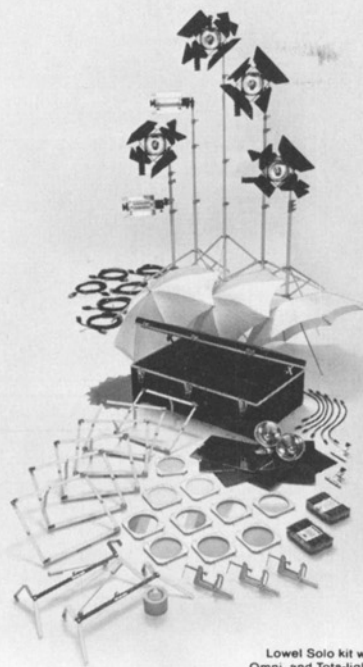


**The
real magic
is in the
performance.**



Lowel Solo kit with
Omni and Tota-lights

Six lights, over sixty components, disappear as if by magic into one portable case. Components that will help make location lighting faster, simpler and better. There's even some room for additional equipment.

But the magic is not just how much our location kits contain. It's also how well they perform. The remarkably even beam patterns. The way some of our hard sources transform in seconds to softlights, or even high intensity instruments. The incredible mounting versatility. The ease and simplicity of operation.

This kind of magic helps free you from technical and artistic limitations. But our kits do need one thing to improve their performance. Your talent.

For equipment see an authorized Lowel dealer. For brochures contact us. Lowel-Light Manufacturing Inc. 421 West 54th St., New York, N. Y. 10019 (212)245-6744. West Coast: 3407 W. Olive Ave., Burbank, Calif. 91505 (213) 846-7740.

Industry News & Educational Activities

Irwin W. Young, Du Art Film Laboratories, Inc., New York, has been elected President of the Association of Cinema & Video Laboratories, Inc. The other elected officers of the organization are J. Lampert Levy, Newsfilm Laboratory, Inc., Hollywood, Vice-President; Robert J. Ringer, Image Transform, Inc., Hollywood, Second Vice-President; John Newell, Western Cine Service, Denver, Treasurer; Burton Stone, DeLuxe General, Inc., Hollywood, Secretary; and Dudley Spruill, Washington, D.C., Executive Secretary. The election took place at the ACVL's annual meeting attended by representatives from the United States and Canada and 16 foreign countries. ACVL members provide film and videotape processing services for the motion-picture and television industries. The Association's headquarters are in Bethesda, Md.

The U.S. Postal Service has agreed to engineering improvements at its 21 bulk mail centers and has moved forward with a plan of action aimed at making all BMCs capable of machine-processing film cases weighing five pounds or less, according to an announcement from NAVA, an organization playing a lead role in bringing about the improvements. At present all film cases are hand processed at the St. Louis, Dallas, Los Angeles, and New York bulk mail centers and the other BMCs are still not capable of machine processing the 5-lb cases all of the time. Four improvements are now being implemented: installation of bumpers on the tables and chutes that films travel over; installation of conveyor wipers to keep film cases from falling between conveyor belts; installation of crickets to guide film cases on the induction slides; and the installation of retarder curtains, retarder baffles, and bumper cushions.

A partnership called **S.B.N. Euro Consortium** has been formed between Sahlkoliikeideb Oy of Finland, Robert Bosch GmbH of W. Germany, and Neve Electronics International of the United Kingdom to supply, install, and commission a radio and television broadcasting system for the Conference Palace in Baghdad, Iraq. The system includes audio sound control in the main auditorium, two radio studios, three commentators' booths, a television studio, master control room, and an audio dubbing room.

TeleCue, a system developed by TeleConcepts, 145 E. 49 St., New York, NY 10017, is used for teleconferences enabling prompters to be placed in plain view of both panelists and television cameras without being seen by the television viewing audience. The script is televised and transmitted to television monitors where it is read by the speakers. To make the prompters invisible to the viewing audience polarizing filters were used to cover the monitors which were concealed in modules as part of the setting and other polarized materials were attached to the cameras. A series of

tests has resulted in the selection of an optimum combination of filters which effectively achieved "extinguishment" of the television monitor image while enabling it to be read easily by persons on the set.

The 100th anniversary of **Thomas Alva Edison's invention of the incandescent light** was celebrated 21 October. A few comments by his contemporaries on this great achievement are given below.

From the June 1932 issue of the *Journal of the Society of Motion Picture Engineers* ("Thomas A. Edison" by Terry Ramsaye): "It is of incidental interest in this day of the talking picture to recall that it also was Edison's exploration of the properties of the double-filament incandescent lamp that led to the radio valve of today with all its sound-picture functions and applications. . . ."

"Edison was concerned with what he deemed the great important work of the world and the mechanisms with which to do it. . . . He brought processes and methods across the dim borderland from the dreamers and the experimental laboratories into the factories."

Also apt in this context is an item in the 100 Years Ago column in the October 1979 issue of *Scientific American* from which a brief excerpt appears below:

"October 1879: When Mr. Edison said he was about to produce a practical economical electric light for general use . . . gas stocks tumbled both in this country and Europe. . . . At present little is said by Mr. Edison concerning the electric light except that he considers it an assured success and that he is perfecting the details of his electric lighting system as rapidly as possible."

One of the great seminal inventors of our time, Thomas Alva Edison was made an Honorary Member of the Society in 1927 and his name is on the Honor Roll of the Society of Motion Picture and Television Engineers.

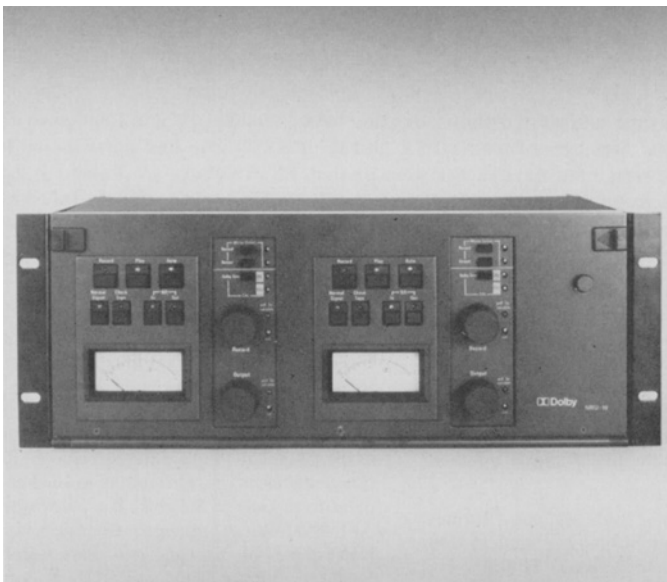
The names on the Society's Honor Roll are those of distinguished pioneers each of whom during his lifetime was awarded Honorary Membership or whose work was recognized subsequently as fully meriting the award.

The 100th anniversary of Edison's invention of the electric light was commemorated by the International Committee, Centennial of Light, Thomas Alva Edison Foundation, P.O. Box 1310, Greenwich, CT 06830.

The **Camera Products Group** of Ampex Corp.'s Audio-Video Systems Div. has consolidated its operations in a 130,000-ft² facility in the Valco Industrial Park, Cupertino, Calif. The facility contains the Camera Group's product management and engineering departments, formerly located at corporate headquarters in Redwood City, and manufacturing department, formerly in Sunnyvale. The Camera Products Group manufactures and markets television cameras.

With the Dolby system, the sound can match the picture.

A great deal is happening these days to improve the quality of television audio. New distribution methods such as diplexing, new post-production techniques for laying down sound-tracks without having to re-record them repeatedly on VTRs, the reality of stereo TV audio in some countries — these factors and more are combining with the growing audience sensitivity to good sound to put a new emphasis on television sound quality.



The two-channel NRU-10 has been designed specifically to bring the benefits of A-type Dolby noise reduction to the audio tracks of professional video tape recorders.

Dolby noise reduction is the proven way to break the noise bottleneck, here and now. It provides 10 dB of noise reduction (rising to 15 dB at higher frequencies), without audible degradation of the original signal. It reduces hiss, hum, rumble, the effects of multiple-generation re-recording — *all* noise not part of the original signal. It reduces print-through, even years later. It can reduce distortion by permitting the use of lower record levels. And Dolby noise reduction is the key to taking full advantage of the wider frequency range now increasingly being provided in the rest of the TV audio chain.

Since its introduction 13 years ago, Dolby noise reduction has become universally accepted for quality audio tape recording, both professional and consumer. It is also regularly used to improve the audio quality of VTRs in several European countries. Just ask any professional audio recording engineer about the benefits of the Dolby system, or contact us for full technical information. Let us help you in your efforts to provide television sound which matches the television picture.

However, a major bottleneck remains: noise. The better the rest of the studio and distribution chain becomes, the more the noise from the audio tracks of VTRs limits the ultimate fidelity of television sound. The audio signal-to-noise ratio of 2" quad machines is typically worse than 50 dB, while the specs for the new generation 1" machines are typically 52-56 dB. That kind of performance is not as good as many consumer audio tape recorders, and unless improved, may always keep television sound in second place to the high fidelity color picture.

Dolby noise reduction is the proven way to break the noise bottleneck, here and now. It provides 10 dB of noise reduction (rising to 15 dB at

DD Dolby®

Dolby Laboratories Inc

'Dolby', Dolbyized and the double-D symbol are trademarks of Dolby Laboratories

731 Sansome Street
San Francisco CA 94111
Telephone (415) 392-0300
Telex 34409

346 Clapham Road
London SW9
Telephone 01-720 1111
Telex 919109

S791597/2227

WESTERN



Cine

16mm

to 35mm

BLOW

-UPS

**Best acuity
in the state
of the art today!**

Sharpness! The way people see it on the big screen. Nothing else matters. At Western Cine we are uniquely qualified to blow-up prints from 16mm to 35mm with excellent acuity -- actually the best in the state of the art today.

If you are contemplating a 35mm blow-up of your 16mm film production, we will furnish a test of your work at no charge.

**WE PROVIDE
COMPLETE
FINISHING SERVICES**

Processing
Printing
Tinting

Theatrical Sound Mixing
Optical Effects

For information, call or write . . .



WESTERN Cine

312 So. Pearl St. • Denver, CO 80209
(303)744-1017

Cine Craft

3611 San Fernando Blvd. • Burbank, CA 91505
45 N. Texas Ave. • Orlando, FL 32805



Standardization was the subject of a dinner meeting held 2 October 1979 in London to discuss recent developments. Members of the SMPTE and the BKSTS who had participated in the ISO meeting in Antwerp a few days earlier were invited. Shown above are Roland J. Zavada (left), SMPTE's Engineering Vice-President, and Alex E. Alden (right), Manager of SMPTE's Engineering Services, discussing SMPTE standards with David W. Samuelson of the BKSTS.

Consolidated Film Industries, Hollywood, has installed the first production model of the Pacex water recycling system, according to a recent announcement. Using a set of eight ion exchange tanks, the system can remove pollutants from 60 gal of photographic wash water per minute while allowing the wash water to be recycled through the processing machines.

Convergence Corp., 1641 McGaw, Irvine, CA 92714, has acquired an additional 15,000 ft² of office and research space. The new facility, to be called the Technology Center, will house Design Engineering, Software Development, Manufacturing Engineering, Field Engineering, and an expanded Research and Development Department. Administration and Marketing will also occupy office space in the new building. Also, a new manufacturing facility is being built in El Paso, Tex., the announcement stated, bringing the total space occupied by Convergence Corp. to some 45,000 ft².

TDK Electronics Corp., 755 Eastgate Blvd., Garden City, NY 11530, manufacturers of audio and videotape products, appointed two new full-line sales representative firms. SER, Inc., of Skokie, Ill., will represent the entire TDK consumer product line throughout Illinois and Wisconsin. In northern California and northern Nevada, Hal Abrams Marketing, Inc., of Millbrae, Calif., will represent the entire TDK consumer product line.

RMS Electronics, Inc., of Bronx, New York, has appointed Video Components, Inc., 601 S. Main St., Spring Valley, NY 10977, as their national representative for a line of video accessories. RMS is a supplier of equipment for the CATV and MATV industries and has developed a line of VCR kits which will allow users to hook video equipment to television monitors. They also manufacture video adaptors, pre-assembled cables, and connectors.

Clearlight, of Ft. Lauderdale, Fl., has announced the appointment of John B. Olsson Co., Inc., 1206 W. Collins, Orange, CA 92667, as their exclusive representative for California, Ar-

izona, Washington, Oregon, and Nevada. Clearlight manufactures the Star system of multi-image projector programming and control equipment, the portable Pocket Star, and Micro Diamond projector dissolve units.

Peter J. Bukalski has been appointed Director of the American Film Institute's National Education Services program according to an announcement from George Stevens, Jr., Director of the AFI. Bukalski was formerly Chairperson of the Department of Cinema and Photography at Southern Illinois University. He is currently President of the University Film Association, Co-Chair of the National Ad Hoc Forum of Schools of Film/Video and a trustee of the University Film Foundation.

Thomas Mann has been named Director of Technical Sales, Image Transform Inc., 4142 Lankershim Blvd., N. Hollywood, CA 91602. Before joining Image Transform, Mann served ten years with the Vidtronics Co., most recently as Director of Operations. Mann brings over twenty years of experience to his new position, in the fields of telecine, color correction, noise reduction, and standards conversion.

James Keane has been appointed Director of International Marketing, Chyron Corp., 223 Newtown Rd., Plainview, NY 11803. In this newly established position, Keane will act as liaison between Chyron and its international affiliates in all technical and marketing areas. Chyron manufactures and markets the Chyron electronic titling and graphics generators and the Chyron videocassette cleaner and evaluator for 3/4-in videocassette tape.

John Chow has been named Eastern Regional Sales Manager, Ikegami Electronics (USA) Inc., 37 Brook Ave., Maywood, NJ 07607. The appointment represents an expansion by the company of its field sales organization. Chow will operate out of the company's headquarters and will initially concentrate on developing sales for Ikegami's closed-circuit television color cameras. Prior to his present position, Chow was a staff engineer for the U.S. JVC Corp.

Donald S. McCoy, known for his recent work in advanced technical development of videodisk

You already own the most important part of a Convergence tape editing system.



You!

In video tape editing, there's no substitute for your talent. And there's no better way to complement it than with a Convergence Superstick Editing System.

Add your skills to our system, and watch your ideas take shape on tape easily and accurately. Try our ECS-103 for example, a versatile approach to both single and multi-source editing. Use it for everything from simple cuts to stunning special effects. Put it to work with different formats. Edit on-line or off-line with 3/4" cassettes and 1" Type C reels. Experience a new dimension in efficiency. And get your concepts implemented on time and within budget.

The ECS-103 tops our line of people-pleasing, computer based editors. Just add your talent, and you've got a complete system. For details, use the reader



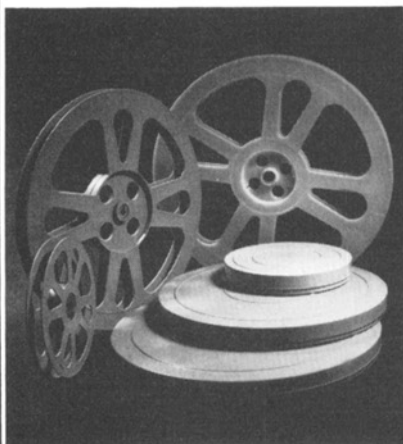
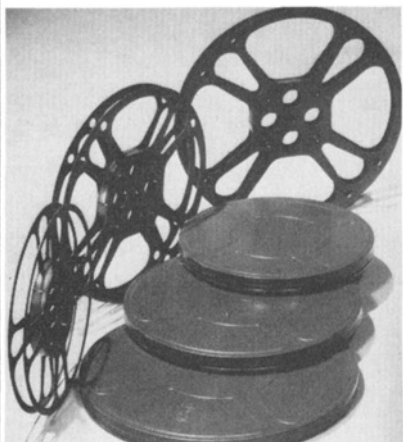
service card or contact: Convergence Corporation, 1641 McGaw, Irvine, CA 92714; phone (714) 549-3146

Editing means Convergence



DEAR CONVERGENCE:	S/J/O
PLEASE SEND ME YOUR SUPERSTICK BROCHURE	
NAME _____	
COMPANY _____	
ADDRESS _____	
CITY _____	
STATE _____	ZIP _____
PHONE (_____) _____	
I'M INTERESTED IN A SUPERSTICK FOR: _____	

REELS. CANS. CASES.



STEEL-PLASTIC FIBER

Specify **GOLDBERG**
for all your REEL needs!

IF IT'S SPECIAL...
we make it!



**GOLDBERG
BROTHERS**

P.O. Box 5345, T.A. — Denver, Colo. 80217

systems in addition to earlier research in audio and television technology, has been appointed Vice-President and General Manager of CBS Technology Center, Stamford, Conn., succeeding the late J. Kenneth Moore. With RCA for 22 years, he was most recently Division Vice-President, Technical Liaison, for the company's videodisk system. Earlier, he had been Director of Consumer Electronics Research and, prior to that, had engaged in research in a variety of areas, including magnetic videotape recording, colorimetry of color television systems, psychoacoustical testing, seismic detection systems, and stereo disk recording and broadcasting systems.

James B. Lansing Sound, Inc., International Div., 8500 Balboa Blvd., Northridge, CA 91329, has undergone a major expansion with the announcement of three departmental appointments. **Randy Patton** was appointed Sales Manager, Consumer Products; **Ruth McNevin** was promoted to Operations Manager; **Gary Margolis** was promoted to Sales Manager, Professional Products.

Listec Television Equipment Corp., 39 Cain Dr., Plainview, NY 11803, announced the opening of a West Coast office located at 4527 San Fernando Rd., Glendale, CA 91204. **Howard F. Stucker** was appointed Manager, West Coast Operations. Listec is the North American distributor of Vinten camera mountings and Digivision prompting systems.

Books, Booklets, Brochures

A Guide for Processing Black-and-White Motion-Picture Films (H-7), a technical publication providing comprehensive "how-to" information about black-and-white motion-picture film processing is available from Eastman Kodak Co., Dept. 454, 343 State St., Rochester, NY 14650, at a price of \$5.95. It contains information about Kodak black-and-white motion-picture films, processing methods, film handling and storage techniques, and process control guidelines. It includes 20 tables, 10 line drawings, and 10 photographs. There are brief descriptions and usage recommendations for all Kodak black-and-white motion-picture camera and print film stocks. Detailed descriptions are provided for Eastman panchromatic separation film 5235/7235, Eastman fine grain sound recording film 5375/7375, and Eastman television recording film 7374.

A chapter of the book includes descriptions of various types of processing machines, recommendations for proper agitation of the chemicals and guidelines to follow when using safelights. Also provided are complete descriptions of the four different motion-picture film developing processes — reversal, reversal as negative, reversal force processing, and negative/positive.

A rental catalog is available from F&B/Ceco, Inc., 7051 Santa Monica Blvd., Hollywood, CA 90038. Rental equipment includes: Arri 35mm BL2, Arri 16mm SR, Hajnal snorkel lens, and numerous other items and accessories.

Specification sheets are available for the Signal Source 12, CCTV test pattern generator, from Visual Information Institute Inc., Box 33, Xenia, OH 45385. This unit is designed to be used with CCTV systems which have interlaced,

EIA sync, and white positive video systems, and systems of the 525/60 scan rate.

A short form catalog is available from Colorado Video Inc., P.O. Box 928, Boulder, CO 80306. The 8-page, illustrated catalog features many video instruments, including compressors, digitizers, framestore, raster generator, motion detector, micrometer, analyzers, quantizers, etc.

A product data sheet (6-675) describing the Cohu variable neutral-density filter wheel is available from Cohu, Inc., Electronics Div., Box 623, San Diego, CA 92112. Designed for use with telecine systems, the Cohu filter wheel extends the light sensitivity range, maintains a constant light level, and features variable filter wheel orifice height positioning.

Indicator and panel meters are described in a 4-page, illustrated brochure available upon request from Imtronics Industries Ltd., 200 13th Ave., Ronkonkoma, NY 11779. The meters described include level and tuning meters, balance meters, battery checkers, and dc and voltage meters.

The World of Animation (S-35), a new Kodak publication dealing with animation's historical beginnings, its most noted practitioners, and detailing the "how to" aspect, is available from Eastman Kodak Co., Dept., 454, 343 State St., Rochester, NY 14650, at a price of \$7.95. The book features a section that has plans for building an economical animation stand, making it possible for those with high interest, but a low budget, to pursue projects. Various animation techniques covered include photographic, three-dimensional, cel animation, and computer. Other topics include planning and budgeting, applications in television commercials, and the roles of animation production personnel.

Hybrid Systems Corp., Crosby Drive, Bedford, MA 01730, has available a 120-page master catalog summarizing specifications and applications information for a complete line of data conversion and thin film resistor products. The catalog includes digital-to-analog and analog-to-digital converters, thin film resistor chips and packaged networks, and guidelines for specifying custom resistor networks.

Moving Average to Decrease Noise, a 4-page, illustrated Application Note available upon request from Quantex Corp., 252 N. Wolfe Rd., Sunnyvale, CA 94086, describes how Quantex digital video processors perform averaging and specifies several applications which have noisy video images improved in real time.

Application Note 12 compares averaging with summing (integration) and identifies the applications for which one or the other would be required. It tells how much noise reduction can be obtained vs. time for a range of averaging time constants, and presents a simple six-step procedure to choose the right memory capacity.

The Cohu 9800 series video cable equalizer is described and illustrated in a product sheet available from Cohu, Inc., Box 623, San Diego, CA 92112. The equalizer compensates for high frequency losses due to long cable runs.