

NEW PUBLICATIONS

Book Reports

Data Transmission: Analysis, Design, Applications. By Dogan Tugal and Osman Tugal. Published (1981) by McGraw-Hill,

1221 Avenue of the Americas, New York, NY 10020. 395 pp., 158 illus, 6 × 9 in. Price \$24.50.

With thorough descriptions of methods for implementing the concepts of the field,

Data Transmission: Analysis, Design, Applications demonstrates how to upgrade the efficiency of existing data transmission systems and install new systems that are cost effective.

Presenting considerable information on the international standards recommended by the CCITT, the book explains the theories and concepts of data communications in easy-to-understand terms. It examines the options and variations available for regular operation center equipment and provides numerical examples of several cases for additional clarification. Detailed discussions show how to deal with the everyday problems that are likely to occur in an operation center, and the limits and tolerances of various pieces of equipment are described.

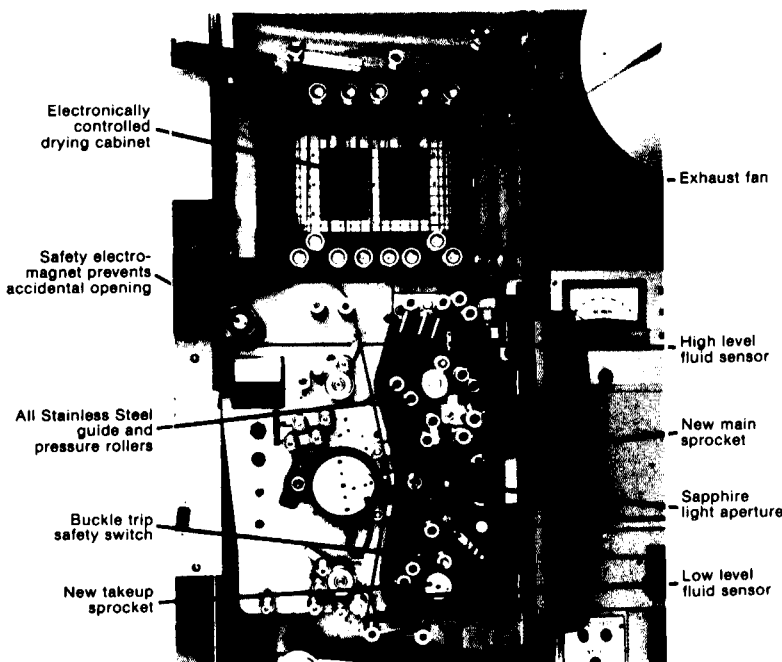
Many vital aspects of data transmission are explored in depth, including data security during transmission, voice line measurements, noise-free communication, transmission with fiber optics, synchronization techniques, multiplexing, satellite operations, reliable ground systems, and protocol.

How to Produce an Effective TV Commercial, by Hooper White, published by Crain Books, 740 Rush St., Chicago, IL 60611, examines the care and planning required to produce a 30-second commercial. The author has compiled a list of the 12 essential steps, from conception of the idea to completion of the finished commercial. The author discusses the use of film versus videotape, explaining how film and videotape were first used and how they are used at the present time. A glossary of production and video terms and three appendices are included. The book is priced at \$25.95.

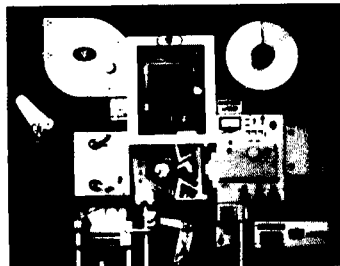
Video Register, 4th ed., published by Knowledge Industry Publications, Inc., 701 Westchester Ave., White Plains, NY 10604, has been completely revised and expanded. Some 2000 organizations are listed. The directory includes major video users from the fields of industry, government, education, medicine, and the arts. A greatly expanded manufacturers section categorizes more than 500 firms according to their type of product. The address, phone number, key personnel, and products are included in each listing. Other sections of the directory include publishers/distributors, production/post-production services, and video consultants. *Video Register* contains 295 pages, and it is priced at \$47.50 (softbound).



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Booklets, Brochures

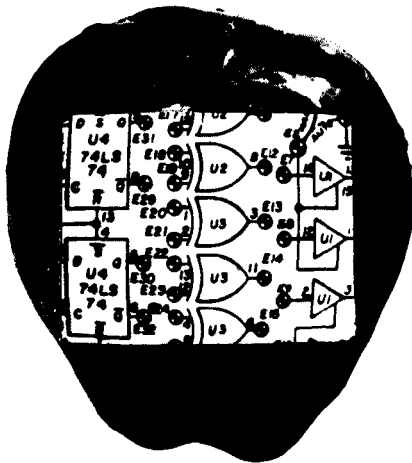
Leader Instruments Corp., 380 Oser Ave., Hauppauge, NY 11788, has announced availability of its 1981-1982 catalog. The 48-page catalog includes detailed descriptions, specifications, photographs, charts, and illustrations of over 70 products, including oscilloscopes, frequency counters, digital multimeters, function generators, and test instruments.

Logic probes, pulsers, monitors and logic analysis kits are illustrated and described in a four-page brochure available from Global Specialties Corp., 70 Fulton Terrace, P.O. Box 1942, New Haven, CT

06509. The brochure provides full product descriptions and specifications and information on the company's new LM-4 Logic Monitor and LP-4 ECL Logic Probe.

The **TDC1019J monolithic flash A/D converter** is described in a 16-page illustrated data sheet available upon request from TRW LSI Products, P.O. Box 2472, La Jolla, CA 92038. The TDC1019J is a 9-bit flash A/D converter capable of digitizing an analog signal at rates from dc to 20 megasamples/sec. It can sample without an external sample and hold circuit, input signals with large frequency components up to 7 MHz.

Video Conferencing



In Today's Marketplace There are Two Alternatives

INFORMATION TRANSFER WITH SLOW-SCAN TV

- 1 Uses ordinary telephone circuits for low cost, long distance, communications on demand (as low as \$120./hr. for two way voice plus pictures between the U.S. and Europe).
- 2 Still pictures only, but Colorado Video scan conversion equipment allows use of standard TV cameras, monitors, and other peripherals.
- 3 You don't have to be an actor, but can concentrate on the graphs, charts, diagrams, layouts, products, or anything that a TV camera can see. Real information for decision making.

TALKING HEADS WITH ORDINARY TV

- 1 Wide band communications circuits for conventional television are expensive, in many cases prohibitively so, even for relatively short distances.
- 2 Wide band TV circuits are frequently not available on short notice, either terrestrial or satellite.
- 3 Get out the pancake makeup and polish up those acting lessons.

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Who Belongs to the SMPTE?

SMPTE members are professionals in two primary fields: motion pictures and television. In motion pictures they include engineers and technicians; producers and directors; people in sound recording, lighting, optics, and audiovisual; cameramen; film editors; projectionists; service engineers; sales and marketing people; teachers, instructors and professors; consultants; and executives. They work for manufacturers, distributors and dealers of motion-picture equipment; film laboratories; film studios; companies using film as a tool (business and industry); theaters and theater chains; and governmental and educational institutions.

Members in the television field are broadcast engineers, chief engineers, technicians, TV producers and directors, production people, and executives. They work for TV networks, independent stations and group stations, manufacturers and suppliers of TV equipment, companies using TV as a tool (business and industry), TV studios, production houses, and governmental and educational institutions.

Many SMPTE members work in both fields, such as audiovisual people, and those in TV news, equipment manufacturing, laboratories, and production houses.

Why Belong to the SMPTE?

The SMPTE is the principal organization serving motion pictures and television. Membership in SMPTE can help you learn more about your field through the *SMPTE JOURNAL*, SMPTE conferences, and local section meetings. It can also help you meet others in your field, who are interested in the same things you are, regardless of the area of the motion picture or television industries in which you are employed.

Membership in a professional organization can have an important influence on your career, not only because it can help equip you better for your job but also because of the important contacts to be made. In one SMPTE survey, more than 90% of those responding said the SMPTE is helpful in their jobs. The high esteem in which the SMPTE is held in both motion pictures and television is evidenced not only by the range of individual members, but by the number of companies supporting the SMPTE through Sustaining Membership.