

Industry News & Educational Activities

SMPTE Student Chapter Activities

SMPTE Student Chapters have a significant role to play in the Society's far-reaching activities. The last report from a Student Chapter received at SMPTE Headquarters was from the Ryerson Student Chapter (*Journal*, p. 186, March 1976) but recently there have been some interesting developments in at least two Student Chapters — Columbia University and Germain School of Photography.

At the University of Columbia a series of special programs has been arranged by Chairman Stephen C. Chamberlain. The first of these special programs took place early in December when Cinematographer Gordon Willis (*Godfathers I and II; All the President's Men; Parallax View* among other achievements) spent an afternoon at Columbia with Student Chapter members discussing his approach to the artistic and technical aspects of motion-picture photography. Other distinguished participants will be Dede Allen, the well known film editor, and the internationally renowned lighting expert, E. Carlton Winckler. Chamberlain (a doctoral candidate) has also arranged tours of film laboratories, television production facilities, and the larger equipment rental houses as part of a program to acquaint students with the practical sides of film and television production. Chamberlain said he would welcome inquiries from SMPTE members and from members of firms involved in film and television who may be interested in participating in future programs — his address: Apt. 53, 181 Claremont Ave., New York, NY 10027.

The Germain School of Photography has established a new library dedicated on 9 December 1977 to the memory of Dr. Milton W. Willenson, Executive Director of the school for 20 years prior to his death in September 1976, and who was most instrumental in organizing the Student Chapter at the school. The new library will contain books and periodicals on the art and

technology of still and motion-picture photography and will also include material on videocassette recording. Contributions of books and periodicals to the new library will be gratefully received. Prospective donors may write or phone Elaine Kaye Willenson, Administrative Director, The Germain School, 225 Broadway, New York, NY 10007. — *Richard Sassone*

Exports of audiovisual products gained during the first nine months of 1977 while imports dipped, easing the AV trade deficit, according to findings from the *Hope Reports Quarterly* based on an analysis of U.S. Department of Commerce data. Hope Reports Inc. is located at 919 South Winton Rd., Rochester, NY 14618. Exports of AV products, hardware and software, during January to September 1977, were \$139 million, up 7% from 1976. For the same period AV product imports were \$349 million, off 2%. In 1976 for the first nine months, AV imports were 2.73 times as much as exports. In 1977 imports were 2.5 times the exports for the same nine months, slightly closing the gap between imports and exports.

The leading export item was 16mm and 8mm film, accounting for nearly one third of total exports.

Major import product was the videocassette player/recorder that jumped 200% in the nine months of 1977. This was influenced by heavy imports of 1/2-in video recorders for Christmas home entertainment use.

DeLuxe General Inc., 1546 North Argyle Ave., Hollywood, CA 90028, has announced a program to license the "Color by DeLuxe" trademark and the DeLuxe technology to laboratories around the world. The program calls for DeLuxe to provide technical assistance to licensee laboratories in order to assure matching processes worldwide. This assures United States distributors that prints made by the licensee laborato-

ries match prints made in Hollywood by DeLuxe from the same negative. Daily communication also makes it possible for DeLuxe to provide United States users with price and delivery information on any work they wish to have done by licensee laboratories. According to Robert Kreiman, DeLuxe President, the international program was developed principally for two reasons — increased control and protection for negatives moved from country to country for international printing and to provide film distributors with the quality and service they will need, due to new legislation requiring local printing in some Central and South American countries.

Licenses may use the line "Color by DeLuxe Licensee" in all of their advertising as long as their processes match DeLuxe Hollywood, Kreiman said. DeLuxe will also provide monthly reports and technical bulletins to licensees and, if necessary, DeLuxe technicians will be sent to the licensees' laboratories to solve problems. Training for licensees' technicians will also be provided at the Hollywood facility.

MGM's huge film library will be housed in a 52,000 ft² two-story building, the first permanent construction project to be initiated at Metro-Goldwyn-Mayer studios during the last 20 years, according to a recent announcement. In addition to film handling and storage services the \$1 1/2 million structure will contain all the offices of MGM Laboratories as well as the key elements in film shipping, receiving and negative cutting. MGM Film Services, a corporate department responsible for the logistics of MGM products in all gauges and languages, will share the building. Razing of existing buildings — two inoperative sound stages and the old Film Services building — began in February.

The new building will contain four new projection rooms, film storage areas, shipping and receiving sectors, a negative cutting department, raw stock storage, a conference room for customers, and offices for the MGM Laboratories executive staff, MGM Film Services personnel, engineering and accounting units.

MGM also announced completion of a five-year program to retrieve all of MGM's printing materials from around the world, thereby placing all of the studio's total film product under one roof. Some three-fourths of the second floor of the new building will be devoted to filing and



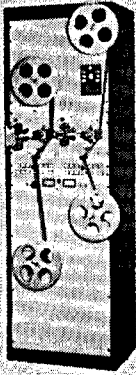
Left photo: Gordon Willis and Stephen C. Chamberlain at a Student Chapter meeting at Columbia University.



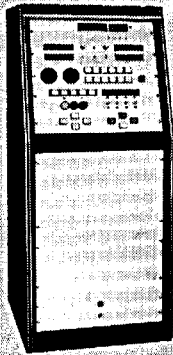
Right photo: At the Germain School of Photography, Carlyle F. Trevelyan, Film Department Chairman; Elaine Kaye Willenson, Administrative Director; Richard Sassone, Coordinator of SMPTE Student Chapters for the Northeastern Region; and George Zimmerman, Instructor in Film.



MAGNA-TECH ELECTRONIC



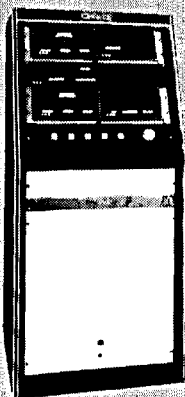
High-Speed Reproducers



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

storing every existing foot of MGM print material including 2000 feature films, domestic and foreign versions, television adaptations, trailers, filmclips, featurettes, 16mm copies, title overlay versions, multilingual soundtracks, short subjects, films edited for airlines and MGM's extensive library of television productions.

At the present time MGM uses more than one million feet of raw stock daily servicing its own as well as other Hollywood studios. In 1977 MGM processed some 300 million feet of film.

All of the latest methods of temperature and humidity controls as well as fire prevention systems will be built into the new structure. In addition, all film stored there has been duplicated and stored elsewhere, thereby insuring the availability of MGM's huge film library in spite of fire or disaster that might strike the Culver City studio.

Sony Broadcast B.V. is a new Sony of Tokyo subsidiary established in the Netherlands for sales development of broadcast video equipment. The announcement was made by Sony Corp. of America, 9 W. 57 St., New York, NY 10019. The new subsidiary, with an authorized capital of 12 million Dutch guilders, will be located near Amsterdam and will operate in Europe. It will be headed by Howard Steele, a former director of the British Independent Broadcasting Authority. Sony Broadcast B.V. will conduct marketing, development and servicing of various broadcasting video products developed by Sony. Its main products will be the Omega Machine 1-in 1.5-head, helical scan video recorders and the U-Matic 3/4-in videocassette recorders for broadcast use.

Wilhelm Roth, Editor-in-Chief of *Fernseh-und Kino Technik*, has been made an Honorary Member of the Fernseh-und Kinotechnische Gesellschaft (FKTG) in recognition of his important contributions to the technology of motion pictures and television. The citation noted his wide-ranging knowledge covering the field of modern electronics including motion-picture and television technology and his contributions toward the development of modern techniques. The citation also noted his "thoroughness and perseverance."

He was the moving force in bringing about — in the 1960s — a merger of separate journals on motion pictures and television to create the present *Fernseh-und Kino Technik*. His interest in motion-picture technology began early. In the 1930s as a student he took part in the development of equipment for motion-picture x-ray sound movies. One of his earliest interests was in amateur radio. By 1928 he had built his own transmitter and in recognition of his inventiveness the American Amateur Radio Association gave him a certificate. Somewhat later he became professionally involved with navigation and radar equipment for aircraft before pursuing a career as a motion-picture engineer and, later, as an editor.

Roth has been a member of the SMPTE since 1954.

Wayne Caluger has been appointed Chief Engineer for the Opryland Entertainment Complex, P.O. Box 2138 Nashville, TN 37214. He was formerly with WSM-TV.

Carl L. Holder has joined Wabash Tape Corp. as Vice President, Product Management. He was formerly Director of Product Management and Communications for Information Terminals

Corp., Sunnyvale, Calif. As a member of various American National Standards Institute working committees, Holder helped to develop standards for 1/2-in magnetic tape, disk packs, data cassettes and diskettes.

Walter C. Jamison has been appointed Assistant Chief Engineer for Transmitters for KOMO Radio/TV, 100 Fourth Ave. North, Seattle, WA 98109. He joined the KOMO-TV engineering staff in 1969 and was named Transmitter Supervisor for KOMO Radio/TV in 1974. Before joining the KOMO-TV staff he was Chief Engineer for KGDN/KBIQ in Seattle.

Francis W. Miller retired from the post of Assistant Director of Engineering for Fishers Blend Station, Inc., on 31 December 1977 after more than 31 years with the corporation. Fisher's Blend Station owns and operates KOMO-TV, 100 Fourth Ave. North, Seattle, WA 98109 and KATU-TV in Portland, Ore. Miller joined the KOMO Radio/TV engineering staff in 1946 as a draftsman and studio engineer. In 1951 he was named Maintenance Supervisor and in 1956 he was made Assistant Chief Engineer. He was promoted to the corporate post from which he retired in 1970.

Robert H. Plummer has been appointed to the newly created position of Chief Engineer for KOMO Radio/TV, 100 Fourth Ave. North, Seattle, WA 98109. He was formerly Electronic Maintenance Engineer. Prior to joining KOMO-TV in 1962, Plummer had been with KTNT-TV in Tacoma.

Books, Booklets, Brochures

Compositor I Font Selector, a booklet containing unretouched monitor photographs of font styles currently available for the Compositor I™ graphics system, is available upon request from TeleMation, Inc., P.O. Box 15068, Salt Lake City, UT 84115. All alphabetic, numeric, and symbolic characters are included for each font style. The booklet is intended mainly for station managers; production managers; teleproduction managers; and video engineers.

Visual Communications Programs From Kodak (V7-93) is a 16-page (8 1/2 × 11 in) illustrated booklet describing some 40 audiovisual programs available from Eastman Kodak's Motion Picture and Audiovisual Markets Division, Rochester, NY 14650. The booklet is available upon request. The audiovisual programs include the basics of motion-picture production; production of artwork for slides and movies; basic copying techniques; planning and producing an audiovisual program; elements of effective visual projection; use of audiovisual programs for training, informing and selling; demonstration and maintenance of several current Kodak audiovisual products; and safety. Most of the programs may be previewed before purchase.

Publication of Systems Engineering: Methodology and Applications has been announced by the Institute of Electrical and Electronics Engineers, Inc., 345 E. 47 St., New York, NY. The 408-page volume contains 38 reprinted papers, following an introductory paper by the editor, Andrew P. Sage. The book provides an overview of systems engineering. Subjects covered include Structural Models; Simulation and Modeling; Decision Making; Applications to Energy; Ap-

plications to Resource and Land Use; Applications to Medicine and Health; and Applications to Technology Forecasting and Assessment. The book is priced at \$29.95 with discounts for IEEE members.

The Cue/See Super-8 Sound Motion/Slide Projection System is described in a six-page color brochure available upon request from Charles Beseler Co., 8 Fernwood Rd., Florham Park, NJ 07932. The brochure describes particularly Cue/See's pause control capability which reduces program production and duplication costs by using motion only when motion is required.

Metrication for the Manager, a 48-page manual for managers facing the changeover from metric is available from the American National Metric Council, 1625 Massachusetts Ave., N.W., Washington, DC 20036, at a price of \$4.50. The manual outlines the entire metrication process step-by-step from investigation and planning through marketing and servicing a metric product. The impact of conversion on each function is examined in detail — engineering, manufacturing, purchasing, data processing and cost management.

Acrylic and polystyrene optics are described in an illustrated brochure available upon request from Applied Products Corp., Horsham Valley Industrial Center, Horsham, PA 19044. It is noted in the brochure that "plastics will never wholly replace glass . . . but there is an extensive 'gray area' where acrylics can and do compete with glass very successfully." According to the brochure light transmittance of optical grade acrylic and polystyrene is excellent. Typically a 4-in thick acrylic lens transmits no less than 87% radiation in all wavelengths from 400 to 800 nm.

Motion Pictures, Television and Radio: A Union Catalog of Manuscript and Special Collections in the United States, a bibliographic work prepared under the auspices of The Film and Television Study Center, is available from the publisher, G. K. Hall & Co., 70 Lincoln St., Boston, MA 02111, at a price of \$27. Funded by a two-year grant from the National Endowment for the Arts, the work identifies and describes the collections relating to motion pictures, television, and radio housed in public and private libraries, universities, museums, film and television archives and historical societies in the 11 western states. The collections described include the personal papers of producers, directors, actors, writers and executives; film company records; motion-picture television and radio scripts; and stills and other photographic material.

Pulse Code Modulation and Digital Transmission by G. H. Bennett, a book dealing with the fundamentals of digital transmission, is available from Marconi Instruments, 100 Stonehurst Court, Northvale, NJ 07647, at a price of \$15. The book contains a discussion on how progression to higher rate systems is achieved by means of digital multiplexing. In conclusion the author discusses the future possibility of integrating digital transmission and switching.

The National Association of Photographic Manufacturers (NAPM), 600 Mamaroneck Ave., Harrison, NY 10528, has announced the publication of a 90-page environmental study for the photoprocessing industry entitled *Pathways of Photoprocessing Chemicals in Publicly*