Eastman Ektachrome VN print film 7399.

Personnel: A. D. Bruno, G. L. Boyd, J. C. Norris, G. L. Borton, J. A. Semmelmayr, R. F. Grant, J. R. Knaus, J. F. Schroth, J. B. DeWitt.

Ehrenreich Photo-Optical Industries, Inc. Booths 72, 73
101 Crossways Park West, Woodbury, NY 11797

Exhibiting: Bolex 16mm movie cameras and projectors, Bolex sound-8 system, Spectra Tri-Color and Series II exposure meters.

Personnel: Joe Vasata, Charles Gutierrez, Bill Fried.

Eigen Video Booths 228, 229
P.O. Box 1027, Grass Valley, CA 95945

Exhibiting: Color, So-Motion, instant replay videodisc recorder.

Personnel: George Foster, James Hebb.

Eiki International, Inc. Booths 217, 218, 219
27882 Camino Capistrano, Laguna Niguel, CA 92677

Exhibiting: Eiki xenon projectors, EX2000 and EX6000, Elf digital interlock and two Eiki projectors, Varian xenon light source, 600 endless loop.

Personnel: Bob Gaskins, Bob Neely, Dick Filtz, Fran Welsh, Tohru Imai, Irv Stapsy.

Electro-Voice, Inc. Booths 335, 336
600 Cecil St., Buchanan, MI 49107

Exhibiting: Microphones and monitors.

Personnel: Coy Clement, Larry Driskill, Bill Raventos, Jim Long, Paul McGuire, Marc Johnson, Bob Pabst.

Farinon Electric Co. Booths 212, 213
1691 Bayport Ave., San Carlos, CA 94070

Exhibiting: FV2MP and FV3MP mini portable transmission system for ENG and remote pickup. A frequency agile video and sound transmission system replacing cable and bulky equipment in camera/van/studio links for short-range TV transmission.

Personnel: James Hurd, Cliff Fields, Joe Baker.

F & B/Ceco of California Booths 120, 121
7061 Santa Monica Blvd., Hollywood, CA 90038

Exhibiting: Complete line of 35mm/16mm and professional super-8 motion-picture production and post-production equipment.

Film Equipment Rental Co. Booths 80, 81
419 W. 54th St., New York, NY 10019

Exhibiting: On display will be equipment from all major manufacturers. We will be showing the new 16mm Aäton along with an Arri SR and Eclair ACL with new motor and finder. Many specialized products will be available for your inspection such as a Ferco monorail, a Stindt dolly and a Continental camera helicopter mount.

Personnel: Cindi Becker, Thomas Schnitzler, Lou Girolami, Mari Nahra, Peter Schnitzler, Ron Lautore.

Frezzolini Electronics, Inc. Booths 4, 5
7 Valley St., Hawthorne, NJ 07506

Exhibiting: Professional 16mm news and documentary hand-

The First Name in Film Editing Brings You The Last Word in Console Editors



See us at SMPTE
Booths 37 thru 40

...The MOVIOLA M-35AH

The company that pioneered motion picture editing more than half a century ago now brings you the latest addition to its line of console editors . . . the M-35AH, six-plate 35mm Console Editing Table.

Designed and engineered to the most demanding requirements of the motion picture and television industries, the M-35AH offers these outstanding advancements:

- Six Plates
- One Picture Transport with Magna Scope Hollow Flickerless Prism
- Two Separate Sound Transports with ASA Single-Track Magnetic Heads
- Pushbutton Advance/Retard Control
- Manual Inching on All Transports
- Crystal-Controlled Sound Speed
- Independent Torque Motor Control for Each Platter
- Heavy Duty Torque Motors with Positive Braking System
- Multiple Picture Capability
- Footage/Time Readout System with Memory

The Moviola M-35AH is your answer to the increasing demands for fast, accurate and creative editing. Ask for a demonstration today. See for yourself the future of things to come in editing.

magnasync

moviola

magnasync/moviola corporation

A Subsidiary of Crang Corporation

5539 RIVERTON AVE. / NORTH HOLLYWOOD, CALIFORNIA 91601 / (213) 877-2791

held film cameras, Frezzi-Flex model FR-16 reflex and model LW-16, single/double system sound cameras complete with record playback amplifier, record playback head, snap lock 400-ft magnesium magazines and low-cost shot gun microphone. Rapid rechargeable power packs and belt for handheld video color cameras, cine cameras, and handheld portable lighting. Special models for RCA TK-76, Ikegami HL-77 or 37 and others. New Frezzi-Steady camera image stabilizer for film or video cameras.

Personnel: James Crawford, James Frezzolini, Jack Frezzolini, Lena Frezzolini.

Adolph Gasser, Inc. Booth 359
5733 Geary Blvd., San Francisco, CA 94121

Exhibiting: Representing Acmade Ltd. Editor synchronizers. Literature and displays on San Francisco motion-picture and rental facilities.

Personnel: Frank Lowe, Mike Fennel, Adolph Gasser.

General Electric Co. Booth 22
Nela Park - 4455, Cleveland, OH 44112

Exhibiting: Light sources for motion-picture and television production.

Personnel: Charles Clark, Howard Schmies, Ellis Davis, Dave Graham, Joe Shultz, Ed Trout, Ken Hilt, Dennis Ouellette.

Goldberg Brothers, Inc. Booths 14, 15, 16
P.O. Box 5345 T.A., Denver, CO 80217

Exhibiting: Reels, cans, cases, splicers, Ediquip editing equipment.

Personnel: Norman Goldberg, Joe Paskal, Jim Frank, Debbie Singer, Barry Green, Charles Sachs.

Alan Gordon Enterprises Inc. Booths 63, 64, 65, 66
1430 N. Cahuenga Blvd., Hollywood, CA 90028

Exhibiting: A complete line of filmmaking equipment for the professional cinematographer, including the Swintek cordless microphone system, Minicam-16, MP-30 projector system, Goldtop battery belts, Foba tripod, Zeppelin windscreens, independent suspension shock mount. Aptasound, Gordon/Bell camera helmets, Academy Award-winning Dynalens, director's zoom viewfinder and much more, including Eclair NPR and ACL, CP-16 and Arriflex cameras.

Personnel: Grant Loucks, Ted Lane, Frank Kelly, Jim Martin, Bob Kuhagen, Pat Singh, Don Sahlein, Mike Kelly, Bill Swintek, Les Dreviers.

Gray Engineering Laboratories Booths 208
504-0 West Chapman Ave., Orange, CA 92668

Exhibiting: SMPTE edit code equipment, including data transmitters and receivers together with auxiliary equipment.

Personnel: John Gray, Scott Gray, Pete Reitz, Pamela Finco.

GTE Sylvania Booth 13
100 Endicott St., Denver, MA 01923

Exhibiting: Incandescent, tungsten halogen lamps for studio and theater lighting.

Personnel: Gary Altman, Tom Holland, Mike Skerry, Paul Munroe, Sally Biondo, Paul Abrams, Clif Durkee.

Hazeltine Corp. Booths 17, 18
Pulaski Rd., Greenlawn, NY 11740

Exhibiting: Hazeltine's latest model 200H color film analyzer featuring an LED exposure-control panel utilizing microprocessor technology. The system also uses a precision in-line cathode ray tube. The low-cost model 116 color film analyzer is for the dedicated 16mm-only laboratory.

Personnel: A. Eisenhuth, S. Osgood, A. Arbeeny, S. Nardella, R. Cassara.

Karl Heitz, Inc. Booth 100
979 Third Ave., New York, NY 10022

Exhibiting: Pathé electronic double super-8mm and 16mm movie cameras for 100-ft reels, 400-ft magazine, c-mount, 15 × 6-90mm f/1.2 Angenieux zoom Kinoptik 16mm and 35mm movie, TV lenses. Gitzo tripods; monocolumns; monopads; pantilt heads; counterbalanced, panoramic heads; leveling ball for fluid heads; dollies for movie, TV cameras, microphone arms, projections stands; platforms for super-8mm, 16mm, 35mm projectors.

Personnel: Karl Heitz, Tony Mistretta, Dora Delph.

Hitachi Denshi America, Ltd. Booths 214, 215, 224, 225
58-25 Brooklyn-Queens Expressway, Woodside, NY 11377

Exhibiting: Three 2/3-in Saticon cameras, the self-contained handheld SK-80 and FP-1020 plus the convertible SK-70, FP-3030B single tri-electrode Vidicon camera (8.5 lbs). Studio cameras are the FP-1212B, with three 1-in Plumbicons plus FP-1010 3 Saticon self-contained camera.

Personnel: Nick Pisciotta, Tommy Yamashita, Robert Blair.

Hollywood Associates Booth 207
18607 Topham St., Reseda, CA 91335

Exhibiting: UltiMatte, a blue screen video matting device. Also, SMPTE time-code editing equipment.

Personnel: Petro Vlahos, Paul Vlahos, Dennis Benischek, Deane Ashton, Bill Baulere, Werner Erickson, John Gray, Pete Reitz.

Hollywood Film Co. Booths 96, 97, 98
956 N. Seward St., Hollywood, CA 90038

Houston Fearless 76, Inc. Booth 90
833 Walnut, Carson, CA 90746

Exhibiting: Modules of Houston Fearless film processors which demonstrate the flexibility and serviceability of the over 80 models of film processors available. Design assistance of high-speed processors will be offered and design capability will be demonstrated. Processor components also will be on display.

Personnel: Derrill J. Macho, Ivan Ryman, Robert Schram, Vern Hanson, Brenda Banks.

Houston Photo Products, Inc. Booth 71
655 E. 20th St., Yuma, AZ 85364

Exhibiting: Film processor components, equipment, and accessories.

Personnel: Herb W. Houston, John S. Houston, Barry T. Henshaw, Edward J. Tait.

Ikegami Electronics (U.S.A.) Inc. Booths 117, 118
29-19 39th Ave., Long Island City, NY 11101

Exhibiting: HL-77, HK-309, HK-312, TM14-2RH monitors, HL-51 with cameras.

Image Devices Inc. Booth 19
1825 NE 149 St., Miami, FL 33181

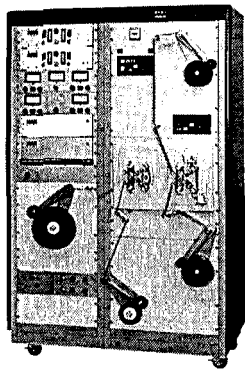
Exhibiting: IDI Micro Mike, IDI Super Stix tripod, IDI Superkart, IDI Super Zoom, IDI Super Strap, IDI Micro Monitor, IDI Micro Mixer, other unique IDI products.

Personnel: David Haylock, Julia Miller, Bill Reiter, Will Williams, Dane Taylor.

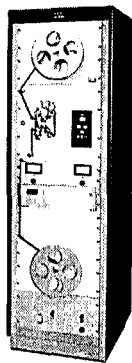
Jamieson Film Co. Booth 23
6901 Forest Park Rd., Dallas, TX 75235

Exhibiting: JFC will be displaying one of the famous "Jamieson Compoc" processors for ME4 and/or VNF-1 films. Even

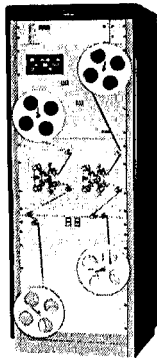
WRE SERVES THE WORLD WITH QUALITY MAGNETIC AND OPTICAL SOUND SYSTEMS



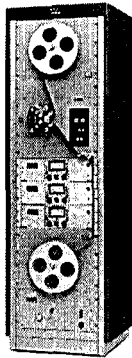
SUPER 8 TRANSFER SYSTEMS



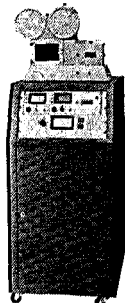
**SUPER 8 SOUND QUALITY
MONITORING SYSTEMS**



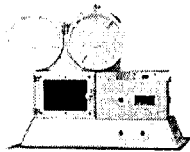
DUAL DUBBERS



PICK-UP RECORDERS

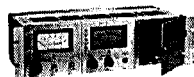


**OPTICAL SOUND
RECORDER SYSTEMS**



OPTICAL RECORDER TRANSPORTS

WRE-MAURER GALVANOMETERS



**OPTICAL RECORD
ELECTRONICS**

ACCESSORIES:

- 3 Phase Interlock Distributor Systems and Motors. Also 1 Phase and Electronic Interlock Systems.
- Digital Footage Counters including Automatic Looping.
- Bulk Tape Degaussers.



COMPLETE MAGNETIC RECORDERS & REPRODUCERS AND OPTICAL SOUND RECORDER SYSTEMS

- Standard WRE dubbars and recorders are available in 16mm, 35mm and combination 16mm/35mm versions. All units provide ease of operation and quality performance featuring advanced-design film transports and electronics.
- 6000 Series Pick-up Recorders feature silent selective head switching that eliminates noises, clicks or level changes when switching into and back out of record/erase mode. 16mm, 35mm or 16mm/35mm combination units.
- Model 600 Optical Sound Recorders and components provide the ultimate in professional 16mm optical sound recording. WRE-Maurer galvos, solid state electronics and transports available.
- Super 8 High Speed Sound Transfer Systems feature the preferred "on the drum" recording technique, 10 times real speed operation and high speed drop out detection electronics. From single strand to Quad Rank 35.
- As a companion to the Super 8 Transfer System, the Super 8 Sound Quality Monitor System is a dedicated unit for audio and meter monitoring of sound transfers before slitting. Single strand to Quad Rank 35.

WRE also produces transfer units designed specifically for the S-8 and 16mm single system user.

All WRE systems are designed and manufactured to give you the highest quality sound. You want a sound track to produce ALL the sound, with minimal noise and the least possible distortion. At WRE we are dedicated to providing equipment that meets your exacting requirements and quality standards.

Write for complete information on these products.

INTERNATIONAL REPRESENTATIVES

- Hoel Sangyo Co., Ltd.—Nihonbashi Bldg., 4, Kobuncho 2-Chome, Nihonbashi, CHUO-KU, Tokyo 103, Japan
- G.T.C. Film-und Fernseh—Studiotechnik GmbH, 207 Ahrensburg, Rosenweg 7a, West Germany
- Alex L. Clark, Ltd.—30 Dorchester Avenue, Toronto, Ontario Canada M8Z 4W6



2119 Schuetz Road • St. Louis, MO. 63141 U.S.A. • 314 567-5366 • Telex: 442560
West Coast Office: 1144 North Las Palmas Ave. • Hollywood, CA. 90038 • 213 463-7311

See us in booth 31 at the SMPT E

with the heavy industrial trend toward ENG, most broadcast facilities still have use for film and the small size, high-output capacity, and low maintenance make the Compoc still #1 in TV.

Personnel: W. L. Miller, M. N. Foster.

J-K Camera Engineering, Inc. Booth 51
5101 San Leandro St., Oakland CA 94601

Exhibiting: Optical printing and animation equipment. Designed and manufactured for art schools, universities, small film labs and individual film producers. Simplicity of design and state-of-the-art electronics have made J-K printers profitable equipment in the movie industry and an instructional tool in teaching technical and aesthetic aspects of filmmaking.

Personnel: Jaako Kurhi, Stephen Weinberg, Pirkko Kurhi, Michael Hinton.

JVC Industries Co. Booths 362, 363
58-75 Queens Midtown Expressway, Maspeth, NY 11378

Exhibiting: CY-8800 ENG/EFP portable color camera, CR-4400LU portable ENG/EFP 3/4-in cassette recorder, CR-8300 3/4-in editing 3/4-in video cassette recording system.

Personnel: Ed Pessara, Richard O'Brion, Herman Schloss, Mike Fleming, Joe Merjan, Don Johnston.

KEM Editing Systems, Inc. Booths 132, 133, 134
6253 Hollywood Blvd., Hollywood, CA 90028

Exhibiting: The modular extendable KEM Universal System, interchangeable 16/35mm with up to 3 pictures or soundtracks. Picture and sound modules for all formats and track positions. Wide-screen module anamorphic 2.35 switchable to 1.85 and Techniscope module for contact Techniscope prints. The compact, format-interchangeable RS-Super in 6-plate and new 8-plate twin picture version. The high-speed holoscope projector PR1000 16/35mm. A new DC-Servo interlock system for tables, projectors and/or dubbing equipment.

Personnel: Peter W. Weibel, Michael Brown, L. Schneider (Hamburg), Mike and Maria Mangu.

Kliegl Bros. Booth 52
32-32 48th Ave., Long Island City, NY 11101

Exhibiting: Performance memory lighting control system: Kliegpac 9: 2.4-kW and 6-kW dimmerpacs — 9- and 18-channel control consoles; HMI fixtures; 2-kW and 4-kW softlites; for remotes, studio lighting packages; lighting fixtures.

Personnel: Joel E. Rubin, Michael Connell, Gordon Pearlman, Deborah Butt, Tom Hays, Ed Peterson, Michael Vine.

KLM Associates, Inc. Booths 6, 7, 8
P.O. Box 34102, Bethesda, MD 20034

Exhibiting: Four models of the Cinemonta horizontal film editing tables will be exhibited. One 16mm 8-plate, one 35mm 8-plate, each with 2 picture screens and 2 soundtracks. One 16mm 6-plate, one 35mm 6-plate, each with 1 picture screen and 2 soundtracks. All models feature modern design, bright picture screen and exceptionally good sound quality.

Personnel: Desmond McElroy, Mae McElroy, M. Ten Wolde, J. Harte, Chris Devoogd, Jerry Van Blockland.

Lab Methods Corp. Booth 310
7645 Densmore Ave., Van Nuys, CA 91406

Exhibiting: Motion-picture laboratory equipment.

Personnel: Marvin A. Robert, Joseph C. Wary, Deidre Guernsey, Helene Caruthers.

LaVeZZi Machine Works, Inc. Booth 89
900 N. Larch Ave., Elmhurst, IL 60126

Exhibiting: Complete line of sprockets for all film sizes, PosiTrol sprockets, Geneva intermittent starwheels and drivers,

projector components, examples of precision-machined parts for all types of film equipment.

Personnel: Worth Baird, Dick Horak.

Lee Filters Ltd. Booth 320
Central Way, Walforth Industrial Estate, Andover,
Hants SP10 5AN, England

Exhibiting: Rolls and sheets of non-photographic and color effect filters combined with diffusion materials, plus photographic on-camera filters, including plastic and glass filter.

Personnel: D. Holmes, M. Sheppard, V. Cano, B. McKinney.

Lenco, Inc., Electronics Div. Booth 343
300 N. Maryland St., Jackson, MO 63755

Exhibiting: Video terminal equipment, including the "300 System" with its video test-signal generators, video and pulse-delay amplifiers, NTSC decoders, processing amplifiers and distribution equipment. Also displaying the exclusive video noise meter and introducing a complete line of professional black-and-white monitors.

Personnel: Dick Lawrence, Howard McClure, Dean Harrison, Rick Riegler, Russ Winselar.

Lipsner-Smith Corp., Div. of RTI Booths 367, 368
4700 Chase, Lincolnwood, IL 60646

Exhibiting: Lipsner-Smith Micro-Perfect ultrasonic film cleaning machines, RTI automatic film inspection equipment, Retec film handling supplies, Edette high-speed previewer-editor.

Personnel: Tom Tisch, Jerry Lipsner, Tom Boyle, Ray Short.

Listec Television Equipment Corp. Booth 108
39 Cain Drive, Plainview, NY 11803

Exhibiting: Vinten camera-mounting equipment including type 51 fluid head, type 5G Portaped, type G4 folding crabbing dolly and type G7 lightweight crane arm — all for latest ENG and E.F.P. cameras. Richmond M82 portable sound mixer, Telescue video prompting systems for all TV cameras. Full range adjustable video delay lines.

Personnel: Jack Littler, Marvin Jacobs, Joanne Camarda, Bruce Ballantyne.

Lowel-Light Mfg., Inc. Booths 93, 94
421 W. 54 St., New York, NY 10019

Exhibiting: Lowel line of location lighting and grip equipment including Quartz-D and Omni Light focusing spots, Tota-Light broad light, Softlight 1500, Variflector II reflectors, lightweight Link grip system and related system hardware and accessories.

Personnel: Ross Lowell, Marvin Seligman, Art Kramer, Roy Low.

L.T.M. Corp. of America Booths 84, 85, 86
21200 Nordhoff, Chatsworth, CA 91311

Exhibiting: L.T.M., which successfully introduced a full range of HMI lights in 1972, will present its complete HMI line, including 200-W, 575-W, 1200-W, 2500-W and 4000-W lights. These lights have proven as highly efficient and economical replacements for the traditional carbon arcs. L.T.M. will also display the Ondularc, which provides 250 cycles and thereby, "flicker free" HMI lighting for motion-picture production.

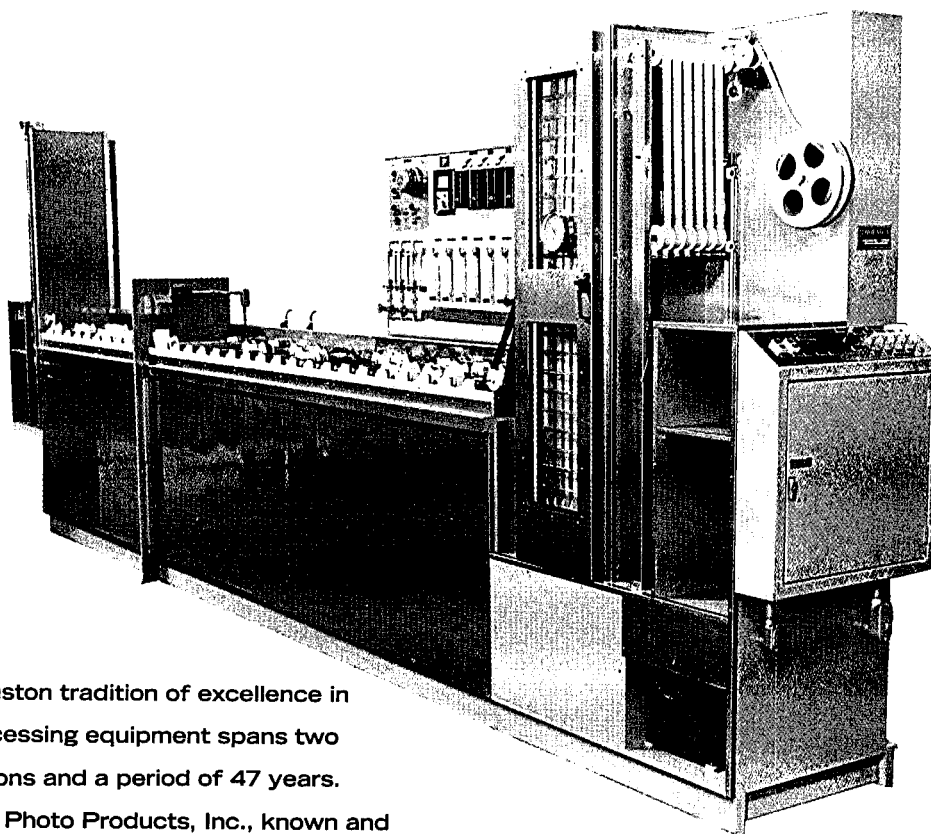
Personnel: Claude Crevet, Jean Galerne, Walter Mills, Guy Fischer, Joe Nicholi.

L-W International Booth 123
6416 Variel Ave., Woodland Hills, CA 91367

Exhibiting: Athena 4000 and 5000 television film chain projectors. Automax recording camera. 110-C optical digitizing system, film and video.

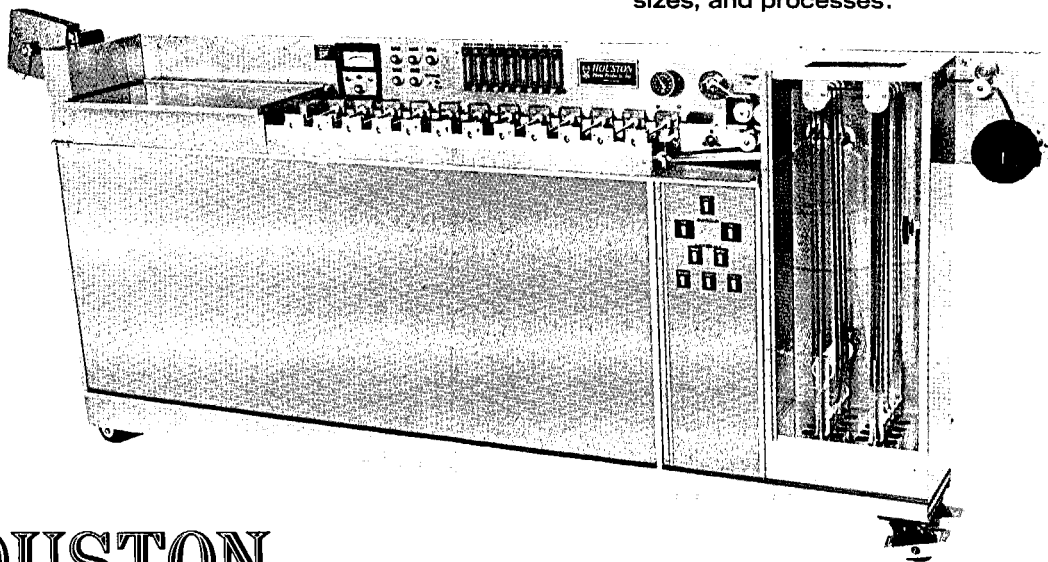
Personnel: Myra Thomas Lawrence, Pat Smith, Dave Stern, Bob Lawrence.

A TRADITION OF EXCELLENCE



The Houston tradition of excellence in film processing equipment spans two generations and a period of 47 years. Houston Photo Products, Inc., known and respected throughout the world.

Look to the original Houston for lasting quality and dependability, manufacturing machines for a wide variety of film, film sizes, and processes.



HOUSTON

Photo Products, Inc.

655 E. 20th St., Box 5269
Yuma, Arizona 85364
Phone: (602) 782-3677. Telex: 669-450

Eastern Representative
U.S. Photographic Equipment
1855 Imperial Ave.
New Hyde Park, N.Y. 11040
(516) 354-4747

European Sales and Service
Jos De Jonghe
8500 Kortrijk, Belgium.
Telephone: 56/2117.10 Telex: 85.185

See us in booth 71 at the SMPTE

Magnasync/Moviola Corp. Booths 37, 38, 39, 40
5539 Riverton Ave., North Hollywood, CA 91601

Exhibiting: 35mm and 16mm flatbed editing tables with Magna-Scope hollow flickerless prisms, unique footage/time digital readout system with memory and other advanced features. Magnetic film insert recording/reproducing equipment with advanced electronic drive and memory systems. Compact dubbing system interlocked with a flatbed editor. Versatile new bench editor for 35, 16 and super 8mm applications.

Personnel: Sam Lane, Ted Diamond, Holmes Ives, Gerry D'Almada.

Magna-Tech/Quad Eight Booths 67, 68, 69
630 Ninth Ave., New York, NY 10036

Exhibiting: Magna-Tech's new 10,000, 2,000, 4,000 series high-speed Magnetic recorder and reproducer. High-speed optical projector. High-speed electronic looping system 16/35mm. Video multi-lok interlock system. Quad-Eight theater and screening room sound systems, computer-programmed reverb-eration unit, mixing consoles for film and music.

Personnel: N. T. Prisament, R. W. Eberenz, Bud Bennett, Ron Bennett.

Matthews Studio Equipment, Inc. Booths 111, 112, 113
2405 Empire Ave., Burbank, CA 91504

Exhibiting: Manufacturers of light stands, grip stands, light-mounting equipment, lighting accessories, dolly track, camera dollies, and specialized mobile equipment vehicles.

Personnel: Roy N. Isaia, Edward Phillips, Carlos DeMattos, Leonard Chapman, Mike Thornton.

M. B. I., Inc. Booths 315, 316
9025 Eton Ave., Suite B, Canoga Park, CA 91304

Exhibiting: Steenbeck model ST928 two-picture, two-sound 16mm editing machine with electronic cut marking system and EBU time code. Steenbeck ST1400C one-picture one-sound 35mm compact editor with rear-screen projection. Stellavox all new SP-8 1/4-in professional self-contained tape recorder, weight 8 lbs for 5-in and 12-in reels. Fifteen alkaline cells make possible 12 h field recording time. Built-in crystal and synchronizer. Record both stereo and mono on SP-8. Film-o-Hand systems. 16 and 35mm storage and media management for post-production editing rooms.

Personnel: Garey Lundberg, Mrs. H. McCall, Winnie Bass, Hans Kuyper, Georges Quillet, Linda Mills.

Merlin Engineering Works Booth 318
1880 Embarcadero, Palo Alto, CA 94303

Exhibiting: Custom quad VTRs and accessories.

Personnel: John Streets, Al Sturm, Ron Harris.

Micro Consultants, Inc. Booths 9, 10
2483 E. Bayshore Rd., Palo Alto, CA 94303

Exhibiting: The DFS 3000 represents the forefront of technology. Because of the DFS 3000's full framestore, compact size, lightweight and low power draw, significantly improved versatility is now available. Options include video compression, positioner, time-base correction, freeze and remote control.

Personnel: Gilbert R. Kesser, George Grasso, Brian Matley, Herb Quilitzsch.

Microtime, Inc. Booth 119
1280 Blue Hills Ave., Bloomfield, CT 06002

Exhibiting: 1600 Remote TBC (CCD time-base corrector): 2020 Plus Total signal corrector.

Personnel: John Larkworthy, David Acker, Daniel Sofie, Philip M. Dubs, William Baird.

Microwave Associates, Inc. Booth 364
63 Third Ave., Burlington, MA 01803

Exhibiting: Microwave Associates will have on display in Booth #364, new microwave transmitters and receivers for ENG and live-event telecasting. Engineers and factory sales personnel will be on hand to answer technical questions and discuss applications.

Personnel: Carl Guastafarro, Jon Erickson, Eric Stromsted, H. P. Scott, K. Evans.

Miller Professional Equipment, Inc. Booth 319
6500 Santa Monica Blvd., Hollywood, CA 90038

Exhibiting: Miller Fluid Action tripod heads and ball leveling top tripods.

Personnel: V. Pincetich, Eva Pincetich, Steve Marstaller, H. J. Baquet, Irv Higdon.

Mitchell Camera Corp. Booth 62
11630 Tuxford St., Sun Valley, CA 91352

Exhibiting: 16 and 35mm motion-picture cameras. Mitchell S35RC with dual-register pin movement, crystal-controlled/variable-speed motor and reflex viewing. Mitchell R-16-S, single/double system sound camera, reflex viewing, TTL light meter and VU meter visible in viewfinder, crystal-controlled/variable-speed motor and built-in Nicad battery pack.

Personnel: Henry L. Wittrock, Charles D. Kircher.

3M Company Booths 301, 302
3M Center, Bldg. 224-BW, St. Paul, MN 55101

Exhibiting: Blank quadruplex videotape, helical-scan videotape, video cassettes/cartridges, audio recording tapes and accessories in a wide selection of formats and applications.

Personnel: G. Schutte, F. Detloff, V. Hanson, J. Hollon, J. Farrell, N. Ritter.

Mole-Richardson Co. Booths 101, 102, 103
937 N. Sycamore Ave., Hollywood, CA 90038

Exhibiting: HMI Mole solar arcs, Baby Solarspot family, Super Softlights, Moleipso pattern lights, Mole focusable quartz lights, kits, stands, grip equipment, special effects, hangers and adapters.

Personnel: Howard R. Bell, Larry Mole Parker, Mike Parker, Dennis Parker, Dan Aron, John Robertson, Nan Bond.

Motion Picture Enterprises Inc. Booth 70
Tarrytown, NY 10591

Motorola C & E Inc. Booth 116
2333 Utah Ave., El Segundo, CA 90245

Exhibiting: The latest in 2-way base, mobile, and portable communications equipment. Also CCTV and our new color optical video link.

Personnel: Bill Heede, Gary Osborne, Bob Lyons, Jim Stentz.

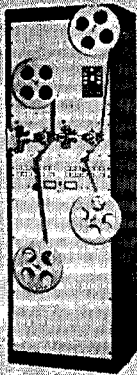
Multi-Track Magnetics, Inc. Booths 130, 131
1 Ruckman Rd., Closter, NJ 07624

Exhibiting: A complete Avex high-speed film mixing facility consisting of the Avex basic console with Fam 8-4 mixing board, R 106UV, 16/35mm — 3 Track Master pick-up recorder, Ventura III 16/35mm dubber rack and PH-16 high-speed holoscope projector.

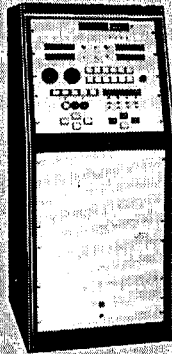
Personnel: Stephen Talian, Nancy C. Salvatore, Mr. and Mrs. T. Sokira, Michael Denecke, Luther Greene.



MAGNA-TECH ELECTRONIC



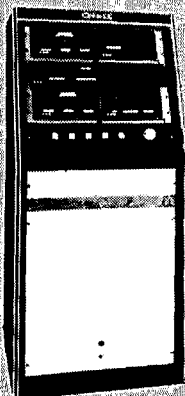
High-Speed Reproducers



EL Console



Prism Projectors



Multi-Lok Console

MTE, The Leader, is the world's finest manufacturer of post-production sound recording and projection equipment for:

- Motion picture sound studios
- Advertising agencies
- Educational and instructional film sound facilities
- Video sound sweetening
- Screening rooms

MTE, The Leader, was the *first* to introduce:

- Noiseless pick-up insert recording (rock and roll)
- Combination 16, 35, 17.5mm Recorders and Reproducers
- Electronic Looping Systems for dialogue replacement
- High Speed Re-recording Systems
- High Speed Projectors
- "Multi-Lok", the Videotape, Film and ATR Interlock System
- Crystal controlled electronic drive Recorders and Reproducers

MTE, The Leader, is winner of two "Academy of Motion Picture Arts and Sciences" awards for Technical Achievement.

MTE, The Leader, provides complete studio engineering services and operating personnel training. Our systems engineers have over 30 years experience in all areas of film production and post-production.

MTE, The Leader, is *ready* to fulfill your needs in sound and projection equipment from a single transfer recorder to a complete re-recording facility.

The next time you have any film or video needs, discuss them with Magna-Tech first. It pays to come to

THE LEADER!

MAGNA-TECH ELECTRONIC CO., INC.

630 Ninth Avenue / New York, N.Y. 10036
Tel. (212) 586-7240 / Telex 126191 / Cables "Magtech"

Quad-Eight Electronics
11929 Vose Street
North Hollywood, California 91605
Tel. (213) 764-1516 / Telex 662446

Magna-Techtronics (Aust.) Pty. Ltd.
P.O. Box 150, Crows Nest, NSW 2064, Australia
Tel. 439-1651/3013
Telex 24655 / Cables "Magna" Sydney

See us in Booths 67, 68, 69

Haskell Wexler talks about shooting with his 35BL.

Mr. Wexler has won two Academy Awards for his cinematography — this year, for shooting *Bound For Glory*. He owns an Arri 35BL.



Haskell Wexler shooting *Bound For Glory* scene with 35BL. "For hand-holding," says Mr. Wexler, "This is the best balanced silent-running 35mm camera available."



Wexler with *Bound For Glory* director Hal Ashby.

"The extras were waiting around between setups, one day," says Haskell Wexler. "We were at Stockton, shooting *Bound For Glory*. The extras were dressed as migratory workers and their families."

Natural

"They looked great — kids playing around — behaving naturally, because they weren't being photographed. So we set up secretly inside a tent, and picked things out with the long end of the zoom."

Suitcase

"Then we hid my 35BL in a cardboard suitcase, with holes

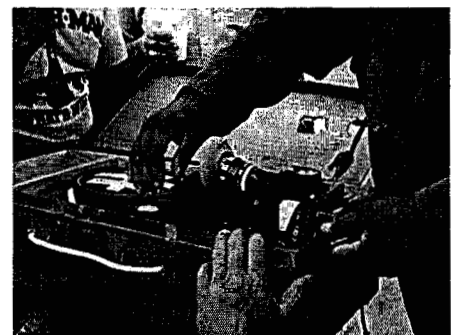
cut for the lens and eyepiece. The second operator dressed up like the extras, and he sat down among them with the case on his lap."

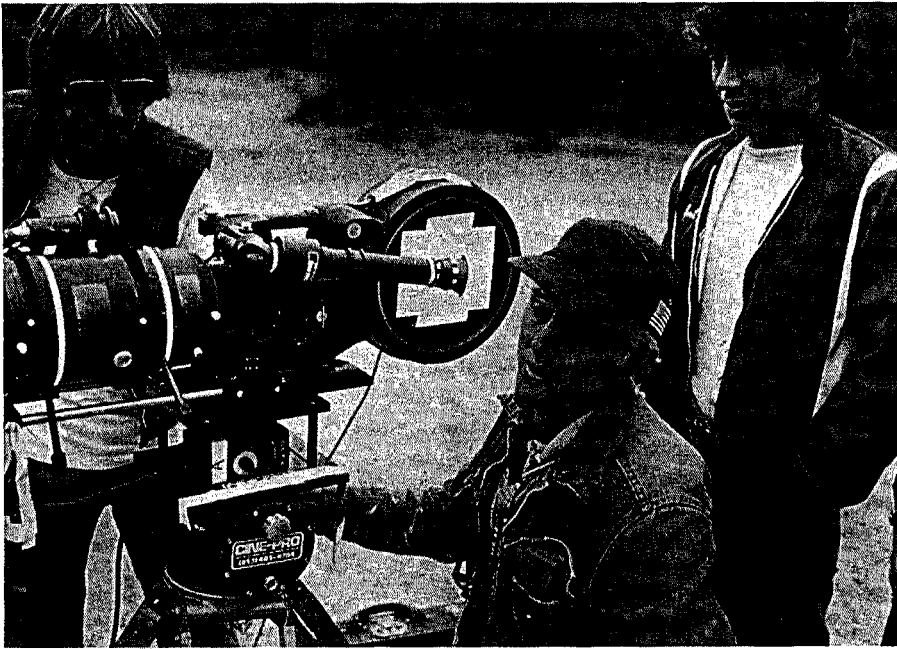
Sideways

"Even when they realized what was going on, they still acted more naturally, because he was sitting down and facing *this* way, with the suitcase pointing *that* way, off to one side."



Above: Operator, dressed as migrant worker, checks fit of hole cut in suitcase for 35BL viewfinder. Below: The 35BL being positioned inside the suitcase.





Working on STP commercial with actor Robert Blake. "I much prefer to light looking through a 35BL — the image is brighter and clearer," says Mr. Wexler. "Hand-held, with the short eye-piece, the 35BL lets you see the edges of the frame more easily than any other portable 35mm camera."



Wexler and 35BL in swimming pool, shooting sync sound scene for *One Flew Over The Cuckoo's Nest*. Note relatively simple plank and stepladder rig supporting small camera.

Unobtrusive

"That's one big advantage of an unobtrusive camera like this. Even with professional actors, there's one less thing to distract them. I can often *ease* quietly into a scene — using the camera's internal slate system and my radio bloop, and waving a finger to indicate *Rolling*."



Shooting STP TV commercial, Wexler gives instructions to cameraman perched on sidecar chassis with 35BL. Raincoat is for puddles in dirt road.

CLIO

Mr. Wexler used a 35BL to shoot Robert Blake in the STP commercial that won a CLIO award this year. For the sync-sound footage, the camera was equipped with a 1,000 foot magazine and a 20-120mm zoom lens.

Motorcycle

But they also needed some closeup footage of Robert Blake's face as he gunned his motorcycle down a dirt road.

Unsteadicam

"There was no room for an insert car," says Mr. Wexler, "So we mounted a sidecar chassis on the bike—and the operator rode on that with the 35BL. 400 foot magazine and a 24mm hard lens."

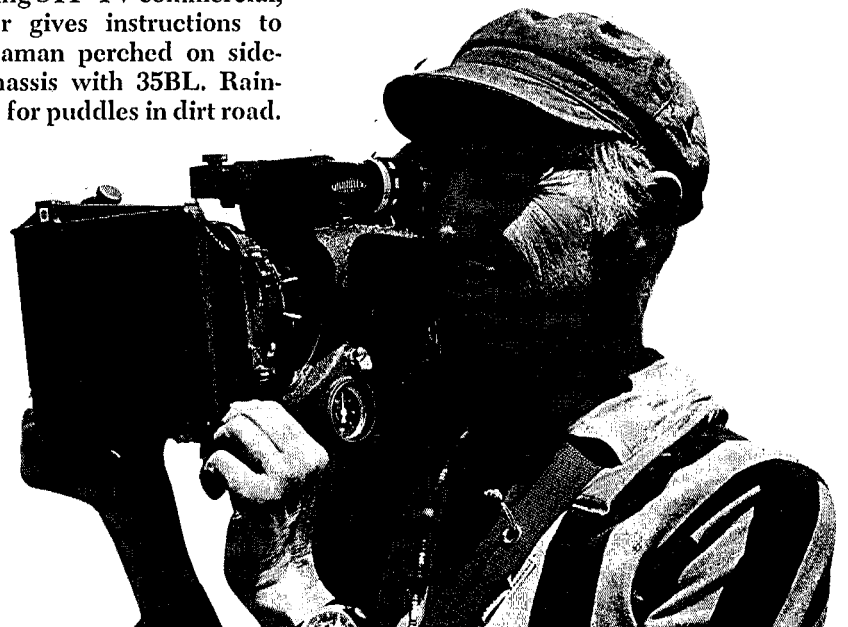
Lightweight

"In the bad old days, we'd have needed a separate, lightweight wild camera for that shot. But the 35BL took care of it nicely."

ARRI

ARRIFLEX COMPANY OF AMERICA

P.O. BOX 1102C, WOODSIDE, NEW YORK 11377; (212) 932-3403; 1011 CHESTNUT, BURBANK, CALIF. 91506; (213) 841-0818



Nagra Magnetic Recorders, Inc. Booth 83
19 W. 44th St., New York, NY 10036

Exhibiting: Nagra 42L, stereo, IS and accessories.

Personnel: Dom Notto, Tom Daniel, Larry Hayde, Loren L. Ryder.

NEC America Inc., Broadcast Equipment Div. Booth 317
1948-B Lehigh Rd., Glenview, IL 60025

Exhibiting: DFP-754 television pictures delivered over voice grade telephone lines.

Personnel: R. Dennis Fraser, H. Gillogly, M. Matsui, M. Imai.

Neumade Products Corp. Booth 209
720 White Plains Rd., Scarsdale, NY 10583

Exhibiting: The new Neutaper film splicer using non-perforated splicing tape. The new Neuvator II, automatic film cleaning machine. The new black Fiesta short pitch leader for A & B editing — also available in 5 other colors. A complete line of film handling equipment including rewinds, splicers, synchronizers, editing tables. Storage facilities for film slides, audio- and videotape.

Personnel: Lee Jones, Ron Jones, Warren Clements, Bob Hempel, Lew Grofsik.

Norton Associates, Inc. Booth 206
10 DiTomas Ct., Copiague, NY 11726

Exhibiting: Norton magnetic heads and amplifiers for professional motion-picture and studio recorders.

Personnel: R. Norton, B. Viole, R. Doutney, R. Auteri.

O'Connor Engineering Laboratories, Inc. Booth 234
100 Kalmus Dr., Costa Mesa, CA 92626

Exhibiting: Fluid heads, tripods and the Hydro-Ped to support film and video cameras weighing from 5 to 150 lbs.

Personnel: Cary Clayton, Chad O'Connor, Dick Charlson, Joel Johnson, Kay Barr.

Oxberry Div. of Richmark Camera Service Inc. Booths 24, 25
180 Broad St., Carlstadt, NJ 07072

Exhibiting: Optical printing equipment, liquid gates and animation equipment.

Personnel: Richard McCarthy, Mark Ackerman, Alfred Thumin.

The Perf-Fix Co. Booth 211
P.O. Box 3208, Santa Monica, CA 90403

Exhibiting: Perf-Fix film perforation repair system.

Personnel: Paul Trester, Diane Stanfield, Susan Kleinman, Michael Griffin.

Peterson Enterprises, Inc. Booths 360, 361
1840 Pickwick Ave., Glenview, IL 60025

Exhibiting: The latest model of the Peterson "COR" super 8 continuous optical reduction printer coupled with the new Peterson negative loop cabinet. Also featuring the new Peterson frame count cuer for counting frames only. Model also available for counting feet and frames. Related printer accessories will also be on display.

Personnel: Walter Peterson, Bruce Peterson, Chuck Zichterman, William Pfeifer.

Pioneer Marketing Corp. Booth 313
1021 N. Lake St., Burbank, CA 91502

Exhibiting: PMA liquid gates, PMA/Spectra film gate photometer, PMA instrumentation film transports, DePue liquid gate, Seiki/Bell & Howell high-speed liquid gate, chromolog

additive lamphouses, PMA/Focatron, animation equipment, 35mm random-access, variable-speed, flickerless projector.

Personnel: D. E. Stults, L. Ron Schmidt, Bill Richardson, Jim Martin.

Plastic Reel Corp. of America Booths 20, 21
7165 Willoughby Ave., Hollywood, CA 90046

Exhibiting: (1) Plio-Magic™ 8mm, 16mm and 35mm reels, cans, cases and cores, laboratory processing supplies; (2) film editing equipment and supplies; (3) Modu-Line™ storage systems, PRC film leader.

Personnel: Jerry Friedman, Gene Stroud, Carole Pinker, Chuck Gillen, Bob Miller, Pat Baccarella, Bob Toltz.

David Pringle Cameras Ltd. Booth 82
Twickenham Film Studios, St. Margarets, Twickenham, Middlesex, England TW1 2AW

Exhibiting: Cameras and lenses.

Personnel: D. Pringle, G. Nurphries, H. Chroslicki.

Quick-Set, Inc. Booth 74
3650 Woodhead Dr., Northbrook, IL 60062

Exhibiting: Camera support equipment for broadcast television, ENG and cine applications.

Personnel: M. Stolman, J. Andre, P. Mooney, R. Wiseheart, B. Thomas, S. Hirota, L. Bleackley, V. Tolchard, D. Turchen.

RCA Corp., Photophone Systems Booths 46, 47, 48, 49
2700 W. Olive Ave., Burbank, CA 91505

Exhibiting: A complete telecine film chain that includes the FR-35 B-TV servo-driven 35mm projector and the TK-28B telecine camera system. The TR-600A quad videotape recorder with its AE 600 electronic editing system. Introducing the new PM-85SL electronically interlocked to the TR-600A videotape recorder using time code and control track processed through the PA-201 time-code resolver. The TK-76 portable color TV camera and the TK-760 studio color TV camera.

Personnel: Julie Aldrich, Adron Miller, Jack Leahy, Bob Dickinson, Bob Buescher, Lew Briel, Jay Richardson, Tom Dahl, Gordon Cordell, Herb Dover, Oliver Bjerke, Ray Harding, J. E. Hill, Charles Gaydos, R. Abbenante, R. Emch, R. Edenson, F. Koehler, P. Higgenbotham, T. Moore.

Recortec, Inc. Booths 11, 12
777 Palomar Ave., Sunnyvale, CA 94086

Exhibiting: First-time public demonstration of the new Recortec video cassette evaluator will be made along with the standard Recortec evaluators for 2-in and 1-in tapes. The R-Mod reel-servo modification for quad VTR will be exhibited featuring auto-cue and auto-edit capabilities.

Personnel: Lester H. Lee, El Don Corl, David Chang, Ron Troxell.

Rosco Laboratories, Inc. Booth 99
36 Bush Ave., Port Chester, NY 10573

Exhibiting: Rosco will exhibit a complete line of HMI lighting equipment and a total system of light control materials.

Personnel: Stan Miller, Mike Niehenke, Thom Daly, Roger Zobel, Rosemary Schlotter, Bob Doherty.

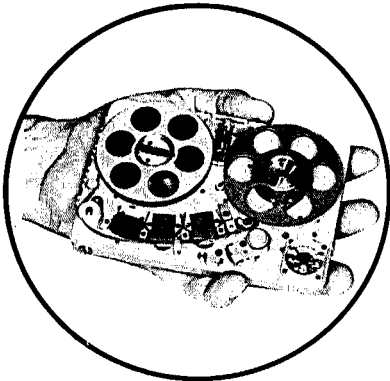
Sachtler GmbH Booth 308
Osterwald-Strasse 10, München 40, German Federal Republic

Exhibiting: Tripods for film and video.

Personnel: W. Sachtler.

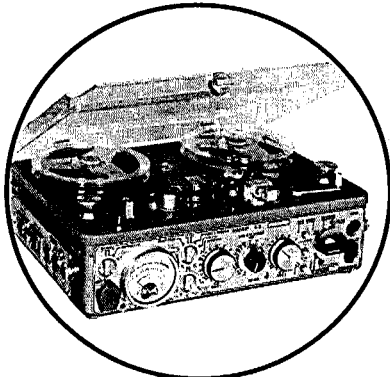
"NICE HABIT"

We've made it a habit to be first with the new and second to none with the best — that's NAGRA — and that's nice!



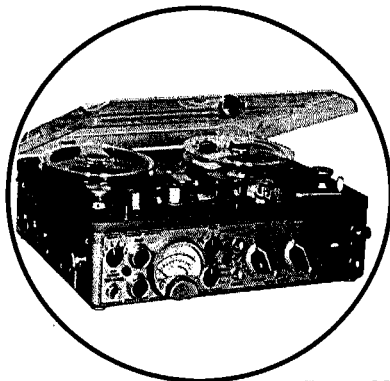
*Such versatility...
what you're looking at
tells it all!*

NAGRA SNN ... for portability and action this 1 pound 1 ounce pocket-carried recorder compliments the SL Stereo for closeup dialogue with closeup camera shots in large action scenes—remember, it eliminates radio microphones!



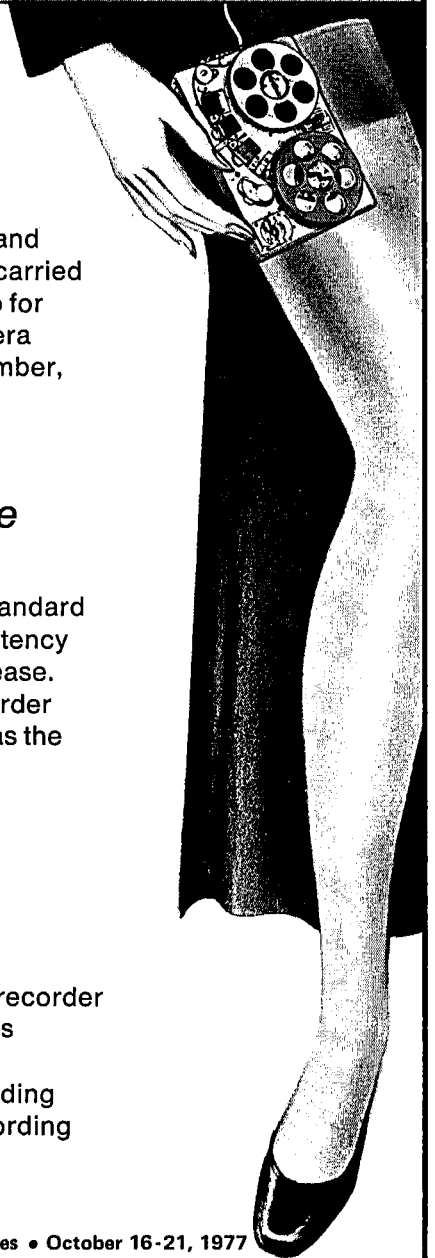
*Uncommon performance
...and reliability!*

NAGRA 4.2L ... remains the standard of the world with the greatest consistency of excellence for highest quality release. Truly the motion-picture sound recorder worthy of professional acceptance as the world leader in the industry!



*Be ready now...
time coding is here!*

NAGRA SL STEREO ... the recorder of the future that simplifies and saves production time is here now and ready for stereo and the new time coding techniques and potential digital recording of tomorrow!



Booth 83 • SMPTE Convention • Century Plaza, Los Angeles • October 16-21, 1977



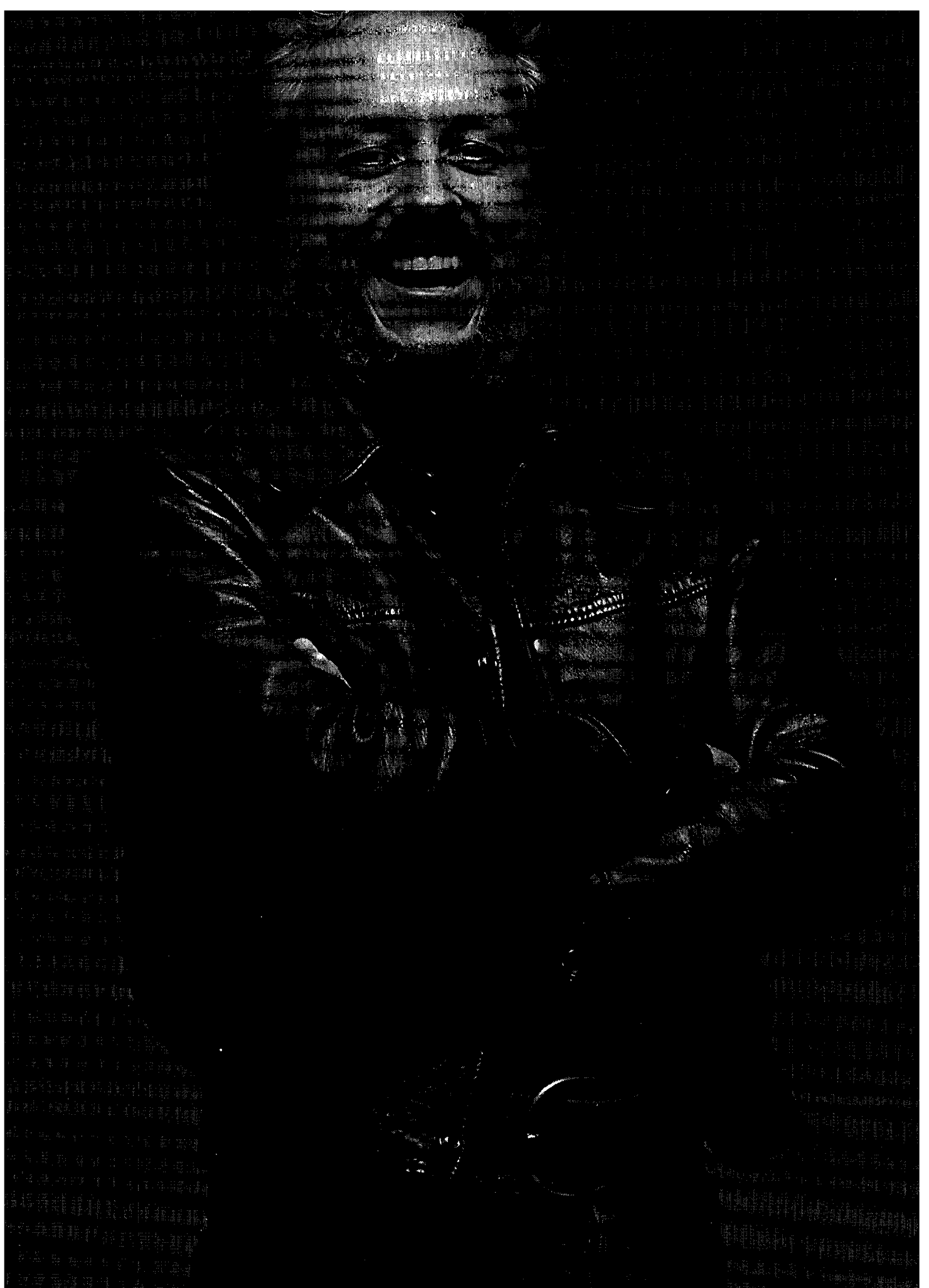
UNITED STATES DISTRIBUTION, SERVICE AND SALES

NAGRA MAGNETIC RECORDERS, INC.

19 West 44th Street, Room 715 • New York, NY 10036 • (212) 661-8066

West Coast Sales, Service & Technical Center — HYDER MAGNETIC SALES CORP., 1437 N. Vine St. • Hollywood, CA 90038 • (213) 469-8391

Available in Canada — BRAUN ELECTRIC CANADA, LTD.



SEDELMAIER



In every top creative ad agency you'll find art directors, writers, and producers with Walter Mitty-type aspirations of some day owning their own production houses, making award-winning commercials, and eventually directing and producing their own screenplays.

Joe Sedelmaier is a former art director who actually went out and did it. Since opening his company in 1967, he has made more than 1100 commercials and has won every major advertising award in the country, including gold medals from Cannes, New York's "One Show," Chicago's "Golden Hugo," and a dozen "Clios."

Q: "Joe, most directors go on to their next assignments after the footage is shot; why do you bid a job through editorial completion?"

A: "When I was an art director, producing commercials, I'd find myself explaining the job to a director, then a cameraman, and after they left, I'd have to go over the whole thing with an editor and mixer. I wanted the input, someone to bounce ideas off. I used to think, wouldn't it be great to have a director follow through completely on a project. That's why I went into business."

Q: "Although 65% of your commercials are not in the humorous category, you've established a reputation as one of the best directors of comedy. Do you run into clients that still believe in the old axiom that humor doesn't sell, or people don't buy from clowns?"

A: "The smart advertisers know that when the humor is relevant to the concept and is well done, it's one of the strongest ways to get an idea across, especially in 30 seconds. It's like two salesmen with different styles.

One knocks on the door, sticks his foot in, and by hassling you, will make a sale. The other gets your message across in an entertaining way and can be just as effective, maybe more so."

Q: "Have all your award-winning commercials been done on film?"

A: "Yes, most agency creative people still prefer film over tape, and I like it for its flexibility and portability and all the usual reasons. For instance, on location, if I had to shoot someone in the shade of a tree, with a stock like Eastman color negative II film 5247, I'd expose for the shady area and let the background burn out. With tape, I'd have to bring in lights and even everything out and lose the dramatic effect. There's a paradox with film in that you can create a look of fantasy and at the same time be believable."

Q: "How closely do you follow storyboards?"

A: "The important thing to me is the concept. Then you have to let things grow without straying from that concept. Otherwise, it's like painting by numbers."

Q: "A lot of directors that don't do too much comedy tend to get a little heavy-handed in their efforts to make sure everyone gets the punch line. What do you do to find the right balance?"

A: "I've placed my actors in a lot of absurd situations but they all play their parts straight. Just as you or I would try to keep our dignity in an embarrassing situation. Slipping on a banana peel isn't funny, trying to pretend you didn't is."

Q: "You seem to have a knack of putting the right performers together. What are some of the things you look for in a casting session?"

A: "In a feature you have the luxury of time to establish a character, but in a commercial you've got to do it in a

second. That's why, unless there is a lot of dialogue involved, I tend to favor the person who is visually right for the part over someone who may be a better actor but doesn't have the right look. If the person is reasonably bright, you shouldn't have any problems in getting a good performance."

A producer who worked recently with Sedelmaier said, "Joe is a pleasure to work with. He's put together a terrific staff that works very well together. Having shot the spot, he has a pretty good idea about how it's going to be put together, but when we edit, he's always open to suggestions. Everybody contributes. He doesn't fall in love with his photography. No matter how hard he has worked on a shot, if it doesn't work he throws it right out. But the main reason I like working with Joe is he makes me look good."

In our new publication, "Kodak Professional Forum," Joe Sedelmaier goes into more detail about some of his latest projects. Future issues will carry interviews with other interesting film personalities. It will also bring you news of our latest technical developments. If you would like to be on our mailing list, write Eastman Kodak Company, Dept. 640-A, Rochester, New York 14650.



EASTMAN KODAK COMPANY
Atlanta: 404/351-6510/Chicago: 312/654-5300
Dallas: 214/351-3221/Hollywood: 213/464-6131
New York: 212/262-7100/Rochester: 716/254-1300
San Francisco: 415/776-6055/Wash., D.C.: 202/554-9300.

