

THE NETWORKS' CHOICE. (AND EVERYONE ELSE'S.)

At Camera Mart, we've been a leading equipment supplier to broadcasters and producers for years. We're no strangers to the 'instant' needs, unexpected calls, tough standards and difficult operating conditions that are often S.O.P. in this rough-and-tumble business. But you probably know that...at least, when it comes to film.

What you may *not* know is, for the past few years, we've been quietly doing the same in *video!* Testing and selecting the leading equipment for performance and reliability. And offering a wide selection of production and post-production components and packages—on rental, lease and purchase plans with our customary flexibility.

But don't take our word for it: talk to our customers. You'll see why so many people the industry depends on, depend on us.



Camera Mart

THE CAMERA MART, INC.

456 West 55th Street, New York 10019

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NAH

Calendar

SMPTE Technical Conferences

9-14 November 1980

122nd Technical Conference and Equipment Exhibit, New York Hilton, New York City.

6-7 February 1981

15th Television Conference, St. Francis Hotel, San Francisco.

25-30 October 1981

123rd Technical Conference and Equipment Exhibit, Century Plaza Hotel, Los Angeles.

5-6 February 1982

16th Television Conference, Opryland Hotel, Nashville.

7-12 November 1982

124th Technical Conference and Equipment Exhibit, New York Hilton, New York City.

Info from SMPTE Headquarters.

9-10 June 1980

Symposium, New Products: A Systematic Approach, New York City. Info from New York University, School of Continuing Education, Seminar Div., 326 Shimkin Hall, New York, NY 10003.

10 June 1980

Council for Optical Radiation Measurements, annual meeting, NBS Gaithersburg (Maryland) Laboratories. Info from Fred W. Billmeyer, Jr., Department of Chemistry, Rensselaer Polytechnic Institute, Troy, NY 12181.

10-20 June 1980

Montreux International Audiovisual Symposium, Montreux, Switzerland. Info from Montreux Congress Service, 42 Grand-Rue, 1820 Montreux, Switzerland.

17-19 June 1980

Eurocomm 80, Bella Center, Copenhagen, Denmark. Info from Bella Center A/S, Center Boulevard, DK-2300 Copenhagen S, Denmark. (See *Journal*, p. 566, Aug. 1979.)

18-20 June 1980

5th Annual International Trade Seminar, Washington, D.C. Info from NAVA, 3150 Spring St., Fairfax, VA 22031.

21-22 June 1980

John Muir Medical Film Festival (16-mm films), John Muir Memorial Hospital, Walnut Creek, Calif. Info from Mike Maurer, Coordinator, John Muir Medical Film Festival, 1601 Ygnacio Valley Rd., Walnut Creek, CA 94598.

23-27 June 1980

Advances in Color Technology, Course, Rensselaer Polytechnic Institute, Troy, N.Y. Info from Office of Continuing Studies, Rensselaer Polytechnic Institute, Troy, NY 12181.

"With CP-16R and Steadicam we have a 16mm production capability that is unsurpassed..."

**Jack Landman, President
Texas National Productions, Inc.**

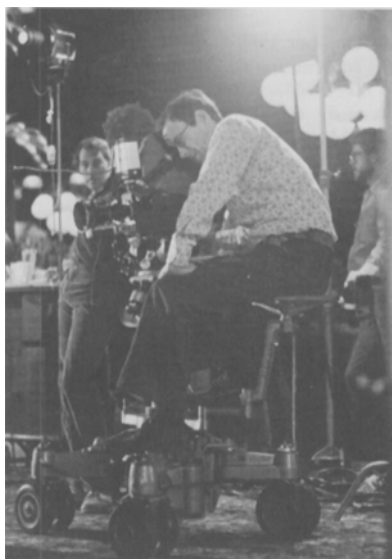


"We've been sold on the CP-16R ever since we first used it to film *'To Harness the Rain'* — a PBS one-hour documentary we shot several years ago in locations all over Texas and Mexico," says Jack Landman, president of the thriving San Antonio-based production company specializing in documentary films and TV commercials.

"As for Steadicam, far from being the specialized piece of equipment we originally expected it to be, we find it is a versatile production tool which we can use extensively on the majority of our productions. It also provides us with an effective camera platform when shooting from moving vehicles and helicopters!

"Interestingly, our having the unit has given an added impetus to advertising agencies in our area to create and develop concepts designed for Steadicam's unique capabilities in dramatic point-of-view sequences. And quite often, a whole 30-second commercial will be filmed exclusively with Steadicam.

"Even when not using Steadicam, we shoot all our TV commercials with the CP-16R equipped with the Cinevid video assist system. We find it gives our ad agency clients the best of both worlds: the desired 'film look' combined with the convenience and control of instant videotape playback.



"No question about it. With the CP-16R — equipped with outstanding lenses such as the 5.9mm prime and the 10-150mm zoom from Angenieux — and Steadicam, we have a 16mm production capability that is unsurpassed for quality performance, versatility and cost-effectiveness."

For further information, please contact:

cinema E products
CORPORATION

2037 Granville Avenue, Los Angeles, California 90025
Telephone: (213) 478-0711 • (213) 477-1971 • Telex: 69-1339



7-11 July 1980

Practical Optimization Conference, Stanford University. Info from Dr. Philip E. Gill, Systems Optimization Laboratory, Department of Operations Research, Stanford University, Stanford, CA 94305.

13-18 July 1980

32nd NAVA Institute for Professional Development, Indiana University, Bloomington, Ind. Info from NAVA Institute, 3150 Spring St., Fairfax, VA 22031.

25-27 July 1980

Videospace Consumer Show, Seattle, Wash. Info from Michael R. Gaines, Rising Starr Productions, P.O. Box 17209, Seattle, WA 98107.

28 July-1 August 1980

SPIE 24th Annual International Technical Symposium, San Diego, Calif. Info from Society of Photo-Optical Instrumentation Engineers, Bellingham, WA 98225.

27 August 1980

Advances in Color Technology, Symposium, American Chemical Soc. and Chemistry Div., Inter-Society Color Council, San Francisco. Info from Dr. Lawrence R. Lerner, Harmon Colors Corp., Box 419, Hawthorne, NJ 07507.

12-18 September 1980

Photokina, Cologne, W. Germany. Info from Messe-und Ausstellungs GmbH, Koln Postfach 21 07 60, D-5000, Cologne 21, W. Germany. (See *Journal*, p. 520, July 1979.)

22-26 September 1980

UNIATEC Congress, Varna, Bulgaria. Info from UNIATEC Secrétariat Général Permanent, 92, Champs Élysées, Paris VIII, France.

20-23 September 1980

International Broadcasting Convention, Metropole Conference and Exhibition Centre, Brighton, England. Info from IBC Secretariat, IEE, Savoy Place, London WC2P 0BL, England. (See *Journal*, p. 566, Aug. 1979; and p. 56, Jan. 1980.)

29 September-2 October 1980

VIDCOM (International Market for Videocommunications), Palais des Festivals, Cannes, France. Info from John E. Nathan or Lora Ballato, 30 Rockefeller Plaza, Suite 4535, New York, NY 10020. (See *Journal*, p. 520, July 1979.)

29 September-3 October 1980

The SPIE Huntsville Electro-Optical Technical Symposium, Huntsville, Ala. Info from the Society of Photo-Optical Instrumentation Engineers, P.O. Box 10, Bellingham, WA 98225.

5-10 October 1980

The International Federation of Television Archives/Fédération internationale des archives de télévision (IFTA/FIAT) General Assembly, Ottawa, Canada. Info from A. W. Ross, Canadian Broadcasting Corp., P.O. Box 8478, Ottawa, Ont., Canada K1G 3J5.

6-10 October 1980

FKTG Meeting, Berlin, W. Germany. Info

9-14 November 1980

SMPTE Technical Conference and Equipment Exhibit, New York Hilton Hotel, New York City. Info from SMPTE Headquarters.

from Georg Drechsler, Fernseh- und Kinotechnische Gesellschaft eV, ZDF, Postfach 4040, 6500, Mainz, W. Germany.

7-9 October 1980

Society for the Advancement of Material and Process Engineering, Seattle Chapter, 12th National Technical Conference, Seattle, Wash. Info from Marge Smith, c/o SAMPE, P.O. Box 613, Azusa, CA 91702.

Erratum

The Future of High-Definition Television: First Portion of a Report of the SMPTE Study Group on High-Definition Television

By Donald G. Fink

February 1980 *Journal*, pp. 89-94

Page 93, paragraph 2.8, sentence 3. The signal specification should refer to the I signal, not the Q signal. Accordingly in that sentence, I should be substituted for Q and E' should be substituted for E'_{α} .

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A Schlumberger Company

Solid-state CCD sensor replaces Vidicon tube.

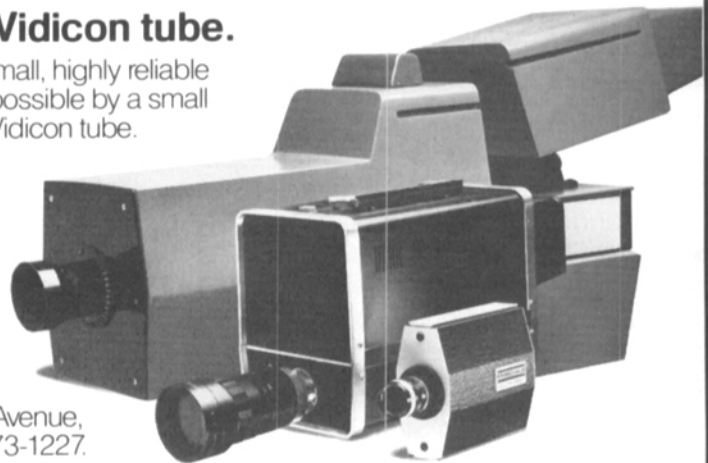
You're looking at the latest step in CCD technology. A small, highly reliable video camera from Fairchild. Its reduced size is made possible by a small solid-state sensing device that replaces the traditional Vidicon tube.

This CCD sensor, made by Fairchild, can turn images into electrical signals so precise computerized measurements can be made.

At Fairchild, we've been working on this type of high-technology product for the past ten years. Longer than anyone. At the rate our technology is advancing, you may soon be able to fit the future of video photography into the palm of your hand.

For further information, call or write CCD Imaging, Fairchild Advanced Technology Group, 4001 Miranda Avenue, Palo Alto, CA 94304. Tel: (415) 493-8001. TWX: 910-373-1227.

Fairchild Camera and Instrument Corp.



The smaller we get, the better things look.