

Industry News & Educational Activities

The American Film Institute/Arts Endowment Film Archival Program has announced a total of \$487,500 in grants awarded to eight organizations for film preservation projects. The program is funded by the National Endowment for the Arts and administered by the AFI. Organizations and projects funded during 1980 include: (1) Anthology Film Archives, in support of the Independent Film Preservation Program; (2) Astoria Motion Picture and Television Center Foundation, to acquire and preserve a set of 2261 stills of Astoria-made Paramount productions from 1921 through 1939; (3) International Museum of Photography, George Eastman House, Rochester, NY, in support of the on-going nitrate film preservation program; (4) Iowa State University, Ames, IA, to develop a preservation program for films deposited in the American Archives of the Factual Film; (5) Museum of Modern Art, New York, in support of the on-going nitrate film preservation program; (6) New York Public Library, to continue on-going preservation; (7) the Oregon Historical Society, Portland, to continue collection and preservation of 35-mm

films of the Pacific Northwest; (8) the UCLA Film Archives, Los Angeles, in support of the on-going nitrate film preservation program.

Since the Film Archival Program's inception in 1968, more than \$2½ million in federal and private support has been allocated, stimulating total national preservation expenditures of over \$10,600,000. The result has been the preservation, safeguarding, and restoration of thousands of films onto acetate (safety) stock, films that would otherwise have been lost due to the inevitable deterioration of the nitrate film base that was in standard use in the film industry until the early 1950s.

The London building housing the studio which presented the first British public television service was marked with a commemorative plaque on 30 September, the 51st anniversary of the first program to be presented by John Logie Baird, the Scots pioneer of television. The suggestion for the plaque came from the Royal Television Society of which Baird was a founder and Honorary Fellow. It was accepted by the building's oc-

cupiers, the General Electric Co. Ltd., which donated the plaque. The plaque was unveiled by Sir Huw Wheldon, President of the Royal Television Society, and former Managing Director of BBC Television. GEC's Managing Director, Lord Weinstock, a Vice-President of the Royal Television Society, was also present.

CINE (Council on International Nontheatrical Events) has announced that two of its entries in the International Industrial Film Festival, held this year in Copenhagen, won top honors. The film *Shake Hands With Danger*, produced by Caterpillar Tractor Co. and Centron Films, won the first prize in the Safety Category and the film *The Link Between Us - Electronics*, produced by Francis Thompson, Inc. for the Electronic Industries Association won the second prize in the Public Relations Category. The Festival, sponsored by the Council of European Industrial Federations, is considered one of the most prestigious events among industrial festivals.

The British Broadcasting Corp. has reached an agreement with Logica Ltd. for the manufacture under license of BBC's Television Graphics Micro-Computer. The device is built around a low cost microprocessor and allows a graphic artist to draw images electronically on a television monitor. The system is based on an eight 1-bit framestore in which the 768 picture elements in each of the 575 active lines of a 625-line television picture are recorded as 8-bit numbers. As the artist moves his stylus across the tablet or "drawing

Modernizing your theatre projection system can be as easy as an ISCO lens



A high quality picture image on your theatre screen is simply getting the most light to the screen with good sharpness and contrast. The three major factors that affect light and quality are the projector, screen reflectivity ... **and** the projection lens.

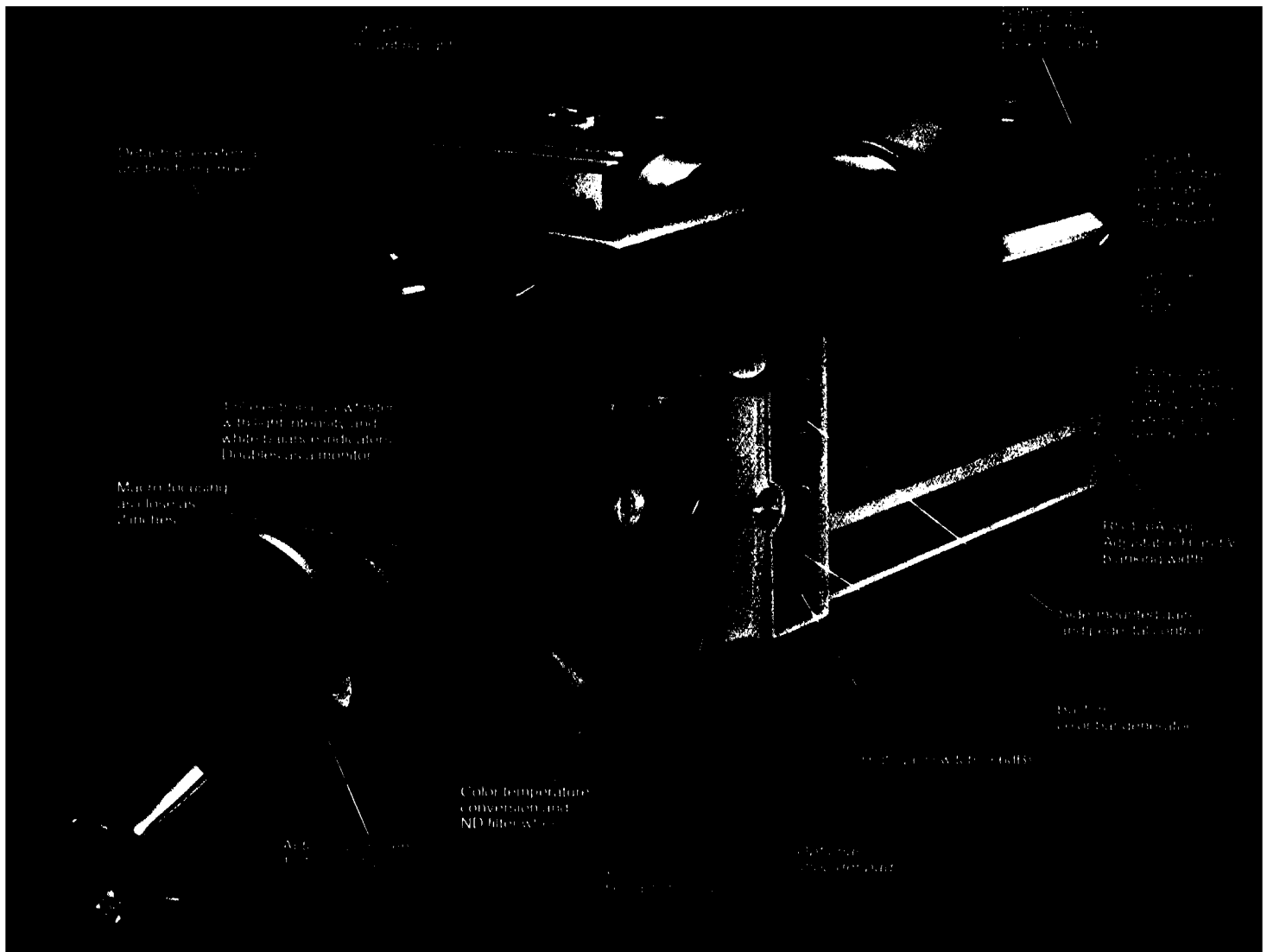
The new high-efficiency ISCO Cinelux-ULTRA multi-coated lenses deliver as much as 35% to 100% more light transmission than old fashioned lenses! Sharpness and contrast are vastly improved.

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There are 15 big features on the Panasonic WV-3800 ENG camera. And one small one: The price.

The WV-3800 ENG/EPF camera as shown above includes: The mike, auto-iris zoom lens, 1.5" (diag meas) viewfinder, Ni-Cd battery pack, plus a battery case, soft cover and 10-ft. VTR cable. And a small price of only \$3,750*.

The WV-3800EN on the right includes a studio viewfinder, a rear control 6:1 zoom lens, remote



control unit and a 25-ft. camera cable. All for only \$4,750*.

Specifications for 3800:
 HORIZONTAL RESOLUTION: 260 lines at center. SIGNAL-TO-NOISE RATIO: 47 dB (luminance). POWER CONSUMPTION: Approx. 14 watts. RECOMMENDED ILLUMINATION: 140 footcandles at f/4.0. MINIMUM ILLUMINATION: 15 footcandles at f/2.0.

APERTURE CORRECTION: Horizontal and vertical. PICKUP TUBE: One 1" stripe filter integrated vidicon tube type S4089A.

For more information, write: Panasonic Company, Video Systems Division, One Panasonic Way, Secaucus, N.J. 07094. In Canada, Panasonic Video Systems Department, Mississauga, Ontario.

*Panasonic recommended price, but actual price will be set by dealers.

Panasonic.
 VIDEO SYSTEMS DIVISION

board," a cursor, seen as an arrowhead on the screen follows the point of the stylus and reads out the data for each picture element touched.

The graphic artist can choose any of the 256 colors stored in the palette, or "look-up" table, as different combinations of red, green, and blue outputs. He does this by calling up the palette onto the monitor screen and by touching the color he wants with stylus. Instead of choosing a palette with 256 colors he can bring up combinations of hue, saturation, and brightness. For example, he could select four hues, each with 64 different gray scale levels. He can also select a particular brush shape and size in a similar way. Once a color or brush type has been used on the screen he can pick it up again without having to go back to the palette.

When he has chosen a color, the artist can either paint lines with it or get the microcomputer to color in outlines or the background to his drawing. He can make the lines any thickness from one line thick to the thickness of the whole screen. By using thick vertical lines leading into thin horizontal ones he gets an italic effect. In practice the artist does not even have to draw a complete line but can mark the two end points and the system will join them up to the required thickness. The microcomputer can also be instructed to draw geometric shapes like circles, parabolas, and ellipses. The complete graphic can be stored on a floppy disk ready for use.

Formation of the Television Licensing Center (TLC), a national clearinghouse to grant extended off-air videotaping licenses to schools, colleges, and libraries, has been an-

nounced by Public Media Inc., the administration to be by Films Inc., 1144 Wilmette Ave., Wilmette, IL 60091. Under this system, networks and producers will authorize TLC to offer licenses. An educational institution enrolled in the TLC program can videotape programs off the air, make multiple copies and then fill out a licensing form and mail it to Films Inc. After erasing the tapes the TLC member sends in a form stating that the tapes have been erased. The TLC member will be billed for his tape copies and TLC will be responsible for all payments to individual copyright holders. The usual TLC licensing fee is about \$50 for one copy of one hour for one year.

RCA's new TR-800 1-in EBU format "C" videotape recorder was demonstrated for the first time on 22 September at RCA House, Curzon St., London, England, for broadcasters from Europe, Africa, and the Middle East who were attending the International Broadcasting Convention. The new recorder operates in the PAL broadcast standard. It will be distributed throughout Europe, Africa, and the Middle East from the RCA Broadcast Systems facilities on Jersey Channel Island. According to Jack E. Banister, Vice-President, Broadcast Systems, Europe, Middle East and Africa, RCA International Ltd. (UK), the TR-800 was designed as the basic component of a complete videotape recording system that takes advantage of the capabilities of the 1-in "C" format. The recorder includes full EBU format "C" capabilities for record, playback, simulplayback, and monitoring. It also incorporates a microprocessor-based system for operator interface and system control.

Arriflex Corp. has announced the opening of new corporate headquarters at 500 Route 303, Blauvelt, NY 10913. The new building is designed to accommodate Arriflex Corp.'s increased sales and maintenance services. In addition to its 16- and 35-mm camera lines, the expanding range of products now includes Sachtler film and video camera support equipment and Arri HMI lighting equipment. The new headquarters is more than three times the size of the firm's previous offices and is situated on about seven acres of land, thus providing for virtually unlimited expansion.

Century Precision Cine/Optics of North Hollywood has announced the opening of an East Coast Office at 17 West John St., Hicksville, NY 11801. The new office will offer the same lens, sales, and repair service as the North Hollywood facility, the announcement stated. Century manufactures its own line of professional lenses and accessories as well as providing service on all major makes of motion picture ENG and EFP lenses.

Link Electronics, of Andover, has been appointed distributor in the United Kingdom, and Inelco, of Aalsmeer, has been appointed distributor in the Netherlands for General Electric professional large screen television projectors, according to a recent announcement from General Electric. The addition of Link and Inelco brings to 17 the number of overseas distributors for the projectors. The distributor network now covers England, Europe, Scandinavia, the Middle East, the Far East and Australia, and Central and South America.

RCA's FR-35 DP Projector for large screen presentation. You should see it in action.

First it was the FR-35TV 35mm Projector with unique features for high quality film-to-tape transfers. It was a needed television post-production tool—an instant success.

Now RCA Photophone Systems introduces the companion product—the FR-35DP Projector for direct large screen presentations.

The FR-35DP adds a new degree of flexibility and efficiency to film post-production operations, with features such as these:

- New Xenon illumination system provides maximum reflection, excellent screen intensity and light distribution (750 W to 4500 W systems available).
- Operates at cine (24 or 25 fps) or 6 X cine speed, forward or reverse.
- Servo-driven pull-down with Electronic Registration.
- Superior picture stability—virtually no jitter or weave.
- Continuous speed sprockets and shutter are servo-driven for 2:2 or 2:3 pulldown (permits projecting "dailies" and making a video tape simultaneously for editing).

FR-35DP—the 35mm projector for critical large screen presentations.

Another innovative, need-filling product from RCA Photophone Systems—the people with the broadest line of sound-on-film and sound-for-tape systems.

Ask your RCA Representative to give you the big picture on the FR-35DP. Or write RCA, 2700 W. Olive Avenue, Burbank, CA. 91505 U.S.A. Telex 68-6215.

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