
NEWS

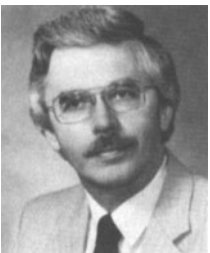
Joseph A. Flaherty, vice-president, engineering and development, CBS Operations and Engineering, received an Award of Recognition for his contributions to broadcast engineering from the N.Y. State Broadcasters Association (NYSBA) according to Joseph A. Reilly, executive vice-president of the NYSBA. The award was presented at the opening of the NYSBA's 30th Annual Meeting on October 22, 1984, at the Americana Inn, Albany, N.Y.



The NYSBA is a state-wide organization of radio and television broadcasters, representing New York broadcasters in both Albany and Washington, D.C.

Flaherty, a Fellow of the SMPTE, has been SMPTE Vice-President for Television Affairs, Treasurer, Financial Vice-President, and Executive Vice-President.

Robert W. McAll has been named director of marketing, Microtime, Inc., Bloomfield, Conn., a manufacturer of digital video and video signal processing equipment for the professional television industry. McAll will be responsible for all product distribution marketing, planning, and marketing strategy for Microtime, Inc.



McAll was manager of advanced systems development at Digital Video Systems prior to its becoming a subsidiary of Scientific Atlanta. While at Scientific Atlanta in Canada, where he was marketing manager, he was responsible for developing the prototype plan for that company's entry into the U.S. consumer satellite market.

McAll has been chairman of SMPTE's working group on digital control of TV equipment and was past-chairman of EIA Committee RS107A (studio standard), as well as having served on several other EIA and SMPTE committees. In 1982, he was elected a Fellow of the SMPTE.

Ray M. Swenson has been appointed vice-president for technical services and production at non-commercial KERA-TV-FM, Dallas, Tex. Swenson was chief engineer for Cox-owned KTVU, San Francisco, during 1975-1984.

James A. Merkle has been elected a vice-president of Allied Film and Video, Inc., Detroit, Mich., it was announced by William H. Smith, president and chairman of the board. Merkle has been with Allied as general manager since 1981 and has been actively involved in the company's recent expansion program, including laboratory acquisitions in Dallas, Orlando, and San Francisco, as well as the opening of a sales office in Washington, D.C.



Before joining Allied, Merkle held several positions over a 10-year period with Eastman Kodak Co. and later joined Producers Color Service, Inc., Detroit. Merkle is an active member of the SMPTE and is currently treasurer and a member of the board of directors of the Association of Cinema and Video Laboratories.

Stanley D. Becker was appointed vice-president, engineering, Orrox Corp., Santa Clara, Calif. He was previously director, engineering. Becker rejoined Orrox in January 1984, having been director of engineering for the CMX Division in 1974-1976 during the development of the CMX 340 and the System 50. He served as director of engineering for Echo Science (1972-1973) and the Audio and Electronics Div. of Dictaphone (1977-80). Most recently he was manager of systems engineering for Harris Corp. (1980-83).

Sam Chavez has been promoted to cinema products administrator of Dolby Laboratories, Inc., San Francisco, a new position with increased responsibilities. In addition to Chavez's current responsibilities, his job will include technical and marketing support for Dolby Stereo equipped theaters and equipment dealers. An expanded program to extend communications with dealers and theater chains will be one of his duties.

After 15 years in the theater industry, most recently with the RCA Service Co., Chavez joined Dolby Laboratories in December 1979 and assumed the duties of technical services engineer. Since September 1983, he has held the title of cinema applications engineer.

Man-Sung Son has opened his own service and production facility, SMS Productions, Inc., at 100 E. Ohio St., Chicago, IL

60611. His experience and knowledge in the maintenance and repair of all types of motion-picture equipment was enhanced with factory training at Aaton and Angenieux. Additionally, he received training at Columbia College and IIT, as well as experience from his own film productions.

In addition to his ability to do anything humanly possible with a lens, his technical achievements include: the development of lens testing charts; projector and lens testing procedures; converting the Spectra light meter to a low-light scale; converting a 16mm camera to Super 16mm; and converting a lens mount to a specific need. Man-Sung Son is an active member of the Chicago Section of SMPTE and has been test material advisor, program chairman, and manager. He is now the section's membership chairman.

The International Organization for Standardization (ISO) will hold its 12th Plenary Meeting in London, England, June 24 - July 1, 1985. It will be held at the British Standards Institute (BSI) Conference Centre, 61 Green St., London, W.1, England, and will take place the week prior to the BKSTS Conference.

Five working group meetings will be held during the week of the Plenary Meeting. Proposals for new items of work must be circulated before February 24, 1985. Draft proposals and documents must be circulated prior to March 24, 1985. Comments on draft proposals must be submitted prior to April 24, 1985, in order to be considered at the meeting. Notification of attendees and heads of delegations must be received by the Secretariat no later than May 24, 1985. For further information, contact Alex E. Alden, SMPTE, 862 Scarsdale Ave., Scarsdale, NY 10583.

Developments in cable, satellites, and next-generation computers will be the subject of a conference being planned by the Royal Television Society, to take place at the Birmingham Conference Centre from April 16-18, 1985, in conjunction with the CAST '85 exhibition. The conference program, entitled "The Convergence of Distribution Technologies," is being designed to meet the needs and interests of those involved in shaping the future direction of the television industry in the U.K. and in Europe.

The chairman of the program committee is Peter Marshall, general manager of Visnews and vice-chairman of the Royal Television Society. He said the program would first present a review of the current cable and satellite environment in Europe, and then consider the next stages of development and ways in which distribution technologies may be converging — particularly with the applications of fifth-generation computers.



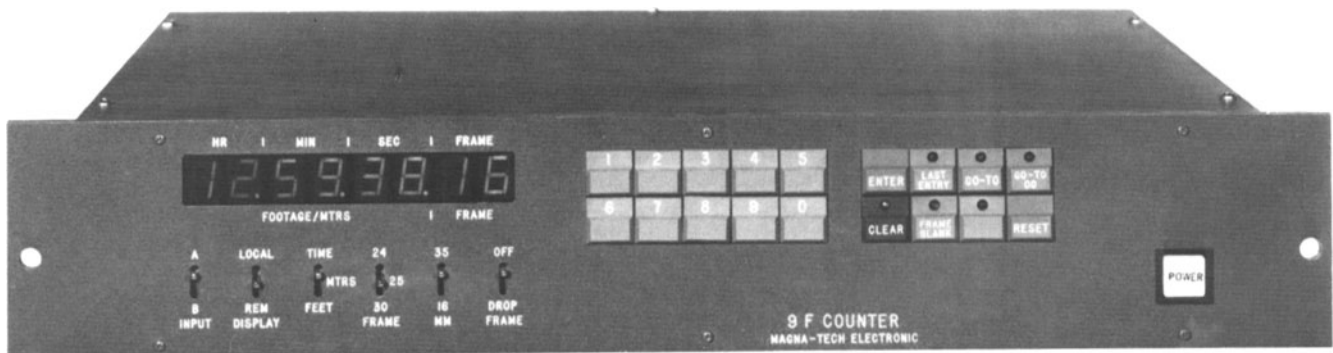
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The Vocabulary of Cinematography (ISO 4246-1984) has been introduced by the American National Standards Institute (ANSI), 1430 Broadway, New York, NY 10018. The multilingual dictionary of cinematography terminology was developed to provide a common language for this international industry, which requires cooperation of people from different countries. It clarifies technical language and slang to help ensure agreement on meaning.

Definitions are given in four languages — English, French, Russian, and German. Equivalent terms are provided in Italian and Dutch. The 80-page four-language edition is available from ANSI at \$52. An English edition is \$10. The vocabulary is the work of ISO Technical Committee 36 on Cinematography.

Allied Film & Video, Inc., has acquired the assets of Cine-Craft Laboratories of Orlando, Fla., bringing to six the number of major metropolitan areas serviced by this Detroit-based film and video post-production services company, it was announced by William H. Smith, president.

The addition of the Orlando facility, one of Florida's principal laboratories, extends Allied's market area to include the entire southeastern portion of the country, including the eastern seaboard north to Washington, D.C. Effective September 1,

1984, the company is operating as the Orlando Div. of Allied Film & Video. The acquisition is part of an Allied plan to provide its customers throughout the U.S. with convenient service locations in regional market centers, said Smith.

In addition, the new Allied + WBS Div. of Allied Film & Video, Inc., has announced the opening of a major new facility in the Dallas Communication Complex. Formed by the recent consolidation of two Allied operations in Dallas, WBS Post Production Services and Allied Film Laboratory, the facilities are now located under one roof in the Dallas complex.

In keeping with Allied's commitment to merging film and video technology, the new 38,000 ft² Allied + WBS facility offers "Third Coast" producers and communicators the most complete range of motion-picture and video services in the entire region. Capabilities include 16mm and 35mm processing, "dailies" and release prints, film and tape editing, sound services and music libraries, and animation stands for titling and optical effects.

Sony Broadcast Products Co., Park Ridge, N.J., announced a long-term agreement with CBS to supply CBS Operations and Engineering with Betacam 1/2-in. ENG equipment valued in excess of \$11 million. Initially, this equipment will be used at the CBS New York News Center and at WCAU-TV, the CBS-owned station in Philadelphia. The first phase of this pur-

chase includes 4 complete Betacam field systems, including BVP-30 cameras, BVV-1 field recorders, and BVW-20 field playback units; 32 BVW-40 recorder/editors; and 4 BVC-10 Betacart™ video-tape cassette playback units.

Moviecama Super Rental is a newly established rental equipment company serving the professional 35mm film/television market and specializing in the rental of professional equipment packages featuring the Moviecama Super 35mm camera with a full range of support equipment and production accessories.

Rental manager of the new facility is Max Penner, who has extensive experience in professional 35mm studio and location production in the U.S., Latin America, and the Middle East. Information is available from Moviecama Super Rental, 2037 Granville Ave., Los Angeles, CA 90025.

CFI Video, Hollywood, Calif., has installed a new Rank Mark III C flying-spot scanner to complement its present two flying-spot scanners. The new telecine features X-Y Zoom Varispeed and an automatic scene change detector — all automatically controlled by a fully updated Dubner scene-to-scene color correction system. In addition, a Lexicon audio pitch changer has been added to the telecine to ensure that the audio always matches the picture perfectly.

SECTION MEETINGS

Detroit, October 16 — Edward Wollmann, optical effects cameraman, Producers Color Service, described the process of creating optical effects for a 30-sec TV commercial. He showed a dozen or more commercials, explaining how the effects were achieved. Three slide projectors were used to show simultaneously a flow chart, the various artwork steps, and the optical effects on the finished product. The basic tools for achieving these effects, he said, were an animation stand, an optical printer, and a creative mind. — Richard L. Kennedy (Secretary-Treasurer), John F. X. Browne & Associates, 525 Woodward Ave., Bloomfield Hills, MI 48013.

Hollywood, September 13 — Richard Edlund, Boss Film Corp., Entertainment Effects Group, gave a presentation on motion-picture Special Visual Effects for 350 members and guests assembled at the Samuel Goldwyn Theatre. Edlund explained that Special Visual Effects is an economical device that makes it possible

to produce images of impossible-to-go-to places, such as space; to put architecture where it doesn't exist; or to modify architecture, as was required for *Ghostbusters*. Building a full size structure for a set would not be feasible, he said. No producer would want to put up the money for it, no matter how much money the picture was expected to make.

Edlund's group works with 65mm film because everything that is shot has to be recomposited, that is, rephotographed, or duped. Duping, Edlund explained, has a tendency to degrade the image unless the image is reduced. When the image is reduced about three times the area, the resultant image on the dupe negative is actually of finer quality than the original negative because it is photographed with a larger negative, and on duplication stock that has higher resolution, he said. This makes it possible to diffuse or degrade an image if it is necessary to make a cut with the material around it, or to jump beyond the images that surround it.

Edlund then showed an insert reel from *Ghostbusters*, which featured about 150

optically composited visual effects shots. He also showed slides of the equipment the group used in the productions. He noted that most of the specialty equipment was not available commercially, so members of the group did their own manufacturing and also modified much of the available equipment. — Louis F. Wolf, Jr. (Secretary-Treasurer), Universal City Studios, Hollywood, CA.

San Francisco, September 21 — The meeting consisted of dinner at the Pier Inn followed by a cruise around the bay aboard the cutter *Alert*, a research vessel, under the auspices of Captain Barry Brose of Highland Labs. Captain Brose told the 65 members assembled on the *Alert* about its media-related uses, including a number of film and video shoots of ocean and inland waterways. After a delightful 2-hr cruise, the *Alert* headed back to shore. The weather, always an important factor on such an outing, was nothing short of perfect. — John A. Carlson (Secretary-Treasurer), Monaco Labs, 234 Ninth St., San Francisco, CA 94103.