

## We wouldn't give you an inch until it was perfect.

### Maxell perfects the 1" tape.

Introducing Maxell Broadcast Quality 1". Superior videotape technology to satisfy the perfectionist in you.

### Perfect for mastering.

Maxell's exclusive epitaxial formulation provides clean, dropout-free video, with RF output consistent to within 0.2dB from head to tail. We've even licked the stiction problem, with uniquely

effective resistance to high humidity and other harsh environmental conditions.

### Perfect for editing.

Maxell Broadcast Quality 1" is made tough to resist stretching, scratching and head clogging...yet it's made gentle to minimize head wear. So you can keep it parked in STILL for well over 3 hours, without taking the typical toll on the tape, video output or your sensitive heads.

### Perfect for broadcast.

Our superior 1" tape stays that way for up to 2,000 passes. So not only can you achieve perfection in production, but you get more of your money's worth when you take it on the air.

Find out for yourself. Just clip and mail the coupon below. But keep in mind: If we didn't think it was perfect, we wouldn't have called it Maxell.

### Give me an inch.

- Give me more information on Maxell Broadcast Quality 1".
- Give me the name of my nearest Maxell Distributor.
- Give me a sales call so I can see for myself.

**maxell**®  
PROFESSIONAL/INDUSTRIAL DIVISION

Maxell Corporation of America  
60 Oxford Drive, Moonachie, NJ 07074  
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# Did You Know?

SMPTE has a full line of test materials for television and motion pictures. The SMPTE has monochrome TV test patterns, color TV subjective reference films and slides, photographic sound test films, magnetic sound test films, and a complete range of projector performance films. Most TV films are available in 35mm, 16mm and in 8 X 10-inch and 2 X 2-inch transparencies. The sound films are available in 35mm and 16mm (the magnetic sound films are also available in super 8), and the projector performance films are available in 35mm, 16mm, super 8 and regular 8, depending upon the film type. Films are in stock for immediate shipment. All films are guaranteed.

For your free catalog, write to:

**SMPTE Test Film Department  
862 Scarsdale Avenue  
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LaVeZZi's reputation for precision components has been unmatched in the film industry since we first manufactured sprockets for cinema projectors in 1908. Our component designs have contributed to improvements in film presentation and reductions in film maintenance. The quality has improved equipment reliability.

Equally important to the film industry, LaVeZZi gears, shafts, cams, clutches, eccentrics and other components are contributing to the reliability of camera operations, in the control of film in projectors and cameras, in film processing operations, and in tape transfer systems. These parts are manufactured by people who can machine complex designs to strict specifications, and who care about

quality. It's the LaVeZZi way of doing a job!

Our customers take pride in their LaVeZZi machined components. They know it contributes to equipment reliability. When you need quality components, ask for "Precision Machining Capabilities" and see how LaVeZZi Close Tolerance Components can improve your equipment reliability.



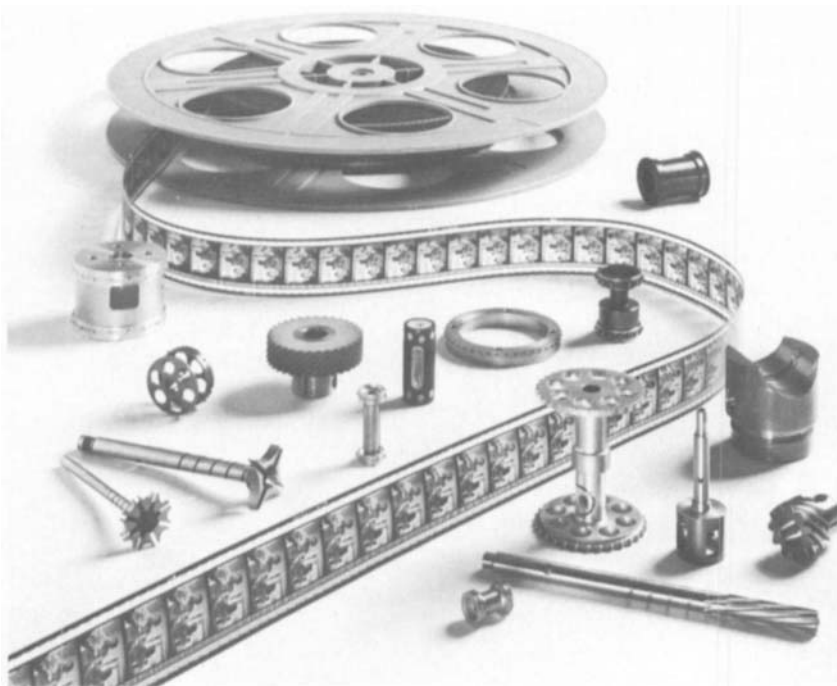
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## Precision machined components for cameras, projectors, film and tape processing equipment.



ware programs. The new releases are *Integrated Desk-top Environments*, by Patricia B. Seybold, et al., and *Data Base Management Systems: The Desk-top Generation*, by Bernard A. Banet, et al. The books, in paperback, are available from McGraw-Hill Book Co., 1221 Ave. of the Americas, New York, NY 10020, at a price of \$15.95 each.

**The Buyer's Guide to Component TV**, by Carl and Barbara Giles, is available from Tab Books, Inc., Blue Ridge Summit, PA 17214. The guide, which contains 224 pages and 177 illustrations, covers most units on today's market from monitors and projection screen TVs to stereo TV sound units, VCRs, video cameras, home computers, and satellite TV dishes. Realistic advice is offered on how and where to find the best buys on various components and how to get professional results from home video equipment. The price is \$12.45 paperback or \$19.95 hardbound.

**Motion-picture and television technical books** are listed in a catalog available from Alan Gordon Enterprises Inc., 1430 Cahuenga Blvd., Hollywood, CA 90078. The catalog lists more than 100 titles. The publication date, edition, number of pages, and price are given for each book, together with a photograph and a brief description of the contents.

**The Signal Monitor Selection Guide** is available from Tektronix Inc., P.O. Box 500, Beaverton, OR 97077. Waveform monitors and vectorscopes are illustrated and described. Complete specifications are given for each item. The illustrations, mostly in color, include photographs of each item and diagrams showing technical details.

**Power Tubes: Quick Reference Guide**, a catalog of Westinghouse electron power tubes, is available from Westinghouse Electric Corp., Industrial & Government Tube Div., Horseheads, NY 14845. The 16-page guide classifies the company's line as high-vacuum amplifiers (triodes), high-vacuum pulse tubes (triodes), and high-vacuum diodes. Each tube classification includes specifications with detailed line drawings to scale.

**A new rental catalog** has been announced by Film/Video Equipment Service Co., P.O. Box 10370, Denver, CO 80210. The pocket-sized catalog reflects F/VEESCO's expanded rental inventory of professional 16/35mm film and video camera equipment, lenses, lighting equipment, and accessories. A dual-truck mobile production system for video remotes features customized rental packages.

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