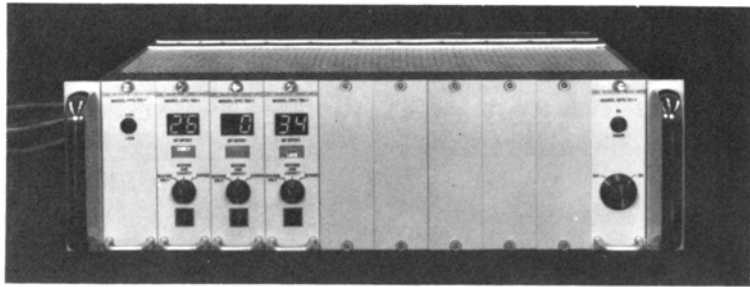


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INDUSTRY NEWS

Color, Sound and Wide Screen: A Popular History of Film, a program on the technological history of film, was presented by the Academy of Motion Picture Arts and Sciences on October 27 at the Samuel Goldwyn Theater.

The presentation, which illustrated various early formats and processes, included the first screening in more than 50 years of the 1921 experimental sound films of Orlando Kellum. The films, recently restored by the UCLA Film Archive, include D. W. Griffith's introduction to *Dream Street* and remarks by labor leader Samuel Gompers. The sound portion of the program included a rare clip of Calvin Coolidge, in a 1925 Lee de Forest short, making an economic address remarkably similar to recent ones.

Other sound demonstrations included a 1913 Edison short, the Theodore Case-E. I. Sponable tests from the mid-twenties, an illustration of the Vitaphone system and such processes as stereophonic sound and Sensurround.

Color systems featured in the program included Kinemacolor, Prizmacolor, two-strip Technicolor, three-strip Technicolor and Cinecolor. Sequences from original prints of *Redskin* and *Follow Thru* in two-strip Technicolor, and *Becky Sharp* and *La Cucaracha* in three-strip Technicolor, were screened. The program concluded with a 1941 Pete Smith short, *Third Dimensional Murder*, in 3-D and a screening of the 20th Century-Fox CinemaScope demonstration reel.

The first television transmitter to operate entirely on naturally generated power has been installed and is now in operation at Dychliemore, Argyllshire, according to an announcement from the British Broadcasting Corporation. On an isolated hillside above Lock Ave, the BBC has built a wind and solar powered link station that will help to bring pictures to 620 people in Dalmally and Loch Awe in the Strath of Orchy. The Dychliemore link uses an intermediate site between the main transmitter at Torosay on the Isle of Mull and the relay station for Dalmally.

The naturally powered link is a mile and a half south of the relay and nearly 200 feet higher up the hill. At the link site there is a 55-foot lattice pole carrying aerials to pick up the television signals broadcast from Torosay. Other aerials on the pole retransmit the signals down the mountain to the Dalmally relay.

The electrical energy needed for the amplifier which boosts the signals for retransmission is provided either by a wind-driven generator or by four solar panels all

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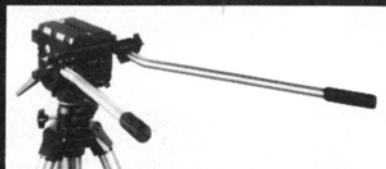


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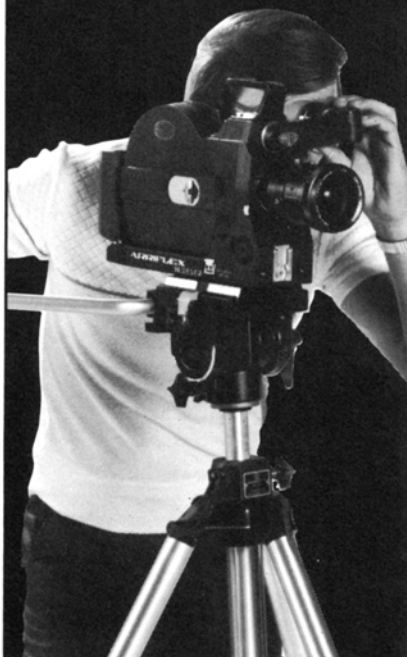
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mounted on the pole. Either the wind-driven generator or the solar panels are capable on their own of supplying the transmitter power. Even in the west of Scotland, a windier area than most parts of the country, there are windless days and some days when the sun does not shine. The wind generator and the solar panels feed individual storage batteries which, once charged during windy or sunny periods, have sufficient capacity to last over three weeks without recharging. An automatic changeover system selects the solar-powered supply if the wind generator battery should fail, although there is no inherent reason to prefer either system.

BBC's mobile satellite link terminal commissioned for Television Outside Broadcasts has been completed by the BBC Engineering Research Dept. and is undergoing pre-operational trials. Programs will originate in Guernsey in the Channel Islands. Under normal conditions it is intended that the satellite link will be used over difficult transmission paths and not where conventional radio link circuits can be used. The principle was successfully demonstrated on June 7, 1980, on a live television outside broadcast from Glencoe when the BBC hired a satellite terminal to examine the feasibility of this type of operation; however, the main terrestrial route requiring seven radio link hops to be set up was used for the actual broadcast. The new terminal is so compact that the complete transmitter is housed on a relatively lightweight trailer that may be coupled to any standard radio-links van.



Shown above is Malcolm Harman (L), research team leader, demonstrating the new link equipment to Charlie Sandbank, Head of BBC's Engineering Research Department.

The Mavica, a new video still camera developed by Sony Corp., together with a special adapter unit, plays back the photographic image through a home TV screen. The camera does not use film, instead it contains a charge coupled device that converts light to electronic impulses and stores the impulses on a thin magnetic disk called Mavipak that holds about 50 pictures. The camera can record moving

images if it is hooked up to a videotape recorder. Under development is a device designed to enable Mavica users to make prints in their homes in addition to viewing their photos on the TV screen. The Mavica, introduced in Tokyo, will be made available in the United States.

The Satellite Service Division of Compact Video Services, Inc., Burbank, Calif., has announced three new services — a permanent incoming video loop through the Pacific Telephone Los Angeles TOC (Tech Op Center), a microwave interconnection through the KJOI radio tower, and a 5-meter transportable TVRO (Television Receive Only) antenna for remote broadcast work.

The company's new video loop is a 24-hour facility bringing both audio and video material to the Compact Video Entertainment Center in Burbank for uplink to satellite. Material televised live in the Los Angeles area can be brought from a location site to the Pacific Telephone TOC via landlines or microwaves and then via video loop to Compact Video for transmission to any domestic satellite.

The KJOI microwave interconnect is a dedicated toll link available either on a permanent or temporary basis. It is designed specifically for location and ENG work. An ENG truck can be aimed at the KJOI tower and material can be transmitted direct by microwave to Burbank for satellite uplink.

The transportable downlink can be set up in auditoriums or theaters to receive teleconferences or other installations where landlines are most prohibitive or impractical.

Fuji Photo Film U.S.A., Inc., has installed an animated billboard in Times Square, the "brightest ever to grace the Great White Way," according to Fuji Executive Vice-President, K. Yasunaga. The billboard covers 3,600 square feet and weighs 25 tons. It contains four miles of neon tubing and ten miles of wiring and took 40,000 man hours to build. The billboard features a 14-ft-high red Fuji logo and a variety of animated lighting patterns that repeat every 22 seconds. Twenty tons of steel were added to the building structure to support the 25-ton sign. A total of 350 transformers send power coursing through 10 miles of wiring to produce "the most brilliant lighting effects on Broadway," Mr. Yasunaga said.

National Communications Day, sponsored by the National Audio-Visual Association (NAVA) and the International Television Association (IVTA) was held October 6 at Newton, Mass. The program was designed to offer industry professionals the opportunity to exchange information concerning current video and audiovisual technology. Communications specialists including members from ITVA, NAVA, SMPTE, Association for Multi-Image, and Inter-

(continued on p. 122)

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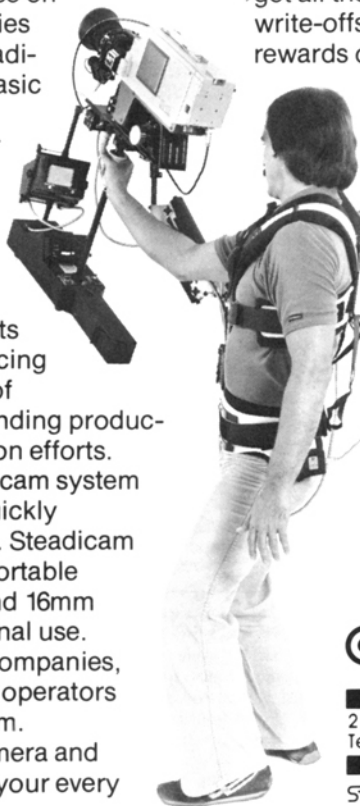
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(continued from p. 120)

national Association of Business Communicators attended the event. Features of the evening included displays demonstrating the latest in production, audiovisual and video technology. Communications Day will be held again in 1982 on April 29 in major cities. Further information is available from Dick Sweeney, Director of Video Service for NAVA, 3150 Spring St., Fairfax, VA 22031, or from Bobette Kandle, ITVA Director of Operations, 136 Sherman Ave., Berkeley Heights, NJ 07922.

Dalton H. Pritchard, an RCA Laboratories scientist, has been honored by the Edward Rhein Foundation of West Germany for his contributions to improved television picture sharpness and quality. Pritchard was the only American among the nine recipients of the Rhein Prize 1980, a prestigious and richly endowed award for research in the consumer audio-visual field. He was honored for numerous contributions in the field of video techniques and particularly as a leader in the RCA development of the Dynamic Detail Processor incorporated in RCA ColorTrak receivers.

Paramount Pictures Corp., 5555 Melrose Ave., Los Angeles, CA 90038, has established a Technology Division to concentrate on the research and development of technological advances for motion pictures and television. The new division will be headed by co-directors Edgar Johnson and Charles Conaty. The new Technology Division has already begun activity in several areas including motion picture theater sound, computer graphics, satellite distribution, digital editing, and high resolution video.

Paramount Studios has donated 225 boxes of historic photographic and printed materials to the Margaret Herrick Library of the Academy of Motion Picture Arts and Sciences. Included in the memorabilia are biographies of actors, actresses, technicians, and studio executives; publicity releases; scripts, casting records; budget books; publicity stills, set reference stills, and miscellaneous stills. The material covers approximately the years 1930 to the mid-1970's.

A 3-D television system that uses single channel television bandwidth and does not require the use of special glasses has been announced by 3-D Vision Inc., 12295 East Bates Circle, Aurora, CO 80014. Patents have been applied for, the announcement states. No changes to existing studio equipment are required, and the method works with existing television signals on a specially designed 3-D TV receiver. Existing television receivers would be compatible with the 3-D transmission. However, the picture would still be two-dimensional.

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