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# BOOKS, BOOKLETS, BROCHURES

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**Markets in Flux: Box Office, Broadcast, and New Electronic Media, Trends and Forecasts, 1983-1987**, a study published by Knowledge Industry Publications Inc., 701 Westchester Ave., White Plains, NY 10604, reports that revenues to program producers from the various segments of the film entertainment industry totaled \$6.5 billion in 1982, and predicts that this will increase to \$13.7 billion in 1987.

The theatrical motion-picture industry is analyzed in terms of number of establishments, leading exhibitors, number of announced film starts, releases and reissues, and revenues by source. The chapter on broadcast television focuses on advertising revenues, prime-time shares and ratings, production costs, and the use of theatrical films versus made-for-TV films. The study predicts that basic cable, pay cable, other subscription TV, video-cassettes and disks will provide about 35% producer revenues by 1987, as opposed to 13% in 1982.

Foreign distribution is assessed in terms of film and television rental markets, cable TV subscribers, and VCR populations. Information is provided about leading companies in each segment of the industry.

The book contains 255 pages. It is available from the publisher at a price of \$8.95.

**The U.S. Motion Picture Theatre Industry** is an 80-page report published by Business Trend Analysts, 2171 Jericho Turnpike, Commack, NY 11725. This is an exhaustive and well-researched survey of the entire industry covering theater revenues; factors affecting industry growth; industry structure and cost analysis; the Canadian market; the industry's future; and production companies. The report is available from the publisher at a price of \$4.75.

**The Optical Industry & Systems Purchasing Directory** (29th ed.) is a two-book set available from Optical Publishing Co. Inc., Dept. B83, Berkshire Common, P.O. Box 1146, Pittsfield, MA 02102, at a price of \$56 prepaid, \$59 invoiced, \$64 outside the U.S.A. The two-book set contains more than 1000 pages and is completely updated. In Book 1, the address section provides detailed information on more than 1800 companies. The buyer's guide is a compilation of more than 1000 product and service categories and lists over 1800 manufacturers, distributors, designers, and importers of these products and services. Products for '83 contains photos and descriptions of products available this year. A geographical section and indexes are included in Book 1.

Book 2 contains the updated encyclopedia which includes such topics as laser parameter measurement, fiber optics testing, picosecond studies, and optical design. It also contains 48 pages of graphs, schematics, and tables, and the dictionary with 4300 technical definitions and illustrations.

**The Complete Kodak Animation Book** (H-6) provides entertaining and practical information on the history, art, science, and procedures of animation. It contains more than 230 color and black-and-white illustrations, including reproductions of rare animation cels from features produced in mainland China, the Soviet Union, and Eastern Europe, as well as frames from animated classics dating back to the turn of the century. The authors are Charles Solomon, an MFA candidate in film at UCLA and a freelance writer, who has published extensively on the subject of animation, and Ron Stark, an international expert in animation film restoration and film restoration practices. The authors cover subjects ranging from the origins of animation 300 years ago, to the latest in computerized visual effects. Certain chapters are devoted to animation materials and techniques. The book contains 192 pages and is priced at \$17.95. It is available from bookstores and Kodak dealers.

**Guide to Buying a Video Editor**, a 14-page booklet, is available from United Media Inc., 4075 Leaverton Court, Anaheim, CA 92807. The guide defines terms used to describe the functions of both control track and computer-assisted editing systems. Use assessment and types of editing equipment are covered. There is no list of manufacturers; instead, categories are established in terms of cost parameters, detailing capabilities, and features that purchasers should expect as standard. Also listed are available options.

**The Videodisk Connection**, a directory of suppliers serving the interactive laser videodisk industry, is available from LIST, Optical Recording Project/3M, 223-5S, 3M Center, St. Paul, MN 55144. Requests should be written on company letterhead. The suppliers are grouped into six service categories: program design; video production; premastering/post production, including assembling, evaluating, coding intermediate materials onto a premaster videotape; evaluation/simulation; computer programming, involving programming a built-in microprocessor or external computer so that either responds correctly to the viewer interaction; and custom system design/configuration.

**The Videodisc Monitor** is a new monthly publication providing information on the videodisk industry. The first issue (September) contains descriptions and photographs of new videodisk players from three major manufacturers, a review of the annual American Society for Training and Development conference, and a discussion of the economics of home videodisk recorders. Each issue will contain statistical analyses of industry activity, a calendar of disk-related events, and other helpful information. The publication is available only by subscription at \$167 for 12 issues from *The Videodisc Monitor*, Box 26, Falls Church, VA 22046.

**Indexing/display peripherals and computer controls for video production** are described in a short-form catalog available from EECO Inc., 1601 East Chestnut Ave., P.O. Box 659, Santa Ana, CA 92702. The catalog contains information on features, options, photos, and prices of all products listed.

**Six major categories** of digital signal processing (DSP) components are described in a 6-page, 4-color product information brochure available from TRW LSI Products Div., P.O. Box 2472, La Jolla, CA 92038. Components described include multipliers; multiplier-accumulators; A/D converters; D/A converters; special functions; and storage products.

**Test Procedures for the Raster Scan Displays** is a 28-page booklet available from Visual Information Institute, Inc., P.O. Box 33, 719 Lower Bellbrook Rd., Xenia, OH 45385-0033, at a price of \$5.00. It is directed to convenient field measurement of basic parameters, essentially to confirm operation and to verify performance to that typical for any one particular type of equipment. The procedure is suitable for routine calibration, repair evaluation, incoming inspection, and purchase specification. The test procedure provides a thorough analysis of performance from raster scan display devices of any type, any size, and of any scan rate.

**Antenna Systems/Catalog 32** is available from Andrew Corp., 10500 W. 153 St., Orland Park, IL 60462. The coaxial and power rating sections have been reorganized to facilitate applications-oriented comparison. The catalog contains 208 pages and covers broadcast and earth station products.

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