

News

19th Photokina 1986 — World's Fair of Imaging to be Held September 3-9 in Cologne

The "World's Fair of Imaging," the 19th Photokina exhibit, will be held September 3-9, 1986, in Cologne, West Germany. Some 1300 exhibitors from 37 countries (60% from outside Germany) will provide a complete international survey of all sectors of the photo, film, video, audio/video, and professional visual communications, film, and broadcast industries. Over 120,000 trade visitors from 117 nations are expected to attend, including 160 companies from the U.S.

The Professional Media segment of this World's Fair of Imaging will bring together for the first time, in Halls 13 and 14, approximately 500 exhibitors of professional film and video technology, sound engineering, transmission engineering, computer-video-graphics, broadcast systems, audiovisual systems, and equipment. This section alone will cover over 460,000 ft² of the total Photokina exhibition space of 1.6 million ft².

The SMPTE, together with other American associations such as ITVA and ICIA/NAVA, as well as the BKSTS (British Kinematograph, Sound and Television Society), and several German TV and broadcast societies, will be at Photokina 1986.

For American manufacturers in the industry who wish to participate as exhibitors at Photokina, an attractive all-costs-included group exhibit is available through the U.S. office of Photokina: Cologne International Trade Fairs, Inc., 666 Fifth Ave., New York, NY 10103. A minimum 110-ft² booth completely furnished, is available at a cost of \$2760.00.

For our members who wish to attend Photokina, several travel programs including hotel accommodations are available through major travel agencies in New York, Chicago, and Los Angeles.



A view of Fair Hall 14.

For further information, contact: Hans J. Teetz, Cologne International Trade Fairs, Inc., 666 Fifth Ave., New York, NY 10103, Tel: (212) 974-8836.

Photokina 1986 has received official certification by the U.S. Dept of Commerce, Washington. This certification recommends Photokina 1986 as the most suitable international show in 1986 for overseas sales in the motion-picture and television industries.

The 15th International Television Symposium and Technical Exhibition Montreux will be held June 11-17, 1987. The Symposium technical program will cover topics in television broadcasting and cable distribution, and promises to promote dialogue between the broadcasting discipline and CATV. According to the Symposium Committee, planning for the sessions is well under way, and a tentative list of topics has been compiled. The exhibit area will be increased by 30%, thus making it possible for new companies to display their equipment. For additional information, contact the Symposium Management, P.O. Box 97, CH-1820 Montreux, Switzerland.

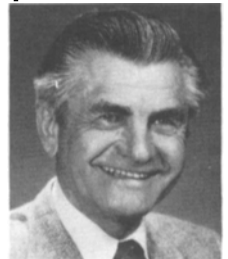
The University of Michigan's College of Engineering has announced a summer writing course for engineers. The course, "Writing for Engineering Managers and Engineers," will be offered July 14-18, 1986, as part of the college's 1986 Engineering Summer Conferences. It will teach techniques of technical document design and emphasize the ways in which computer technology can be utilized to enhance writing skills. Further information on the course can be obtained from D. W. Stevenson, Engineering Summer Conferences, University of Michigan, 200 Chrysler Center/North Campus, Ann Arbor, MI 48109.

Ampex Corp. and Cubicomp Corp., have reached agreement in principle for Ampex to acquire 20% ownership of Cubicomp and granting Ampex rights to market and manufacture Cubicomp's PictureMaker™ 3-D graphics animation products. Under the terms of the agreement, Ampex, which has a vested interest in developing 3-D graphics technology, will immediately integrate the product into its line. PictureMaker is a sophisticated graphics system for television animation and graphic arts applications such as advertisements, network lead-ins for special programs, sports, and news graphics. Cubicomp is based in Berkeley, Calif., while Ampex is headquartered in Redwood City, Calif.

Eastman Kodak Co. and Dolby Laboratories Inc. will sponsor the Cinematography Award and the Sound Achievement Award, respectively, of the Tenth Annual Nissan FOCUS Awards Competition. Each award carries a \$1000 grant. FOCUS, the acronym for Films of College and University Students, is the largest national student filmmaking and screenwriting competition in the U.S. The awards will be presented August 27, 1986, at the Directors Guild Theatre in New York City.

Philip A. Hunt Chemical Corp., West Paterson, N.J., has changed its corporate name to Olin Hunt Specialty Products Inc. The manufacturer of image-forming chemicals for the micro-electronics industry will continue to operate as a subsidiary of Olin Corp., Stamford, Conn. According to Alfred T. Blomquist, president and chief executive officer of the firm, and vice-president of the parent company, the new name will more closely identify the company with parent Olin Corp.

Dr. N. V. Rao has been honored by Amperex Electronic Corp., Slatersville, R.I., for three electro-optical device inventions, two of which have significant application to television technology. In presenting the award at a February 18 luncheon, Edward J. Feinberg, vice-president and general manager of the Slatersville Div., indicated that Rao's low-noise electron gun is used in many large studio cameras and small portable news cameras. Rao is senior technical manager of Amperex's Electro-Optical Devices Business Unit.



S. M. (Marty) Shelton has been elected a Fellow of the Society for Technical Communication (STC). Shelton, a lecturer, writer, and recipient of more than 40 awards in national and international audiovisual competitions, received the honor in recognition of his superior original work in the field of technical communication. He is a senior consultant for audiovisual research at the Naval Weapons Center, China Lake, Calif. STC, based in Washington, D.C., is an international professional organization of some 10,000 members dedicated to advancing the art and science of technical communication.



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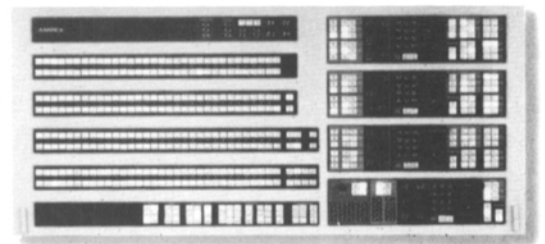
ACE computerized editing system



VPR-6 Type C VTR



ADO digital video effects system



AVC-33 switcher

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Craig C. Darian has been appointed president of Glen Glenn Sound, Hollywood, Calif. In this position, Darian will have overall responsibility for the operating, sales, and business affairs of the company. Additionally, he will oversee the execution of the first commercial all-digital-sound theatrical motion picture for MGM, and will continue the expansion of Glen Glenn's editorial and studio facilities. Darian had been Glen Glenn's executive vice-president since May 1985. Prior to that, he served as vice-president, sales, Ryder Sound Services.

Doug Johnson, chairman of the Board of Directors of The Droid Works, has announced that he will assume responsibility as acting president of the company, following the departure of Robert J. Doris. Johnson also announced the appointment of Donald Stults as vice-president of sales. Stults joined The Droid Works from Pioneer Technology Corp., a motion-picture equipment company he founded 11 years ago. The Droid Works, manufacturer of EditDroid™ and SoundDroid™, is an affiliate of Lucasfilm Ltd. and Convergence Corp.

Albert W. Malang has been appointed director, research and development, Porta-Pattern Inc. Prior to joining Porta-Pattern, he served as a director with RCA

VideoDiscs. Malang, the recipient of two Emmys for his technical achievements in the industry, also held management positions at CMX Systems, Abto Inc., and Riker Video Inc. Porta-Pattern Inc. is headquartered in Los Angeles.

Nick Hudak has been appointed vice-president, Professional Tape Div., Sony Magnetic Products Co. In this position, he will be responsible for all marketing and sales functions of the division and will oversee the field sales force for broadcast facilities, production houses, and professional video dealers. Hudak joins Sony from RCA Broadcast Systems Div., where he most recently served as director of domestic sales.



Convergence Corp., Irvine, Calif., has announced four appointments. Michael Pettus has been named vice-president of engineering; Bruce Catlett, vice-president of finance; Doug Dodson, regional sales manager; and Fred Olimski, field service technician. Pettus joins the company from the parent company, Acquis Corp., where he worked for five years in software development. Catlett was formerly affiliated

with Portland Cement, Dodson was in video sales with Viitek, and Olimski joins the company from Sony Broadcast Products. Convergence is a manufacturer of video edit control systems.

Ross L. Trimby has been named vice-president, sales, Shintron Co. Inc., Cambridge, Mass. Trimby joins the company from Lifeline Systems Inc., where he was vice-president of sales. Prior to that, he was a divisional sales manager at Hewlett-Packard. Trimby will be in charge of worldwide sales and all sales personnel at Shintron, which manufactures broadcast electronics and computer imaging equipment.

Bill Park has been appointed vice-president, marketing, Quanta Corp. Prior to assuming this position, Park worked at Thompson-CSF, as vice-president of sales and marketing. He also served in key management positions at Sony Broadcast Products and Ampex Corp. In his new position, Park assumes complete responsibility for all of Quanta's sales and marketing functions, including product development and customer service. Quanta Corp., based in Salt Lake City, Utah, is a manufacturer of video character generators, video paint/graphics systems, and related products.

Book Reviews

Broadcasting and Telecommunication: An Introduction

By John R. Bittner, Prentice-Hall, Inc., Englewood Cliffs, N.J., 1985. Hard cover, 526 pp + xiv, glossary and index, illustrations, 7×9½ in., \$26.95.

This is a non-technical overview book intended for general university courses on electronic media. It provides a good "snapshot" of current American practices in the fields of radio, television, cable, and satellite services, with some comparisons from non-U.S. sources and extensions into areas such as teletext and personal computers. The 23 chapters cover everything from the history of wireless to a study of advertising and ratings.

The author has made a most commendable effort. As he says in the Preface, "broadcasting is changing as fast as books and journals can record the transition." Surprisingly, the author compounds the problem by identifying industry names and even television programs as if they are known to every reader as a commonplace.

Listing popular home computers as the TRS80 Model III and the Lisa will not encourage the computerists, for instance.

In the historical section, the author is generous in his coverage of Marconi and the Marconi companies, leading to the formation of RCA and NBC. Other European developments are given scant coverage, however, and the start of Canadian radio broadcasting in 1922 with its impact on neighboring U.S. areas is ignored. Similarly, the start of BBC television in 1936 does not appear in the inside cover chronological survey.

Four chapters are devoted to technology, but the coverage is very nontechnical. No discussion of technical standards in use around the world is included, and in general this section will be of small value to would-be engineers and technicians. There is some detail on Videotex and Quadraphonic FM, but again this will become rapidly out of date.

A large section is devoted to the development of the American network system, both private and public. This leads into a discussion on regulatory control, with comparisons of how other countries do it.

The last chapters deal with ratings and audience research.

There is a 10-page glossary of terms, useful perhaps to remind us that engineering acronyms and jargon are not universally used in the industry. Of much more value are the 25 pages of Notes which expand on the footnotes and give further references. The index appears to be quite comprehensive.

This reviewer noted only one major technical error: "silicone" is not a crystalline substance, and was not used in crystal detectors. Even silicon was not used much, galena and other materials containing "impurities" being far more popular and effective.

The book contains a fair number of photos, indifferently printed. Apart from some historical data, many seem to have been included simply to fill out the page.

It is difficult to say what the reader will gain from this book. It covers everything on the assumption (surely dubious) that anyone reading it is totally ignorant of the subject. This is perhaps inevitable in a book that is an extended set of course notes. The coverage of individual areas of interest is necessarily very superficial, even though a limited bibliography is included. It does have the advantage of giving the whole picture of American broadcasting in 1984 within one book.

—M. Barlow