

system plus video or film camera, an MNC-71CP ENG/EFP camera and a lens outfit, or several CP-16R camera/lens packages, etc. According to the release, leasing provides an opportunity for clients to obtain film and video products with a minimum of capital outlay.

Sharp Corporation of Osaka, Japan, has announced that its U.S. subsidiary, Sharp Electronics Corp., will build a major manufacturing plant in the Memphis, Tenn., area. It will be Sharp's first U.S. manufacturing facility. The announcement came from A. Saeki, Sharp Corporation President, who said that the new plant will be a multiproduct manufacturing facility. "During the first year we plan to produce 30,000 microwave ovens and 10,000 color television sets per month and employ over 700 people," he stated. The new facility will be built on 88 acres of land just outside the city limits of Memphis. It will be known as the Sharp Manufacturing Company of America.

Cine-Tape Associates Ltd., 38 Yorkville Ave., Toronto, Ontario, Canada, in conjunction with VTR Productions Ltd., has opened the doors of The Video House at the above location. This will combine Sony and Panasonic products with complete feature movie packages, as well as educational and entertainment programs. Other services will include a talent audition studio, slide and film to videocassette transfers, assembly of visual reference libraries, equipment rentals, large screen projection and program production.

Audio Potentials, Inc., 61 Shiawassee, Akron, OH 44313, has been appointed U.S. importer and distributor for Gale Electronics Ltd., a British firm specializing in audio equipment.

Information Terminals Corp., 3232 Soquel Ave., Sunnyvale, CA 94086, has changed its name to Verbatim Corporation, according to a recent announcement. The company, founded in 1969, manufactures and markets the Verbatim brand of magnetic storage media for the data and word processing industry. The Verbatim product line includes floppy discs, digital cassettes, data cartridges and magnetic cards.

Laurie W. Atkin, Managing Director of Screen Electronics Ltd., Shepperton Studio Centre, Squires Bridge Rd., Shepperton, Middlesex TW17 0QD, England, designers and manufacturers of video character generation and information display systems, is being joined by **Dennis Packham**, who will become a Director of Screen Electronics, responsible for sales and product planning. At the same time, Atkin will become a Director of Dennis Packham Consultants Ltd., 34 Weetwood House Ct., Leeds LS16 5AF, England. Both men see the association as bringing together their experience in film and television for the benefit of both companies.

Atkin was formerly with Technicolor Ltd. In 1977 he formed Screen Electronics Ltd. Packham was formerly Technical Director of Tyne Tees Television Ltd. Since April 1977 he has been a broadcast and systems consultant and recently formed his own company, Dennis Packham Consultants, Ltd.

Frank G. Marshall has been appointed President, Communications Group, for Reeves Teletape Corp., 708 Third Ave., New York, NY 10017. Marshall was formerly President of the Visualscope Television subsidiary of RTC. In his new

post he will assume responsibility for all non-hardware activities of RTC, including those of Playback Associates, Visualscope Production, Winkler Video, Visualscope Television, and Chasins Communications.

Books, Booklets, Brochures

The Standard Handbook for Electrical Engineers, a complete source of detailed information on all aspects of the field, has just been reissued in its 11th edition by McGraw-Hill Book Co., 1221 Ave. of the Americas, New York, NY 10020. The 2448-page reference, available at a price of \$46.50, provides entirely updated data and considerable new material on the generation, transmission, distribution, control, conversion, and application of electrical power. Subjects receiving expanded coverage in this edition, under the direction of Donald G. Fink, Editor in Chief, include alternate sources of energy, increased voltage for transmission and distribution, computer use, and newly available types of semiconductor devices and arrays. Metric units are given in addition to U.S. customary units, except in those areas of industrial application where nonmetric units continue to be widely used.

The American National Metric Council (ANMC) has announced a 12-page brochure describing ANMC publications which is available upon request from American National Metric Council, 1625 Massachusetts Ave., N.W., Washington, DC 20036. ANMC publications cover a wide variety of topics including metrication management, proper metric usage, training materials and consumer issues. ANMC is a national, privately funded, nonprofit organization actively planning for and coordinating metric conversion in the United States.

The 1978 Cable & Station Coverage Atlas is available from the publisher, Television Digest, Inc., 1836 Jefferson Pl., N.W., Washington, DC 20036, at a price of \$66.50. The Atlas includes 35-mile and 55-mile zone maps which have communities with CATV systems underscored in color. It also includes the latest amendments and complete texts of FCC rules and standards for cable television, a directory of equipment manufacturers, directories of significant CATV organizations, U.S. television stations by call letters, and other essential data.

The 9800 series video cable equalizer is described in an illustrated product data sheet (No. 6-672) available from Cohu, Inc., Electronics Div., Box 623, San Diego, CA 92112. The 9800 series equalizer provides for equalization of high-frequency attenuation due to long cable runs. Equalization of up to 30 dB at 10 MHz is available — enough for 6000 ft of RG-11/U cable.

Audiovisual materials for teachers and training directors are listed and described in a 64-page catalog available upon request from Lansford Publishing Co., 1088 Lincoln Ave., P.O. Box 8711, San Jose, CA 95155. The materials described include transparencies, lecture notes, slides and cassettes.

The Continental Equipment Sales Catalog, available upon request from Continental Resources, Inc., 175 Middlesex Turnpike, Bedford, MA 01730, lists more than 500 electronic test instruments by manufacturer and model num-

ber. Included are such items as Tektronix oscilloscopes, General Radio counters, and Hewlett Packard spectrum analyzers and oscillators.

The Audiovisual Market Place: A Multimedia Guide (431 pp. softbound) is available from R. R. Bowker Co., 1180 Avenue of the Americas, New York, NY 10036, at a price of \$21.50. *AVMP 1978* (8th ed.) is user-oriented, providing ready access to services, supplies and sources. Extensive information is given on more than 4500 firms servicing all facets of the industry. *AVMP 1978* groups 25 sections under three major divisions — AV Software, AV Hardware and Reference. Producers and distributors of software are listed separately and are then classified by the type of media supplied and by subject area. Production companies, arranged by state, are similarly listed and then classified by media and subject. The nuts-and-bolts of AV production comprise the next category of listings. Arranged by state, services include production facilities; rental and videotape services; laboratory services; sound recording services; music scoring services; music and sound effect libraries; stock shot libraries; property rental companies; and lighting consultants.

Hardware manufacturers are also listed and classified by product line. Information for all entries include name, address, telephone, key personnel, particulars on product lines, services, activities and professional organization affiliations. Thomas W. Hope wrote the Foreword to the volume.

Fundamentals of Photography by Paul E. Boucher (535 pages), one of the most influential books in the teaching of modern photography — out of print for 15 years — is again available in a softbound facsimile of the 4th edition from Morgan & Morgan Inc., 145 Palisade St., Dobbs Ferry, NY 10522, at a price of \$12.95. The book, first published in 1940 by D. Van Nostrand Co., went through four editions and several reprintings. The facsimile edition reproduces the complete text and illustrations of the fourth edition, published in 1963. The book provides a thorough understanding of the basic principles of photography beginning with "The Historical Development and Use of the Hand Camera" (Chapter 1) through "Ultraviolet and Infrared Photography" (Chapter 17) and "Motion Picture Photography" (Chapter 19). The book contains 22 chapters plus detailed descriptions of 35 laboratory experiments and three appendixes, including a Glossary.

The Sony Video Products Catalog, a 40-page foldout covering the company's complete range of video products for business, government and other institutional users, is available upon request from Sony Corp. of America, 9 W. 57 St., New York, NY 10019. The catalog contains descriptions and photographs of Betamax cassette decks, Trinitron receivers, U-Matic cassette decks and Trinitron cameras and also covers open-reel units and black-and-white cameras. Also included are descriptions, specifications and photographs of a variety of accessories.

Kalart Victor Corp., Plainville, CT 06062, has announced publication of an illustrated brochure, available upon request, listing its complete product line including the recently acquired line of projection equipment previously produced by the American Optical Co. of Buffalo, N.Y. Illustrated and described are various models of 16mm, overhead, opaque and lantern slide projectors.