

Books, Booklets, Brochures

The Audiovisual Market Place 1980: A Multimedia Guide is available from R. R. Bowker Co., 1180 Ave. of the Americas, New York, NY 10036 at a price of \$29.95. The 1980 edition groups 25 sections under three broad divisions: *Audiovisual Software*; *Audiovisual Hardware*; and *Reference*. Listings within each section contain firm names, addresses, telephones, key personnel and product lines, services, activities, and other details. Under *AV Software* some 1500 producers plus distributors of software are separately listed and then classified by media and by subject area. Under *AV Hardware* some

500 AV equipment manufacturers are listed and then classified by product line. AV equipment dealers are separately listed by state. The *Reference* section offers a variety of practical information including a 1980-81 calendar of relevant exhibitions and conferences; an annotated bibliography of AV reference books, directories, periodicals, and trade journals; advertising rate schedules for periodicals and trade journals; associations; state AV administrators; funding sources; awards and festivals; and a glossary of terms.

The Audio-Visual Equipment Directory, 1980-81, published by the National Audio-Visual Association (NAVA), lists over 2000 currently available audiovisual equipment items under 152 categories and includes over 1500 photographs. In addition it supplies

specifications on price, model, weight, capacity, accessories, and technical details on all items of equipment. The new directory has special sections which include charts for screen size, film and tape running times, indexes to industry trade names and equipment directory distributors, an expanded glossary of A-V terms, and a complete NAVA membership directory. The directory is available from NAVA, 3150 Spring St., Fairfax, VA 22031, at a price of \$18.50 per copy prepaid or \$22 billed for individuals and organizations not commercially engaged in the audiovisual industry, and \$28.50 per copy for non-NAVA-member firms commercially engaged in the audiovisual industry.

The 1980 NAVA Membership Directory is available upon request from the National Audio-Visual Association, 3150 Spring St., Fairfax, VA 22031. The 61-page directory tells the "who, what, and where in the world" of A-V services, equipment and materials, the announcement stated. Names of contacts, complete addresses, and telephone numbers are listed for each member firm as well as information on products and services. With over 850 listings, the *NAVA Directory* includes U.S. and international commercial members, including dealers, manufacturers, producers, nontheatrical and religious film distributors, independent representatives, and special service members. Dealers and film distributors are listed both geographically and alphabetically. Manufacturers, producers, independent representatives, and special services members are listed alphabetically in separate sections of the book.

Videofilm Notes, Part Three: Film Post Production on Videotape (Kodak Publication H-40-14), a 16-page illustrated brochure, is available upon request from Eastman Kodak Co., 343 State St., Rochester, NY 14650. Part Three describes and evaluates various methods of assembling film programs on videotape. It first presents an overview of editing alternatives. Then it goes into the techniques of program assembly by electronic editing and discusses the advantages of carrying out as much of the editing decision making on film as possible before the transfer to tape.

In Part One of the series, methods used to generate video signals from film images, including both tube-type telecines and flying spot scanners are described. Also described are frame-rate conversion, color separation, and the monitoring of video signals and television pictures.

Part Two, *Techniques of Telecine Video Operation*, reviews telecine setup and alignment procedures. Also discussed are the use of gray scale test films and slides, methods for optimizing picture sharpness, the effects of contrast variations and flare in optical systems, the adjustment of video signal levels and picture color balance, and the use of a television film review room for evaluating film pictures.

Broadcasting in the 80s, an illustrated brochure on satellite earth stations for television broadcasters, is available upon request from Scientific-Atlanta, Inc., 3845 Pleasantdale Rd., Atlanta, GA 30340. The brochure, which lists programming currently available via satellite, predicts that transportable transmitting and receiving earth stations will come into wider use, facilitating live telecasts of news and sports events from remote areas.

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