

# Industry News & Educational Activities

**Film 79**, the 6th Biennial International Film and Television Technology Conference and Exhibition to be organized by the British Kinematograph, Sound and Television Society, will be held 2-6 July at the Royal Lancaster Hotel in London, again providing a forum for scientists and technicians in the international film and tape communications industry. The program will include discussions on some of the most recent and most advanced developments in film, television and audiovisual image forming techniques. Papers to be presented on the Technical Program will cover such topics as Film and Television Production Techniques and Technology; Laboratory, Sound and AV Technology; Training and Education; and Maintenance and Servicing.

Some 60 exhibitors will display and demonstrate their latest equipment and services.

In addition to the Film 79 papers program there will be an Outside Visit Program giving the delegates opportunities of visiting studios, laboratories, television stations, equipment manufacturers and other places of interest. There will also be a Social Program which will include receptions, screenings of recently released films and other social events. A July 4th party will be held at the Royal Garden Hotel and the banquet will be held 6 July at the London Hilton.

Further information is available from Mr. W. Pay, Conference Coordinator, British Kinematograph, Sound and Television Society, 110-112 Victoria House, Vernon Place, London WC1B 4DJ, England.

**Bosch-Fernseh** (Robert Bosch GmbH, Geschäftsbereich Fernsehgeräten, Robert-Bosch-Str. 7, D-6100 Darmstadt, Federal Republic of Germany) has conducted studies leading to video transmission through optical fibers over a period of some five years. The linkage system, the result of a study of short to medium range pulse frequency modulated laser transmission, represents a highly flexible wide band video transmission system. The equipment is much lighter than an equivalent cable network, the transmitter and receiver modules weighing approximately 2.5 kg each and the connecting optical cable between 6 and 20 kg per km depending on the type used.

Distances of up to 5 km can be covered using optical fiber cable with a loss of 5 dB/km without any noticeable loss of signal-to-noise ratio. Requirements for a broadcastable video signal are met in all color systems (PAL, NTSC, SECAM, etc.).

The transmitter converts the video signal into a square wave FM modulated pulse train that is applied to a longlife CW GaAlAs laser which is stabilized by using an integrated photodiode for optical feedback. A low loss graded index fiber cable propagates the emitted optical pulse sequence to the receiver. The signal is detected by an avalanche photodiode, then preamplified and FM-demodulated. At the transmitter the optical underflow display automatically indicates the necessity for laser change. A warning lamp at the receiver side shows by means of a test switch whether the received optical power is sufficient

for a broadcastable video signal or not. The laser-fiber coupling technique, developed by Bosch-Fernseh, used in this system involved melting a micro lens onto the fiber end, the diameter of which has been previously reduced by etching.

Special electronic circuits simulate the laser diode and photodiode, simplifying maintenance and line-up without risk to active optical parts. The plug-in modular cassette construction simplifies service and allows the equipment to be installed in a cabinet or to operate independently in a separate case.

**Nontheatrical Film Distribution, Part I, Film Rental and Part II, Sponsored Free-Loan Films** are available from Hope Reports, 919 South Winton Rd., Rochester, NY 14618, at a price of \$15 for the two reports. The reports examine the dual aspects of film distribution — film rental and sponsored free-loan films. The study notes that 16mm films are available from 3000 film libraries in the United States and that films can be borrowed from more than 6000 other sources/owners of films.

There are 640 rental film libraries operating, according to the report, plus another 2320 free-film library/distributors. From an analysis of the free-loan sponsors, it was learned that almost half are business firms and 17% are associations. From the standpoint of titles, 35% are from business and 23% come from the federal government. More than a third of the sponsored films are in the area of social science subjects, while 27% are in math and science categories. *Hope Reports* has analyzed some 5000 titles in a table comparable to those the firm publishes for the instructional media field.

From a cost-per-thousand aspect, sponsored films are more cost-effective than most of the popular advertising media, according to the findings of the study. The total sponsored film distribution last year came to \$182.5 million.

**Ampex Corp.** (headquarters at 401 Broadway, Redwood City, CA 94063) will supply the National Broadcasting Company with broadcast video equipment and support services for NBC's coverage of the 1980 Moscow Olympics, it was recently announced. The contract is for the lease of the equipment with an option for purchase. The contract, valued at approximately \$4 million, calls for Ampex to deliver 41 VPR-2 helical scan videotape recorders/reproducers; 41 TBC-2 digital time-base correctors; nine SMC-60 slow-motion controllers; six VPR-20 portable VTRs; and 17 HPE-1 helical editing systems. Ampex will also provide training, spare parts and full technical support in Moscow during NBC's broadcast of the Olympics.

In March 1978 Ampex was named the official supplier of videotape recorders, slow-motion disk recorders, and magnetic recording tape for the Olympics by the Organizing Committee for the 1980 Olympics and the Soviet State Committee for Radio and Television. Ampex's involvement in the broadcast of the Olympic Games began with the Rome Olympics in 1960.

**L-W International**, 6416 Variel Ave., Woodland Hills, CA 91364, has installed a 24-hour "Hot Line," according to a recent announcement. The number, (213) 348-8614, is now available on an around-the-clock basis for customers in need of service, parts or sales information at any time of the day or night, seven days a week. L-W International manufactures stop-motion, slow-motion analytical and telecine projectors, film viewers and analyzers, and markets a 16mm cine-pulse data recording camera.

**Eastman Kodak Company** has announced that the Kodak Photo Gallery formerly located on the ground floor and lower levels at 1133 Avenue of the Americas, New York City, has been closed as of 24 February. Decision to close the Gallery was based on cost factors, the announcement stated. The Kodak Photo Information Center, formerly located in the Photo Gallery was moved to the 36th floor of the building on 1 March. According to the announcement, Kodak will look for new locations in New York City for the annual Kodak International Newspaper Snapshot Awards and Scholastic/Kodak Photo Awards exhibits.

**Computer Video Productions, Inc.**, is a new firm located at 2950 Metro Drive, Minneapolis, MN 55420. President of the new firm is James A. Heuton. Other members of the firm are Dean Sutliff, Vice-President of Operations and Jack Marr, a writer-producer. The company will provide computerized videotape post-production and portable location facilities as well as creative services.

**Pioneer Marketing Corp.**, 1021 N. Lake St., Burbank, CA 91502, has announced a new lease/purchase program which will allow filmmakers to obtain major motion-picture equipment for laboratory and special-effects operations. Through this program, equipment such as the Can-Am Professional Series Animation Stand, the Pioneer/Trebes Optical Printers, the PMA Liquid Gates and the Opcomatrix Manual Additive Lamphouse may be acquired with minimal capital outlays, the announcement stated.

**The multicoating of all lens elements** for greater light transmission efficiency is a product improvement announced for the ISCO Magna-Com, a projection lens attachment that enlarges the projected picture for wide screen when attached to Cinelux-Xenon or Cinelux-Ultra prime projection lenses. Multicoating the 4-element ISCO optical device practically eliminates light loss, providing a reported 99% effective light transmission. (ISCO, specializing on the design and manufacture of projection lenses of all types, is a subsidiary of Jos. Schneider GmbH & Co. of West Germany.)

When coupled to a prime lens, the ISCO Magna-Com 65 enlarges the picture size for large-screen presentation by shortening the focal length. It can be used with the prime lenses ranging from 55mm focal length to 150mm resulting in more than a 15% wider angle of projection. Wide-screen 16mm applications are also available. ISCO Theatre Projection Lenses are distributed by Schneider Corp. of America, 185 Willis Ave., Mineola, NY 11501.

**Consolidated Video Systems**, 1255 E. Arques Ave., Sunnyvale, CA 94086, has announced the opening of a sales and service office in Australia and expansion of their European office which serves Europe, Africa and the Middle East. The new Australian office is under the direction of Gilbert Pearson, formerly with the Australian

# When you need microphones with "reach," reach for these!

## CL42S Shotgun System

The CL42S reaches farther and rejects more ambient noise than any other shotgun of its size ever made. Our exclusive line bypass port makes it more directional at low frequencies so you won't have to sacrifice frequency response when you use it on a boom. Diffraction vanes maintain high-frequency directivity to preserve uniform frequency response if the "talent" gets a little off-mike.

Phantom or AB powered, the CL42S comes complete with windscreen, shock mount, carrying case and handle for hand-held applications. And it's rugged.

## CH15S Hypercardioid System

The CH15S is actually more directional than a mini shotgun mike – in a package that's only 4 inches long that weighs less than 6 oz. Specially designed for boom and fishpole use in TV and motion picture studios, but equally at home wherever working space is small and you have need for a compact, highly directional microphone.

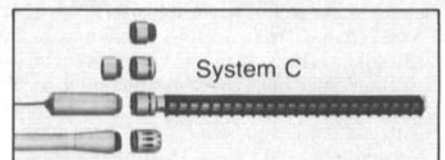
Compatible with phantom or AB power, the CH15S comes complete with windscreen, shock mount and carrying case. And, this microphone is rugged.

## The Electro-Voice Warranty

Electro-Voice backs up these two microphones with the only unconditional warranty in the business: for two years we will replace or repair your CL42S or CH15S microphone, when returned to Electro-Voice for service,

at no charge – no matter what caused the damage!

We can do this because we build these microphones to meet our standards for performance, ruggedness and durability. We accept nothing less, and if you're a professional, buying a professional quality microphone, you shouldn't either.



**EV** **Electro-Voice**<sup>®</sup>  
a gulton company

600 Cecil Street, Buchanan, Michigan 49107

Broadcast Commission. He will be responsible for sales and service of CVS time-base correctors, video signal processing equipment and the EPIC computer-aided editing system in Australia, Asia and the Far East. The address of the new office is P.O. Box 150, Crows Nest, N.S.W. 2065, Australia.

In the CVS European office, Joseph Rowan has joined the staff as a sales engineer. Previously he was with Ampex Corp. and the BBC. He will be headquartered in Great Britain at 293 Regent St., London W1V 2HR.

**W. Steenbeck & Co.** of Hamburg, West Germany, manufacturer of flatbed film editors, has announced the opening of a manufacturing plant in the United States. The new plant, to be known as Steenbeck, Inc., will be located at 9045 Eaton Ave., Suite A, Canoga Park, Calif. In addition to manufacturing flatbed editors, the plant will include a spare parts depot to service the United States market.

**Petro Vlahos**, President of UltiMatte Compositing Systems, has announced the appointment of Camera Mart Inc., 456 W. 55 St., New York, NY 10019, as the exclusive rental agent for UltiMatte in New York and the New England states. UltiMatte is a tool for compositing television scenes with application in both television production and post production. Based on a new principle of matting it is a fully linear system that, unless purposely inhibited, will reproduce all foreground information seen by the camera. Other systems use switching or keying techniques.

**Kenneth M. Mason**, General Manager of Eastman Kodak's Motion Pictures and Audiovisual Markets Division, was recently elected a Vice-President of Eastman Kodak Company. Mason's entire career has been with Eastman Kodak Co. with the exception of his service as a lieutenant in the Navy (1942-1946). After various transfers, including Manager of the Eastman Kodak Office in Hollywood (1970), he returned to Rochester to become Manager of the MP & AVM Division and Assistant Vice-President for Eastman Kodak. He was President of SMPTE for the 1975-76 term.

**Winton Hoch** has been elected President of the American Society of Cinematographers for the year 1979. Other officers are Ernest Laszlo, First Vice-President; Stanley Cortez, Second Vice-President; Ted Voigtlander, Third Vice-President; Charles Clarke, Treasurer; George Folsy, Secretary; and Daniel Fapp, Sergeant-at-Arms. Other members serving on the Board are L. B. Abbott, Joseph Biroc, Linwood Dunn, William Fraker, Burnett Guffey, Philip Lathrop, Lester Shorr and Harry Wolf. The American Society of Cinematographers was incorporated by the State of California on 9 January 1919, the oldest association of its kind in the motion-picture industry. Its headquarters, at 1782 North Orange Drive in Hollywood, houses the editorial offices of the American Cinematographer and a museum containing a collection of antique cameras and a large collection of old pictures of the early days of the industry.

**Richard P. Boyd** has been appointed to the newly established position of Director of Sales and Marketing of Chyron Telesystems and Chyron Video Products Division, according to a

recent announcement. In the new post, Boyd will be responsible for sales and marketing of Chyron electronic titling and graphics generators and the Model U-1 cassette cleaner and evaluator for ¾-in videocassette tape.

**Paul F. Amedick** has been appointed Manager, Broadcast Systems News Services for RCA Broadcast Systems with headquarters in Camden, N.J. Amedick was formerly Administrator, News and Information. He joined RCA in 1968 in the industrial relations activity and since 1971 has held various public relations and publicity posts.

## Books, Booklets, Brochures

**The McGraw-Hill Dictionary of Scientific and Technical Terms**, 2nd edition (1814 pp.), is available from McGraw-Hill Book Company, 1221 Avenue of the Americas, New York, NY 10020, at a price of \$39.50. Focusing on more than 100 separate disciplines in science, engineering and industry with detailed descriptions of 108,000 terms and words, the second edition has been enlarged and thoroughly revised and updated. It contains more than 8000 new definitions. The dictionary identifies each term within the field of its prime use and gives all relevant definitions in clear, simple and succinct language.

Illustrated with more than 3000 photographs and line drawings, many of them new to this edition, this comprehensive volume outlines processes, methods and reactions; presents capsule explanations of theories, laws and rules; describes important technical equipment and apparatus; and includes acronyms, abbreviations and synonyms. The appendix has been substantially increased to cover such topics as SI conversion tables; mathematical signs, symbols, and notations; energy conversion factors and equivalents; international graphic symbols; and semiconductor symbols and abbreviations.

**Publishing/Programming Opportunities in Consumer Video**, a 200-page report focusing on the programming opportunities created by new forms of consumer video, including videotape recorders, the videodisk and by the greater penetration of both cable television and pay television, is available from Knowledge Industry Publications, 2 Corporate Park Drive, White Plains, NY 10604, at a price of \$450. The report, released in November 1978, noted that "The impact of the much-discussed but as yet unavailable videodisk remains just so much speculation and cannot be realistically assessed until either the RCA or MCA-North American Philips version, or both reach the marketplace."

(It should be noted here that on 13 December, about a month after the release of this report, Magnavox [a subsidiary of North American Philips Corp.] introduced the Magnavision videodisk player in Atlanta. Simultaneously, MCA Inc. offered a catalog of some 200 features, about half of them movies on DiscoVision disks — 12-in platters compatible with the Magnavision system. RCA announced development of a disk machine early in 1975, but to date has not placed it on the market. The Philips-MCA system uses a low-power laser to record signals representing pictures and sound in an invisible spiral track on a master disk. Production molds are made from the disk and the player's laser reads back the signals from a re-

corded disk. With the RCA system the master disk is recorded with an electron beam. The players use a diamond-tipped stylus that senses variations in electrical capacitance.)

The Knowledge Industry Publications report goes on to discuss opportunities for original programming for cable and pay television. It questions the validity of the assumption that national advertisers will begin to use cable as an alternative to network and spot television commercials when 30% of the nation's 73 million television homes are wired. "A much higher degree of penetration may be required because of the fractionalized nature of the cable television audience. . . Pay television should eventually provide the greatest opportunities for producers of entertainment and cultural programming," the study determined.

In analyzing the potential offered by new forms of consumer video, the study concludes that producers will have to think in terms of "multi-market" programming, described as the marketing of original productions through more than one of the new routes to the home television screen.

**Watership Down**, a film picture book with linking text by Richard Adams, has been published by MacMillan Publishing Co., 866 Third Ave., New York, NY 10022. First, of course, came *Watership Down*, by Richard Adams, a book about rabbits that became a literary landmark. Then came the animated film, *Watership Down*, which will doubtless remain a beloved classic for decades to come. Then came *Watership Down*, the film picture book containing over 250 color stills; the pictures and Adam's linking text providing yet another visual and cerebral delight for those who have read the book, seen the film, and also for those very few who meet for the first time the brave rabbits who found a new home.

The film was produced by Martin Rosen who was also director and writer of the film. Author Richard Adams says in the Foreword, "The film *Watership Down* is, I believe, a good one. However, it differs from the book in several places. . ."

Producer Martin Rosen describes in the Foreword some of the problems that were overcome in this "different" animated film. "One of the first problems," he said, "was the look of the animals themselves. One rabbit looks much like another to the untrained eye, and as we would be dealing with a large group of rabbit 'actors' the problem was considerably magnified." He noted that animated films have tended to overstate, "going 'over the top' into broad comedy, violence or magical transformations. . . (but) the film of *Watership Down* is something altogether different. The story works on many levels which depend not only on 'effects' but on character development and carefully calculated revelation."

The book is priced at \$16.95.

**Lange's Handbook of Chemistry** (12th ed.), John A. Dean, Editor, provides a thoroughly revised compilation of facts, data, tabular material and experimental findings. The new edition (1470 pages) contains in-depth material on such subjects as thermodynamic properties, the elements and selected organic compounds, recommended symbols, formation constants, acid dissociation constants for organic compounds, conversion factors of many types (including SI units), and mathematical and statistical relations and data. Published by McGraw Hill Book Company, 1221 Avenue of the Americas, New York, NY 10020, it is available at a price of \$28.50.