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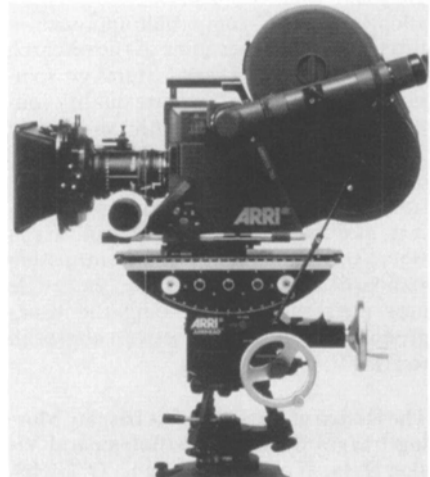
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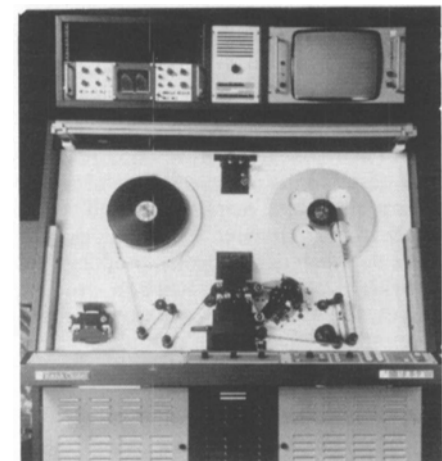
New Products

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.



Arriflex 65mm camera

A motion-picture camera and lens system has been introduced by Arriflex Corp., 500 Rte. 303, Blauvelt, NY 10913. The Arri 765 65mm movie camera and lens system is intended to provide the low costs and sophisticated features of the 35mm format in a large format. This camera is both a quiet sync-sound camera rated at under 25 dB and a high-speed camera with an operating range of 2 to 100 frames/sec. A series of Zeiss lenses ranging from 30 mm to 350 mm has been designed specifically for this camera.



Rank Cintel telecine scanner

A film-to-tape transfer unit has been introduced by Rank Cintel, Inc., 704 Executive Blvd., Valley Cottage, NY 10989.



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Anywhere you find MTE sound equipment — that's practically everywhere in the world — you'll find Magna-Tech service readily available. Not only when you buy your equipment, but for as long as you own it. Our service engineers are on the road virtually every day of the year, calling on customers, checking on equipment, working with local service people.

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telecine magnetic followers, video tape-film interlocks, electronic looping systems, dubbing systems, 16-and-35mm electronic projectors. Or, we can provide total facility engineering and consultation.

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The Sound Heard Round the World®

The URSA replaces the company's MkIII flying spot scanner and includes features that were previously available only after transfer. With it, the colorist can simultaneously rotate images, create X-Y perspective, and curve or tilt images in X, Y, and Z planes, all in real time. The film image is rescanned at each pixel to create nonaliased, full resolution effects before the video reaches its first generation. The URSA has a universal film transport and plug-in optical gates, making it usable with 35mm and 16mm film. It accommodates 35mm slides with an optional two-position push-pull gate.

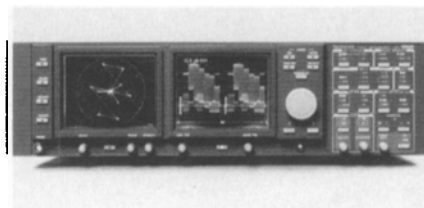


Magna-Tech electronic looping system

An electronic looping system for film or video automatic dialog or post-production sound recording has been introduced by Magna-Tech Electronic Co., Inc., 630

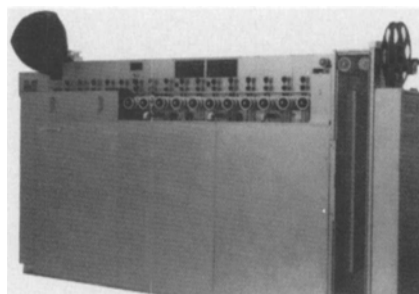
Ninth Ave., New York, NY 10036. The EL II system has a built-in battery backup and stores up to 200 loops on-line for playback and recording; off-line storage is unlimited. Cue sheet information can be stored in memory before looping sessions start. Other features include keyboard controlled storage of print-takes, playback of exact sequences of takes — eliminating the need to switch from track to track — and simultaneous transfer to a stripe film recorder. There are four soft keys that can be programmed for routine, repeat functions. The EL II system accommodates from one to six recording tracks.

An analog measurement system, the 1780R, has been introduced by Tektronix, Television Div., P.O. Box 500, 58-699, Beaverton, OR 97077. It can be used with component and composite formats and performs separate, interactive waveform and vector monitoring. Programmed measurement modes allow accurate measurement of differential gain and phase, even



Tektronix 1780R video measurement system

in the presence of noise in the digital recursive filter. Voltage and timing cursors ensure precise amplitude and timing measurement even when the signal is magnified. Measurement results can be displayed numerically to 0.1%, 0.1°, 1 IRE, or 1 mV. Other features include full-line select, polar subcarrier to horizontal phase display, semiautomatic setups, and tangential noise measurement.

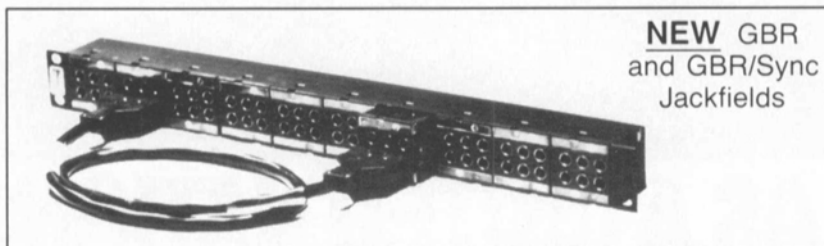


Houston Fearless film processor

An updated film processor is available from Houston Fearless, Inc., 203 W. Artesia Blvd., Compton, CA 90220. The Advanced ColorMaster II processor runs at 15 frames/min and can be used for film sizes from 35mm to 70mm. The processor can be operated in daylight and has state-of-the-art temperature monitoring and control. The SuperColormaster processor, which runs up to 120 frames/min, and the MiniColormaster, with speeds as low as 1 frame/min, are also available.

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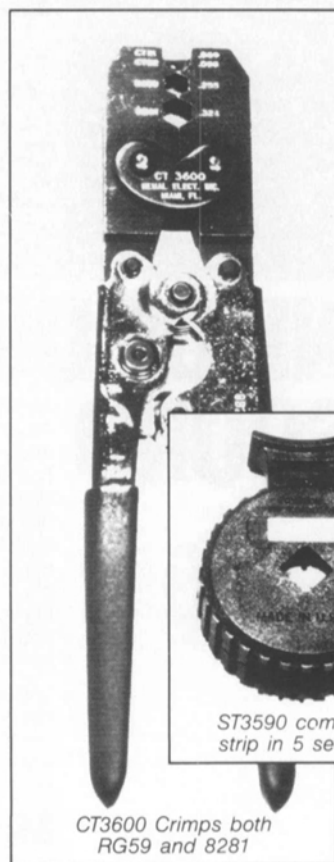
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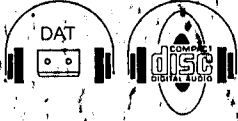
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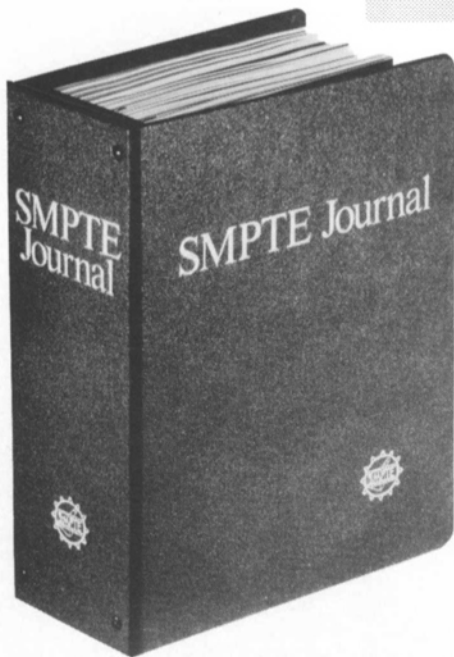
AKG's K280. Listen to Reality.

Analog tape isn't the only thing made obsolete by digital recording. Headphones that used to seem fine just aren't up to reproducing the remarkable clarity and full dynamic range of live or digital sound. In the tradition of the widely-used K240 series, AKG has risen to this technical challenge with its new K280 *Parabolic* headphones. Each earcup of the K280 *Parabolic* features two perfectly matched transducers computer-positioned to focus interference-free sound at the center of the user's ear. This "acoustic lens" accurately captures the exceptionally transparent sound of a digital master tape, while the use of doubled transducers improves channel balance, increases dynamic range, and provides gain levels high enough for any kind of live or studio work. Also available is the K270, a sealed version of the K280.

AKG's K280 *Parabolic*. When you're working in the digital era, you need to listen to reality.



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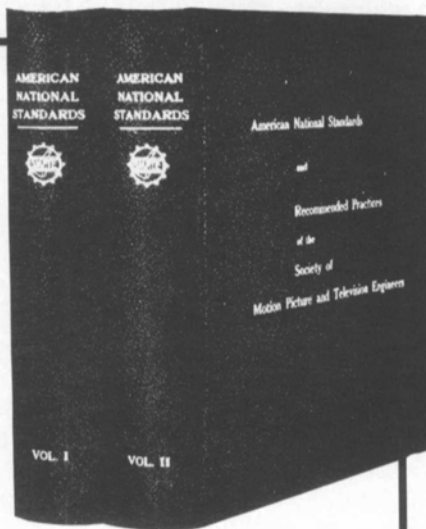
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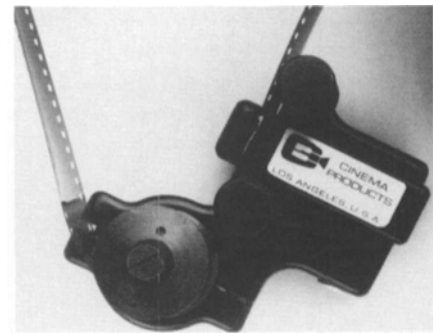
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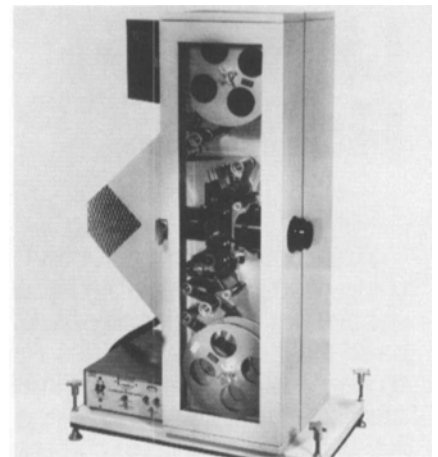
Society of Motion Picture and Television Engineers

595 West Hartsdale Ave., White Plains, N.Y. 10607



Cinema Products keycode reader

The CP Keycode Reader, from Cinema Products Corp., 3211 South La Cienega Blvd., Los Angeles, CA 90016-3112, has been designed for Kodak's Keycode®, now on EXR color negative films. This sensing device translates machine-readable bar code and attaches to Rank Cintel telecine flying spot scanners. The keycode reader consists of a reader assembly, display module, and a rack unit. The display module can be positioned anywhere on the front of the scanner to permit the operator to verify the code being read.



Pioneer Technology projector

An electronic projection system has been introduced by Pioneer Technology Corp., 1021 N. Lake St., Burbank, CA 91502. The 70ES features an electronic drive with no pull-down claw, flicker-free projection at speeds from 0 to 30 frames/sec, forward and reverse, through-the-gate rewind, SMPTE time code compatibility, extended print life, Xenon and incandescent lamp houses, and an aperture and film pull-down of 5 perfs. The projector can be used as a telecine unit for film-to-video transfers.

A digital sound editing workstation has been designed specifically for dialog applications by Cinedco, 1225 Grand Central Ave., Glendale, CA 91201-2425. The Audiflex delivers compact-disc quality in a 16-bit, 40-kHz sampling at a fraction of the size and cost of other systems. It allows the editor to input any compatible CMX, ISC, or EDL list for manual or automatic assembly. Sound is displayed in windows

LABORATORY and POST-PRODUCTION PROFESSIONALS

**Plan Now To Attend The Annual ACVL Technical Conference In Los Angeles
October 20, 1989**

The Association of Cinema and Video Laboratories Inc.

invites all who work in the motion picture and video post-production fields to join us for the 1989 all-day technical program. The date is just the day before the start of the 131st SMPTE Technical Conference at the nearby Los Angeles Convention Center.

If you are planning to be at SMPTE, also include the day ahead in your plans.

It will be time well spent and you do not have to be an ACVL member...

all working in the industry are invited to participate.

Among the Planned Topics for the Conference This Year:

- Latest techniques by motion picture laboratories and video post-production houses preparing production elements for theatrical release when original editing was done in video.
- Exploring the new types of equipment / supply technologies needed from vendors.
- How to properly identify and handle film and video elements for future use.
- Proper long range film and video storage needs and strategies.

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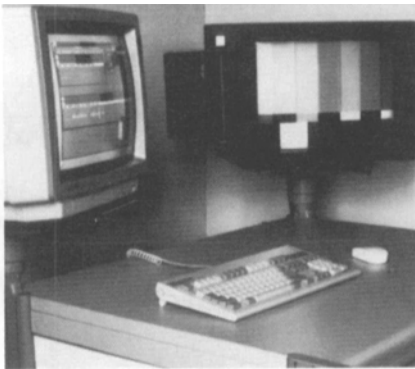
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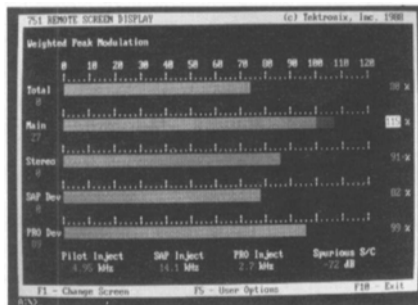
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Cinedco editing system

for editing, shaving, or scraping; the wave displays can be enlarged so that even low-level sounds are easily visible. The Audiflex has a built-in sampler and a fill bin to allow editors to create and store sound effects and fills from existing takes.



Tektronix software program

A software program for remote audio monitoring is available from Tektronix, TV Div., P.O. Box 500, 58-699 Beaverton, OR 97077. The PC 751 program runs on an IBM or compatible personal computer and decodes its digital data output for viewing on a PC display. The software provides a real-time display of either the modulation or the audio screen, or a logging display of the held peak values on both screens. Since the data output of the 751 is independent of its display, off-air modulation can be monitored on a PC while audio levels are checked. It is also possible to make selections from the calibration signal menu on the 751 and view the actual results on a personal computer.

A handheld digital photo meter has been introduced by Spectra Cine, Inc., 820 N. Hollywood Way, Burbank, CA 91505. The Cinemate™ has a high-sensitivity silicon cell, photopic filter, and an autoranging 5.5-digit LCD display with floating decimal point. It reads out from 0.01 to 20,000 fc or from 0.1 to 200,000 lx, a range that encompasses dim indoor lighting to bright sunlight.

A studio/location video light has been introduced by Osram Corp., P.O. Box 8116, Trenton, NJ 08650. The model HMI 123 lamp has an output of 8500 lm. It combines 5600-K color temperature with 70

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We set out to design a Matte Box that would fit any camera/lens combination without the need for expensive adapters. We gave each 4x4 stage independent rotation and slide. And we made the stages modular so you could use any number of filters. We provided a flexible light-trap ring that also holds and rotates 4½" round filters.

The Geocam™ was designed to be the ultimate 4x4 Production Matte Box. And now you can also use it hand-held. The new ENG Bracket will fit any video camera, clamping securely to the existing handle. A levelling feature compensates for curved handles, and an adjustable-balance handle on the ENG Bracket makes the whole rig easy to carry. You can also attach a sungun—up front and away from the camera to better illuminate your subject and protect your electronics from damaging heat. So go ahead, have your cake—

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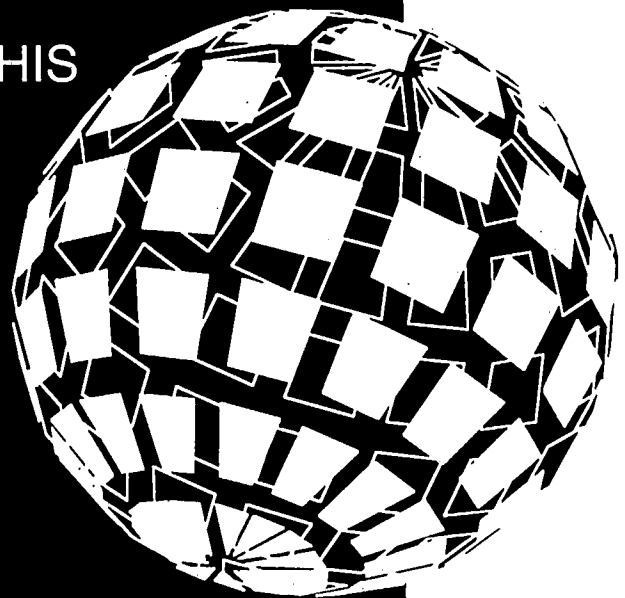
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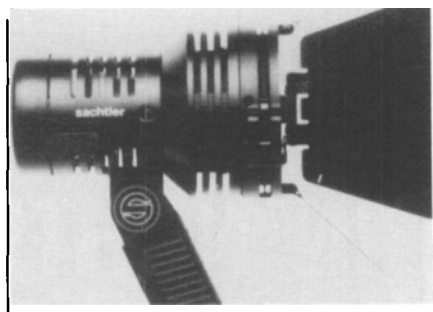
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Osram Reporter 125D light

lm/W. The lamp has a single-ended, socket-mounted base for easy lamp replacement.

Also from Osram is a portable light fixture. The Reporter 125D is the product of a joint effort between Osram and Sachtler Corp., a camera support manufacturer. The portable fixture is designed specifically for the HMI 123. It can be powered by AC or batteries and has a focusing ratio of 1:6. It is equipped with a four-leaf barn door, swing-out filter, a handle with integrated camera mount, and quick lock for the lamp casing. The lamps can be exchanged without tools.

A line of lamps has been introduced by Philips Lighting Co., 200 Franklin Square Dr., Somerset, NJ 08875. The Medium Source Rare Earth lamps (MSRs) have a color temperature of 5600 K and produce a continuous spectrum for consistent color quality throughout the life of the lamp. Even when dimmed to 40% of their power, they retain constant color temperature. They are available in three ratings — 400, 700, and 1200 W. Other features include low striking voltage, a restrike time of between 5 and 10 min, and luminous efficiencies of between 75 and 96 lm/W.

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 Gretag/Eidophor 703
 Ikegami 690, 691, 698, 699
 Key Systems 716
 Lowel-Light 712
 Magna-Tech 707
 McCurdy Radio 697
 Natl. Film Board of Canada 713
 Nema Electronics 708
 Nikon 701
 Oki Electric/Saeco Intl. 704
 Philips Laboratories 706
 Professional Services 715
 RTS Systems 693