

Order like a pro at pro prices!

SPECIAL PRC VIDEOCASE PRICE BREAK!



100 VHS cases/carton } \$50 per
100 Beta cases/carton } carton
50 3/4" cases/carton }

From PRC, the video shipping & storage leader, comes a special deal for the tape pro. Now you can protect your videocassettes with the best videocases around at the best prices around. From the case leader that sets the standard for the industry.

Compact, lightweight, dust-and-moisture resistant PRC Plio-Magic® cases feature rugged, 1-piece construction that resists cracking & breaking. Built-in hub locks prevent tape movement, give an extra measure of security. Textured finish available in three exciting colors plus ALL NEW CLEAR FINISH (see coupon). Don't miss this special limited-time offer! Satisfaction guaranteed or full refund.

Call 800-PRC-IS-4-U (201-933-5100 in NJ) to order or to receive information on custom cases. Or fill out the coupon.

SPECIAL 60-DAY LIMITED OFFER



SM 3 Plastic Reel Corporation of America
Brisbin Avenue, Lyndhurst, NJ 07071

Please rush me _____ cartons of Plio-Magic Videocases @ \$50/carton.

Total Order \$

- 100 VHS cases 100 Beta cases
 50 3/4" cases

Color: Black or Brown or Blue or
 ALL NEW CLEAR (VHS, Beta only)

Check or money order enclosed (PRC pays postage & handling)

Charge credit card as indicated below (Add \$5.00/carton for postage and handling.)

Please ship COD (Add \$5.00/carton for postage and handling.)

N.J. customers please add 6% sales tax or furnish resale certificate.

Name _____

Firm _____

Street _____

City _____ State _____ Zip _____

Bus. Phone _____

MST CRD VISA Amount \$ _____

Exp. Date _____ Card No. _____

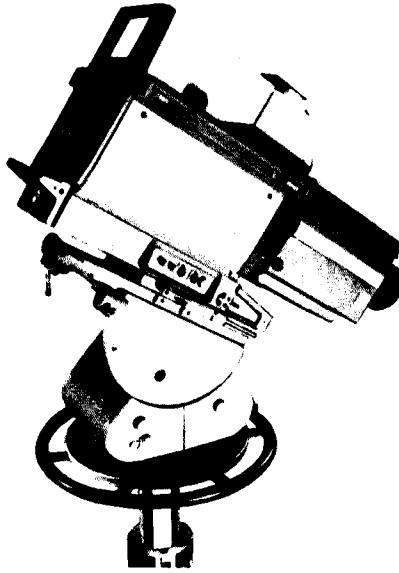
Signature _____

Please send catalog

Please send credit application to open an account

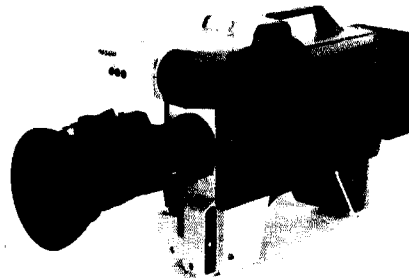
NEW PRODUCTS

Further information about these items can be obtained from the addresses given. As in the case of technical papers, the Society is not responsible for manufacturers' statements, and publication of these items does not constitute endorsement of the products or services.



Evershed Power Optics System 90

System 90, a microprocessor-controlled remote TV camera system, has been announced by Evershed Power Optics Ltd., Bridge Rd., Chertsey, Surrey KT16 8LJ, England. A range of light- and heavyweight, servo-controlled pan tilt heads make up the camera part of the package. The camera lens and electronics, also under the command of the system, give 14 separate control functions.



Ikegami ITC-730AP camera

A portable ENG/EFP camera, Model ITC-730AP, has been announced by Ikegami Electronics (U.S.A.), Inc., 37 Brook Ave., Maywood, NJ 07607. The camera is available with Plumbicons. It has a sensitivity of 4 fc with an *f*/1.4 lens and SNR of better than 55 dB. The center horizontal resolution exceeds 600 lines, with corners optimized by dynamic focus.

TAPE SYNCHRONIZERS!

SYSTEM 2600
"Building Blocks"

from  to 

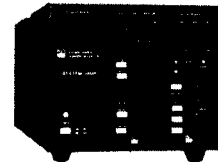
PLAY-SPEED SYNCHRONIZING

- lock ATRs together
- lock ATRs to video sync
- lock ATRs to projectors
- lay back audio to video



CHASE SYNCHRONIZING

- sweeten audio-for-video
- add ATRs to video editing systems
- synchronize to automated mixers
- slave VCRs for digital audio



REMOTE TRANSPORT CONTROL

- ours, yours or theirs*
 - our modular remote (to 500') control panels
 - your computer, terminal or keyboard
 - their* edit controllers or mixers
- * CMX, Solid State Logic, Calaway, others



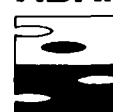
FULL-FUNCTION AUDIO- FOR-VIDEO EDITING CONTROL SYSTEMS

- cueing, trimming, looping, displaying, jogging, rehearsing, recording, audio event editing, and lots more



FOR DETAILS ABOUT
SYSTEM 2600 BUILDING BLOCKS,
CALL, WRITE OR WIRE:

ADAMS•SMITH



34 Tower Street
Hudson, MA 07149 USA
Tel.: 617-562-3801
NYC.: 516-352-2341
TWX: 710-347-0096



The electronic magic of the new CHYRON IV is at your fingertips: 512 color choices...animation...multi-color characters...independent background graphics...advanced camera font compose...digital drawing tablet...special effects...as well as the widest assortment of font styles and sizes available. And you don't have to be a magician to work the magic. CHYRON IV is still easy to use, totally versatile, and provides unsurpassed resolution. Perhaps best of all, earlier models of CHYRON IV

can be retrofitted to provide all of the features of the new CHYRON IV.

So, isn't it time to bring a little magic into your television production? Call or write for all the details on today's most sophisticated and versatile electronic graphics system. CHYRON IV. The magician's choice.

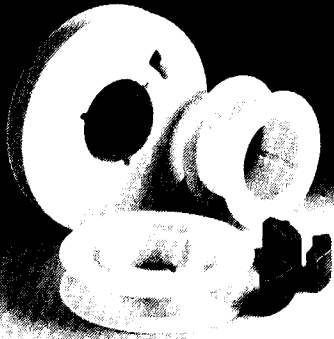
Follow the Leaders with

CHYRON
TELESYSTEMS

A DIVISION OF CHYRON CORPORATION
265 Spagnoli Road, Melville, New York 11747
• 516-249-3296 • Telex, 144522 Chyron Melv
Ampex International is exclusive distributor for
Chyron Graphics Systems outside the U.S.A.

Clean up your act!

Beat dust & static with PRC Videotape Anti-Static Reels



Pilo-Magic® PRC/Anti-Static Videotape Reels come to you at the same price you pay for ordinary videotape reels — a quantum leap forward in performance, but no increase in price.

Our 5" and 6½" anti-static reels are all 1-piece construction which eliminates seams and the potential for glue build-up, assuring that tape will lay flat with no edge damage or drop out. Our 8" anti-static reels are sonically sealed 2-piece construction which keeps any glue from touching our reel or your tape.

Entire line manufactured with the new and exclusive PRC anti-stat additive that was developed with your tape needs in mind — it helps keep all reels dust-free and does away with just about any chance of drop outs or tape damage. Order now. Satisfaction guaranteed or full refund.

Call 800-PRC-IS-4-U (201-933-5100 in NJ) to order or to receive more information. Or fill out coupon.

ORDER ANTI-STAT REELS TODAY!



SM 3 Plastic Reel Corporation of America
Brisbin Avenue, Lyndhurst, NJ 07071

Please rush me _____ cartons of Pilo-Magic Anti-Static Reels

- 60 pcs/carton 5" x 2" @ \$30/carton
- 48 pcs/carton 6½" x 1" @ \$60/carton
- 48 pcs/carton 6½" x 2" @ \$50/carton
- 48 pcs/carton 8" x 1" @ \$70/carton
- 24 pcs/carton 8" x 2" @ \$37/carton
- Set of 3 weights for 6½" x 1" reel @ \$21/set

Total order \$ _____

- Check or money order enclosed (PRC pays postage & handling)
- Charge credit card as indicated below (Add \$3/carton for postage and handling.)
- Please ship COD (Add \$3/carton for postage and handling.)

N.J. customers please add 6% sales tax or furnish resale certificate.

Name _____

Firm _____

Street _____

City _____ State _____ Zip _____

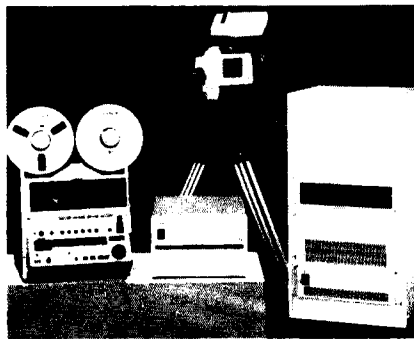
Phone _____

MST CRD VISA Amount \$ _____

Exp. Date _____ Card No. _____

Signature _____

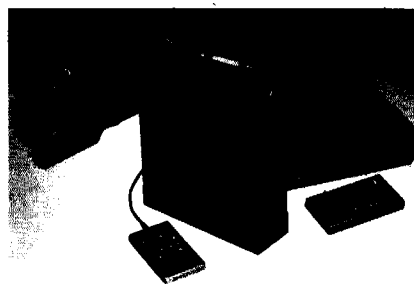
- Please send catalog
- Please send credit application to open an account



Sony Super Motion system

The Super Motion system, developed by Sony Broadcast Products Co., Sony Dr., Park Ridge, NJ 07656, captures slow-motion detail through high-definition imaging techniques. It eliminates erratic motion and reduces image blur by tripling conventional scanning rates for high-resolution slow-motion playback. By scanning 90 frames/sec, the super motion BVP-3000 camera captures three times the number of TV images. The bandwidths of the RGB signals are three times those of normal cameras because of the system's accelerated scanning rate.

After scanning 525 television lines at the 90-Hz frame rate, the signals are converted to the standard 30-Hz rate utilizing a digital CCU. In the standards conversion process, each high-speed image is expanded to produce three separate pictures at the normal 60-Hz field rate. In addition to the BVP-3000 camera, the system has a specially modified BVH-2700 VTR, with a BVT-1700 time-base corrector. Tapes may be played back on conventional 1-in. Type-C VTRs.



Elmo Astron video system

The Astron professional video system, consisting of the EC-10 color video camera, the ER-10 VCR, and the ET-10 tuner/timer, has been announced by Elmo Mfg. Corp., 70 New Hyde Park Rd., New Hyde Park, NY 11040. The VCR weighs less than 5 lb. The video tuner/timer can be used independently or in synchronous harmony with the VCR. Weighing less than 2 lb, the video camera delivers sharp images using an f/1.4 13.5 to 54mm zoom lens. The camera uses a ½-in. Saticon.

A combination balance and tiltplate system has been announced by Cinema Products Corp., 2037 Granville Ave., Los Angeles, CA 90025. The system is

TAMING WILD LIGHT

Our unique devices create subtle or deep shadows; intensify or reflect light; modulate subject or background. Tame light on location? Not such a wild idea.

Send for catalog and newsletter. Lowel 475 Tenth Ave. N.Y., N.Y. 10018. 212-947-0950. Lowel West—3407 W. Olive Ave. Burbank, Ca. 91505. 818-846-7740



Video Recorder Maintenance



Tentelometer® tape tension gauges and video cassette spindle height trouble shooting gauges. Solve tape eating, skew problems, and more.

NEW
NEW
NEW



NEWEST! Head (tip) protrusion and eccentricity gauge. Diagnose head wear life. Are your drop outs due to bad tape or worn heads?

If you repair or maintain video recording equipment but aren't familiar with all the Tentel trouble-shooting, time saving products—call or write for details. We want to help!

TENTEL (408) 379-1881
1506 Dell Avenue 800 538 6894 (ex. CA)
Campbell CA 95008 TWX 910 590 8001



BE AN SMPTE SOMEBODY

Become A Member Of The Select International Engineering Organization...


The Society of Motion Picture and Television Engineers is *the* organization for professionals in the motion picture and television industries. The reasons, simply, are in the benefits.

For example,

- Monthly SMPTE Journal with up-dates and industry developments
- Local section meetings
- Discounts on conferences and publications
- Standards/Recommended Practices/Test Materials
- Employment service
- Membership directory
- And more

Join today. Tell a colleague.
Call (914) 472-6606 or write for an application.

SMPTE 862 Scarsdale Avenue
Scarsdale, N.Y. 10583



SMPTE

I wish to apply for SMPTE membership. The grade I desire is:

Active* Associate
 Transfer in grade Dues: \$50.00
 MasterCard Check (Payable in U.S. Funds at a U.S. Bank) Student
 Visa Transfer in grade Dues: \$15.00 Annual (Oct. 1-Sept. 30)
 American Express Exp. Date Mo. Yr.

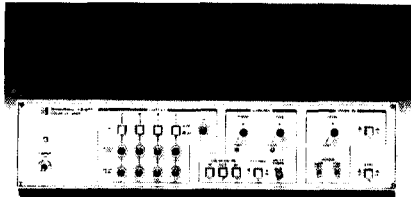
PLEASE PRINT:
 Name (last, first) _____
 Mailing address _____
 City _____ State _____
 Zip _____
 Telephone _____
 City _____ State _____
 Zip _____
 Telephone _____
 City _____ State _____
 Zip _____
 Telephone _____

Employer _____
 Employment Address _____
 Previous employers and your position with each _____
 Primary field of occupation (check one only) Motion Pictures Television Television Film
 Date of birth _____ Student—date of graduation _____
 Education _____ Years in which courses taken _____
 Schools Attended _____ Degrees _____

*Qualifications (Active only) Refer to Active membership requirements on the back of this page and describe your qualifications below, giving dates. Please circle if you are applying under requirement 1, 2, 3 or 4. If more space is needed, attach an additional sheet.

RECOMMENDATIONS
 Provide either one of the following:
 A. A Member's recommendation. Ask a member to complete the following statement: I am pleased to recommend this applicant for Membership in the SMPTE.
 Signature _____ Membership Grade _____
 Title _____
 Country who may be contacted _____

THE TRUE MEASURE OF PERFORMANCE



ASACA/SHIBASOKU CD10A1 Color Decoder

The CD10A1 is the New World Standard Color Decoder for use with all systems to decode a composite signal to RGB.

- Switchable Comb Filter.
- Color is demodulated on the I & Q Axes.
- 2 signal inputs selectable from the front panel.
- Alarm indication when the signal is higher or lower than the rated value.
- Sync may be independently added to R,G,B, and Y output signals.
- 10 Output signals are available: RGB, Y, I,Q,R-Y,B-Y, Blanking, Burst Flag, Sync, Sub Carrier, and Y + Sync.
- Available in NTSC, PAL, SECAM.

Measure your performance with the best.

ASACA/SHIBASOKU CD10A1. The color decoder with character.

For complete specifications, write:

ASACA

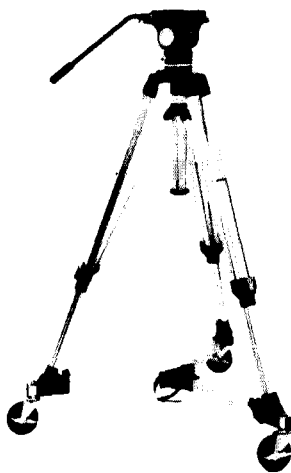
ASACA/SHIBASOKU CORP.
OF AMERICA
12509 Beatrice Street, Los Angeles,
California 90066
Sales, Service:
(800) 423-6347 • (213) 827-7144



Cinema Products CP/tiltplate

compatible with most standard geared and fluid head tripods, and portable 16mm, 35mm, and video cameras. Accepting camera systems weighing up to 75 lb, the tiltplate features a sliding camera balance plate that rides on dovetail rails for quick camera positioning. Spring-loaded pivot pins permit the adjustable tiltplate system to raise the camera and lock it securely at 12 different angles, providing up to 60° of tilt.

The **Camraprompter L**, a new camera prompting system, has been announced by Cinema Products Corp., 2037 Granville Ave., Los Angeles, CA 90025. The system, designed to accommodate the larger camera systems, has an 8½×11-in. text viewing area. A lens porthole on the back of the matte box is large enough to accommodate most 35mm and electronic cinematography lenses.



Innovative Television Equipment ITE-40 camera support system

The **ITE-40 camera support system**, announced by Innovative Television Equipment, P.O. Box 681, Woodland Hills, CA 91365, is designed for both studio and remote applications. It can hold cameras weighing up to 30 lb, which are equipped with studio viewfinders, larger lenses, and rear controls creating high centers of gravity. The ITE-H40 fluid head has separate controls for pan-and-tilt lock and weighs only 7 lb. The ITE-T40 tripod has 2-section cam-locked legs, indexed for

easy length adjustment. It weighs 10 lb and is equipped with a spirit level and rubber-tipped legs.

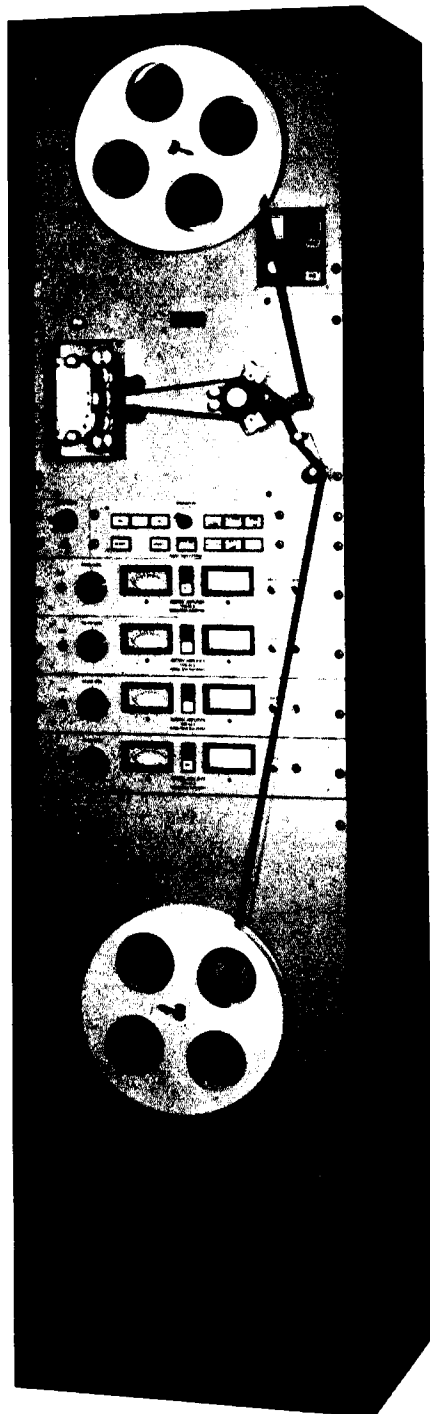
Genesis I, a digital effects system, has been introduced by Microtime, Inc., 1280 Blue Hills Ave., Bloomfield, CT 06002. Genesis I produces such effects as zoom, flip, tumble, crop, vertical or horizontal compression, border, posterize, mosaic, smooth, or freeze. Standard features include composite or component inputs, built-in preview keyer, user-oriented control panel, full 2-axis rotation, infinite variable position, continuous interpolation, and spatial anti-aliasing. The system is preset for the desired effect prior to being used on-air or in a post-production situation.



Cinema Products Steadicam support

The **Steadicam adjustable load support arm** has been announced by Cinema Products Corp., 2037 Granville Ave., Los Angeles, CA 90025. The new stabilizer support arm accepts film and/or video cameras weighing 35 to 50 lb. The support arm has an articulated elbow hinge, freeing the arm to move 360° from the elbow and allowing it to be turned behind to the operator if required. A new connecting system permits the arm to be switched from the right to the left side of the body and vice versa.

Softube™ is a new portable lighting unit introduced by The Softube Co., 344 W. 72nd St., New York, NY 10023. The unit uses ultra-high-output tubes to give the light output and quality of softlight with the added advantage of interchangeable tubes to match many lighting situations. Softube can be mixed with existing quartz-halogen lamps. Daylight-balanced



MAGNA-TECH

THE SOUND HEARD AROUND THE WORLD

**Magnetic Film
Recorders and Reproducers
for Television and Film
Sound Post-Production**

HIGH SPEED

Telecine Magnetic Followers
Video Tape-Film Interlock
Electronic Looping
Dubbing Systems
16 and 35mm Electronic Projectors
Total Facility Engineering

WORLDWIDE SALES OFFICES

Paris
Hi-Fidelity Services
4 Rue Semard
75009 Paris, France

Sydney
Magna-Techtronics (Aust.)
PO Box 150
Crows Nest NSW 2064
Australia — Telex 24655

Johannesburg
Magna Tech S.A. (Pty. Ltd.)
Private Dag 5
Melville 2109
South Africa

Brussels
A.R.C.
Rue de Boisde Linthout 45
1200 Brussels Belgium

Bombay
Capt. P.K. Vishwanath
234/4 Rama Baug,
Deodhar Road
Bombay 400 019, India

London
Branch & Appleby
Stonefield Way
Ruislip Middlesex
England

Kuala Lumpur
Kinematronika Sdn. Bhd.
2852, Jalan Selangor/
Persekutuan,
Federal Hill
Kuala Lumpur, Malaysia

Caracas
Cine Materiales srl
Apartado Postal 61.098
Caracas 106 Venezuela

MAGNA-TECH ELECTRONIC CO., INC.

630 Ninth Avenue, New York, N.Y. 10036

Telephone (212) 586-7240

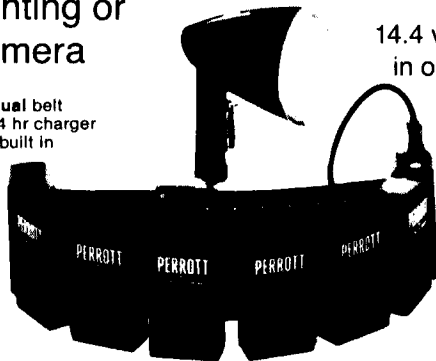
Telex 126191

Cables "Magtech"

When **YOU** want
NICKEL CADMIUM

PE 52
Lighting or
Camera

dual belt
with 4 hr charger
built in



28.8 volt 4 AH
or
14.4 volt 8 AH
in one unit

Versatile • Rugged • Economical

YOU want
PERROTT
a name you can depend on

7201 Lee Highway, Falls Church, Va. 22046 (703) 532-0700

When **YOU** want
NICKEL CADMIUM

RELIABLE AND INEXPENSIVE

PE 200

Kwik-Klip® Battery
also available
with Snap-On™
Mount



Rugged
Compact
Built-in
Charger

Available in 13.2V 4AH; 14.4V 4AH
and 12.0V 2.2 AH

YOU want
PERROTT
a name you can depend on

7201 Lee Highway, Falls Church, Va. 22046 (703) 532-0700

lamps can be used with window light, HMI, or other daylight sources. The 4-bulb unit with remoted ballast draws 4.6 A with an output of 125 to 150 fc at a distance of 6 ft and gives a spread of 9 ft.

The TG52A1 digital TV signal generator has been announced by Asaca/Shibasoku Corp. of America, 125 Beatrice St., Los Angeles, CA 90066. It uses a 10-bit analog/digital converter, RS 170A sync with genlock capability, and an internal sub-carrier frequency of ± 5 Hz. There are 12 built-in signals, and 8 additional signals can be custom designed and stored in separate programmable ROMs. VIT signals are generated and can be inserted into a total of 16 lines. With the built-in GP-IB interface, the TG52A1 can be completely automated.

A production switcher interface called the SWI-120 has been announced by Convergence Corp., 1641 McGaw, Irvine, CA 92714-5661. It is designed to enhance switcher control from the Convergence 203 and 204 video edit-controllers. The device incorporates a 32-bit microprocessor. It can receive and send commands quickly and, when necessary, can buffer data. Currently, it interfaces with the Grass Valley Group Model 100 production switcher.

Fujicolor high-speed negative film, AX 8514/8524, described as "the world's fastest motion-picture color negative film," has been announced by Fuji Photo Film U.S.A., Inc., 350 Fifth Ave., New York, NY 10118. The film has an EI rating of 500 in tungsten light and 320 in daylight with a compensating filter. The increased film speed is credited to Fuji Film's patented emulsion technologies. The AX 8514/8524 is processed under ECN-2 (either ferricyanide or persulfate bleach).

The endless loop platter system, Endless 6000, designed for endless projection of 35mm feature films, has been announced by C.E.T. Ltd., One Dunraven St., London W1Y 3FG, England. Frictional resistance between film and turntable has been almost completely eliminated. The film is fed at projection speed from the middle of the platter to the projector. The platter rotates, driven by a dc motor at a variable speed, so as to facilitate a friction-free feed-in of the film.

Two on-board nicad camera batteries, the KS11 and KS12, have been announced by Christie Electric Corp., 20665 Manhattan Pl., Torrance, CA 90501. The battery mounts are the universal snap-on type, compatible with all ENG and EFP cameras. The batteries can be fast-charged using the Christie "burp" charging method or slow-charged with a portable slow-charger.

*Interactive Systems Company (ISC)
of Boulder, Colorado
is happy to announce
their merger with
The Grass Valley Group, Inc. on
1 February 1985.*

See  editing systems in booths 1167 and 1171 at NAB '85.