



where the division is now known as Simmon Sound & Vision, according to a recent announcement. The new premises house what is said to be the country's largest display of professional film equipment outside of London. "Our reconditioned equipment department is a veritable Aladdin's Cave and is the largest of its kind in Europe," the announcement stated.

The premises were opened with a reception which was attended by members of the profession from all over the country. Guests were able to inspect a number of pieces of equipment including the Russian Zenith TTL Mirror Reflex 16-mm motion picture camera made exclusively for Simmon Sound & Vision. Also shown was a new battery system developed by Simmon Sound & Vision which can be recharged in 10 min with enough power to run an Arriflex for two 400-ft rolls. The Clipper 16-mm tape splicer and the Maier-Hancock 16-mm and 35-mm negative splicers were among other interesting items of equipment.

Shown above is Terry Ricketts of Yorkshire Television in a corner of "Aladdin's Cave."

Metro-Goldwyn-Mayer Film Co. and CBS Inc. have formed a joint venture to market videocassettes and videodisks for the rapidly developing home video market in this country and abroad, according to a recent announcement. This marketing innovation will join the MGM feature film library with the world's largest recording manufacturing-distribution facilities, the announcement stated. MGM/CBS Home Video, the name of the joint venture will market both videodisks and videocassettes. The CBS/Records Group will manufacture the videodisks and distribute the disks and cassettes throughout the world. A cornerstone of the joint operation will be the MGM library of more than 1600 films.

Optical Radiation Corp.'s Theatre and Audio Visual Marketing Dept., 6352 N. Irwindale Ave., Azusa, CA 91702, has announced a newly structured organization headed by **Glenn Berggren** who has been appointed Marketing Vice-President, Theatre and Audio Visual Products. Reporting to Berggren will be Ed Burke, National Sales Manager, Howie Whitcomb and Walter Browski, Regional Sales Managers, and Barry Nicely, National Audio Visual Sales

Manager. Before joining ORC, Berggren was Vice-President, Theatre Products Div., for the Schneider Corp. of America.

Plastic Reel Corp. of America, producers of Plio-Magic film shipping and storage equipment has expanded its product line to video, film, and audio shipping and storage equipment; film editing equipment and supplies; specialized audiovisual packaging; videocassette shipping and storage systems, shipping containers for electronic data processing media; and customized packaging for many other purposes. The firm's headquarters are now at Wood Ridge, N.J., and it maintains four regional offices.

CineMills Corp., formerly MBI, Inc., has moved to larger quarters at 2227 W. Olive Ave., Burbank, Calif., according to a recent announcement. CineMills is the west coast representative of Strand Century's motion picture lighting equipment and accessories, and distributor of Daymax bulbs (used in HMI lighting fixtures). It is also a distributor for Lee Filter Color Media and the Steenbeck film editor.

LTM Corp. of America, 1160 N. Las Palmas Ave., Hollywood, CA 90038, has unveiled its new sound stage-showroom for the company's complete lines of HMI and incandescent lights for motion pictures and television, it was recently announced. All lights are functional, from handheld minis to electronically remote controlled tilt-pan-focus units up to 10 K, the announcement noted. The facility is open to industry professionals for demonstration, experimentation, and testing.

The Canadian Film and Television Association/(CFTA) has announced the election of W. Paterson Ferns of Nielson Ferns International Ltd., Toronto, to the Office of President for the 1980-81 term succeeding Findlay J. Quinn. John Ross of J. T. Ross Associates Ltd., was elected Vice-President. CFTA, in its 32nd year, has a membership of 115 corporations and partnerships across Canada. Its headquarters are at 55 York St., Suite 512, Toronto, Ont., Canada M5J 1S2.

Modern Talking Picture Service, Inc., 5000 Park St. North, St. Petersburg, FL 33709, a distributor of sponsored films, has announced the signing of a distribution agreement with the China Film Corporation of Beijing, China, the official import/export film distribution corporation in the People's Republic of China. According to the agreement, China Film Corp. (CFC) will offer distribution of selected Modern films to key audiences in China. Modern will, in turn, assist CFC in locating and obtaining films of value to China and Chinese audiences.

George G. Elsaessar has been appointed Vice-President, Marketing, for Arvin/Echo, 485 E. Middlefield Rd., Mountain View, CA 94043. He was formerly Vice-President of Marketing for Western Microwave Co. In his new post he will be responsible for the development and direction of all marketing activities relating to the company's line of magnetic recording products.

Books, Booklets, Brochures

The Master Guide to Electronic Circuits, by Thomas M. Adams, is available from the publisher, Tab Books, Blue Ridge Summit, PA 17214. Its 616 pages are divided into five basic sections: oscillator circuits, amplifier circuits, detection and rectifier circuits, transistor circuits, and radio circuits. The treatment is nonmathematical, with the author's approach being to describe the flow of electrons through the various circuits. The format is single-column, large readable type, and the book has over 300 illustrations. Two editions are available: paperback for \$12.95 and a hardbound edition for \$19.95.

The Illustrated Dictionary of Electronics, by Rufus P. Turner, is available from the publisher, Tab Books, Blue Ridge Summit, PA 17214. In addition to the main dictionary section, this 868-page book contains ten pages of tables and data. The price is \$14.95 in paperback and \$19.95 for the hardbound edition. The format is double column, with running heads on each page and large readable type. According to the publisher, there are 472 illustrations and over 24,000 terms.

The Master IC Cookbook, by Clayton L. Hallmark, is available from the publisher, Tab Books, Blue Ridge Summit, PA 17214. Priced at \$9.95 in paperback and \$15.95 for the hardbound edition, the book has 476 pages and over 700 illustrations. This reference work treats the basic families of integrated circuits in four sections: CMOS (complementary metal-oxide-semiconductor devices), exotic CMOS, linear ICs, and TTL (transistor-transistor logic) ICs. This guidebook provides descriptions, pinouts, and absolute maximum ratings for all classifications of ICs. Also given when relevant are block diagrams, logic diagrams, power dissipation, propagation delay time, quiescent current, schematics, and other features and specifications. Each section begins with a detailed listing of all the ICs that are treated.

The Digital Signal Processor Newsletter, a publication devoted to the advancement of digital signal processing through the use of VLSI components, is available upon request from TRW LSI Products, 2525 E. El Segundo Blvd., El Segundo, CA 90245. The newsletter is intended to provide information on digital signal processing concepts, LSI devices, and applications. The first issue (April 1980) contains an article entitled "Extending A/D Converter Dynamic Range," which explains a technique employed by two Swiss scientists to extend the dynamic range of a 6-bit A/D converter to greater than 8 bits. The solution was to use a special implementation of TRW's 6-bit TDC1014J flash A/D converter to provide the required dynamic range. The newsletter details the basic concept and shows how to configure the circuit.

Broadcast Equipment Catalog AP-1, a 304-page catalog listing television and radio transmitting and allied studio equipment, is available upon request from Harris Corp., Broadcast Products Div., Dept. 820, P.O. Box 4290, Quincy, IL 62301. Specifications and photographs are included for all products listed.