

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.



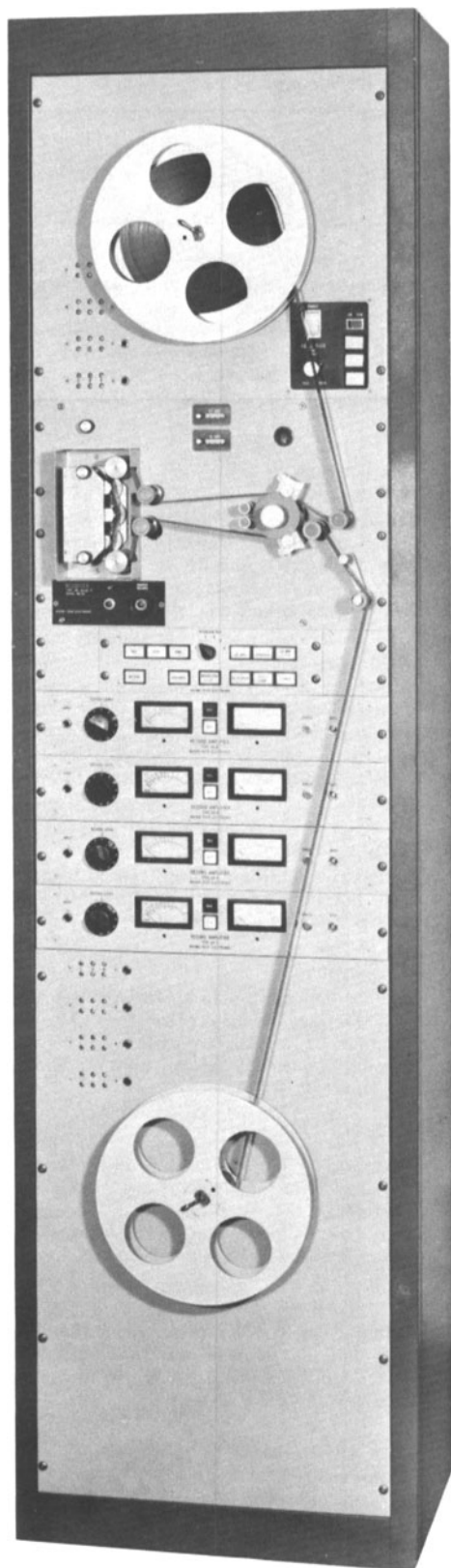
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