

## Radiography TSRs Acquire Data for Medical Field, Industry

Radiography's use in industrial testing is expanding rapidly throughout Latin America, and five radiography technical sales representatives recently returned to their countries with latest Kodak data on both industrial and medical radiography. As the photographer viewed the participants in a training seminar through one pipe in the radiography laboratory of EK's Marketing Education Center near Rochester, they were setting up to radiograph the entire circumference of a pipe with a single exposure on Kodak Industrex A film. From left are Guillermo Conde of Kodak Argentina; Pete Steinhausen, marketing education specialist who instructed; Aldenor Salgado of Kodak Brasileira; Pedro Hernandez, kneeling at center, of Kodak Mexicana; Carlos Penalver of IPD Language Services who assisted as Spanish-English translator; Oscar Valdes of Kodak Brasileira, and Jose Pinzon of Kodak Colombiana. Conde checks with a geiger counter that no radioactivity is present near the group.



## Five Super 8 XL Movie Cameras Announced

The most automatic movie camera ever produced by the company—the Kodak XL320 movie camera—is one of five new XL movie cameras.

The Kodak XL320 movie camera operates without settings or filter adjustments of any kind. To film color movies without movie lights, the user need only drop in a cartridge of ASA 160 movie film such as Kodak type G Ektachrome 160 movie film and push the shutter release button. This camera's simplicity of operation brings to mind the company's "You Push the Button, . . ." slogan.

To prevent consumer error, a device in the film compartment prevents loading cartridges notched for film speeds lower than ASA 160. The factory-focused Kodak Ektar lens has a depth of field from two feet to infinity in bright sunlight and from eight feet to infinity at maximum opening. The 9 mm lens has a CdS exposure-controlled aperture range from f/1.2 to an effective f/45 for automatic filming under conditions from bright sunlight to candlelight.

All five new Kodak XL movie cameras have binocular-format styling with handsome leather-grain vinyl trim and aluminum colored cases. They share such features as fast f/1.2 Ektar lens;

230-degree shutter; double-vane CdS exposure control; high-brightness viewfinder; film-supply and end-of-film indicator, and continuous run/lock shutter release.

Models 330, 340, 350 and 360 are designed for use with all silent super 8 films, such as medium-speed Kodachrome II (type A) and high-speed Ektachrome 160 films. The insertion of a cartridge of type G 160 speed movie film in any of these models automatically removes the type A filter from the light path. These models are also equipped with a type A filter control and a low-light signal in the viewfinder.

The Kodak XL330 movie camera has a factory-focused 9 mm f/1.2 Kodak Ektar lens.

An added feature of the Kodak XL340 movie camera is a manually operated 9-21 mm f/1.2 Kodak Ektar zoom lens calibrated in both feet and meters. Zone-focusing symbols are included for quick focus settings.

The Kodak XL350 movie camera has all of the previously mentioned features plus a 9-21 mm power zoom lens.

A built-in coupled rangefinder for accurate focusing is added to the top-of-the-line model, the Kodak XL360 movie camera.

## Royal Photographic Society of England Honors 2 Kodak Research Scientists

The Royal Photographic Society of England has awarded its 1973 Progress Medal to Dr. T. H. James and its 1973 Rodman Medal to Dr. Guy W. W. Stevens.

Dr. James, who has headed the Phototheory Laboratory in the Emulsion Research Div., Kodak Research Laboratories, since 1969, was chosen for "his distinguished contribution on the subject of photographic development and associated topics."

The Progress Medal is the highest award of the society. In past years, several Kodak men have been similarly honored.

Dr. Stevens, who heads the Photographic Mechanisms Group of the Emulsion Research Dept. in Kodak Ltd.'s Research Laboratory at Harrow, England, was selected to receive the Rodman Medal because of "his distinguished contributions to the arts of



Dr. James



Dr. Stevens

autoradiography and microphotography."

Dr. James joined the Research Laboratories in 1936, transferred to the newly formed Phototheory Laboratory in 1947 and was named a senior research associate in 1958.

With many collaborators, he has published 127 scientific papers. Currently, he is working on the fourth edition of "The Theory of the Photographic Process." He and Dr. C. E. K. Mees, founder and first director of the Kodak Research Laboratories, edited earlier editions.

A Rochesterian, Dr. James is an honorary fellow of the Royal Photographic Society.

Dr. Stevens, who joined Kodak Ltd. in 1938, is a fellow of the Royal Photographic Society and previously received the Henderson and Williamson Research Awards. For many years, he has been chairman of the Associate and Fellowship Awards Committee for scientific subjects.

A fellow of the National Microfilm Association of America since 1970, he served as president of the Microfilm Association of Great Britain for 1972-73. He received the Societe Francaise de Photographie Medaille Janssen in 1969.



**Happiness Is . . .**—John McGowan, administrative manager of Kodak Thailand, recently assumed a rather unfamiliar role. Somewhat to his surprise, he found himself in the Marketing Education Center, surrounded by eager young students all anxious to learn how to develop black-and-white films. A basic photography dem-

onstration was arranged for the sixth grade camera club of Bangkok's Ruam Rudee International School after John received a request from the youngsters' instructor, Mrs. Merial. The company has a continuing program to develop photographic interests in schools and to encourage camera clubs.

## Kodakers Speak at IMC-74

Kodak specialists from the U.S. and Latin America presented papers and products at IMC-74, the 1974 International Micrographics Congress and Exhibition, Oct. 7-10, at Congress Center Park Anhembi, Sao Paulo, Brazil.

In "Worldwide Product Planning," George D. Hoffman called for "ongoing dialogue" between product users and manufacturers under IMC auspices.

Hoffman, manager of product planning for EK's Business Systems Markets Div. and a member of the IMC President's Advisory Committee, reminded his audience that "We are the interface between just about everything the world does and the information it needs to do it."

The proposed informational exchange, he said, must be "no purely cosmetic" addition to present operations, but rather, "an active, permanent force for the betterment of micrographics in every possible aspect of the industry."

Other Kodakers presented seminar papers and chaired seminars which included group discussions.

Charles Martin, director of marketing planning, Business Systems Markets, IPD, chaired a seminar on uses of microfilm in the navies of the world.

Jorge Quintana, sales supervisor, Business Systems Markets, Kodak Mexicana, chaired a microfilm applications seminar and gave a paper on an application of microfilm for telephone company billing.

Richard Bourbeau, Business Systems manager, Kodak Brasileira, presented a paper on micropublishing approaches, and Thomas Cooper, coordinator, regional sales development, Business Systems Markets, for IPD's Asian, African and Middle Eastern Region, spoke on microfilm indexing techniques.

A seminar on microfilm legislation included participation by Dr. Jose Magri representing Kodak Brasileira. And the company was further represented by Jose Eduardo Pereira, Information Technology sales supervisor, who spoke on applications of computer output microfilm (COM) in banking.

Jorge Shaw, Business Systems manager of the Panama Kodak companies, gave a paper on unutilized records for vital statistics in combination with data processing equipment.

Two papers by Kodakers unable to attend the conference also were read. How to develop a national microfilm association was the topic of a paper by Eric Maeder of Kodak Switzerland. He is president of Bufo Mikrofilm Fachausschuss, the Swiss microfilm association.

"An Appraisal of Microfilm and Patent Documentation" authored by Raymond Meyer was read by Martin. Meyer, director, Information Technology Sales Development, IPD, will be presenting the paper at the Moscow Symposium concerned with the role of patent information in research and development.

## Exhibit Presents 'The Time Machines'

"Kodak Presents the Time Machines" was the product theme of the Kodak exhibit at IMC-74, underscoring the point that Kodak microfilm products are designed to save time—and money—in recording, storing and retrieving information.

The Recordak Reliant 450 microfilmer, a low-cost, high-speed model for recording checks in small banks and branch operations, and Kodak Ektalite 200 readers, low-cost portable units which allow for full-text viewing of computer pages, were displayed for the first time outside the U.S.

The Kodak KOM-80 microfilmer was featured in the high-speed information technology area of the exhibit along with Kodak Miracode II and Recordak information retrieval equipment.

The Kodak magnetic tape unit, available next year, which can be used with Kodak KOM microfilm, also was displayed. In other areas, the cartridge-loading Recordak Reliant 700 microfilmer and Recordak Instamatic processor attracted many viewers.

Visitors to the Kodak exhibit received product literature in a folder reflecting the "time" theme, and, to mark their visit, a small lapel applique in the shape of an hour glass.

## Printer Cited as 'Significant Product'

Kodak's computer-controlled color printer that automatically prints up to 6,000 color photographs an hour has been designated one of the 100 "most significant new technical products" of the year by Industrial Research magazine.

The IR 100 award, presented at a banquet at the Chicago Museum of Science and Industry, was accepted for the company by Henry Betz, product group manager, Professional & Finishing Products, Kodak Apparatus Div.

Twenty leading scientists, engineers and research administrators selected the top 100 new products for recognition on the basis of technical importance, uniqueness and usefulness.

The Kodak 2610 color printer was introduced within the past year to help photographic processing laboratories serve the growing color snapshot market with greater printing capacity and more dependable production, all at a lower cost.

The high-speed printer produces prints of excellent quality from 126- and 110-size film without need for full-time monitoring of the operation by an attendant.

Various Kodak products have been cited for their technical significance and received IR 100 awards in past years. The company's most recent awards were in 1973 for Kodak Retnar radiographic minification equipment and in 1972 for the Kodak XL movie camera.

**What's That Again?**—Danish customs officers quickly consulted Kodak Denmark's Sales Dept. when clearance documents for an incoming shipment listed "50 skeletons for Kodak."

The authorities took a brighter view of the situation and cleared the shipment when Kodak Denmark's Radiography Sales staff explained these skeletons were only medical charts for use by x-ray customers.

**Name Change**—Kodak (Malaya) Pte. Limited officially became known as Kodak (Singapore) Pte. Limited on Sept. 1.

The company serves as a regional center for Kodak customers in Indonesia, South Vietnam, Burma, Laos, Cambodia, Sabah, Brunei and Sarawak as well as in Singapore.

Customers in Malaysia receive their products through Komal Sdn. Bhd., a wholly owned subsidiary of Kodak, which has been operating since Feb. 1.



**Third Generation Calls**—Tomohiko Nagase's grandfather and father have visited Kodak in Rochester several times to discuss business. Their firm, Nagase and Co., is distributor for most Kodak products in Japan. But Tomohiko, left, came as a sightseer, shooting pictures on Kodacolor film with his Kodak pocket Instamatic camera. His two-month, see-the-U.S.-by-bus tour included visits with family friends, among them retired EKers Bob Corbin and Bill Lane in California. A pen pal, with whom he has been corresponding for eight years, greeted him in Minneapolis. Ken Raynor, right, who recently returned to IPD headquarters from Kodak in Japan, was among those welcoming him in Rochester. Tomohiko will graduate as a mechanical engineer from Seikei University next spring.

## They Anticipate Customer Needs

The right product at the right place at the right time, properly accounted for—methods of reaching this goal were the subject of a comprehensive training program for Juan Andrade and Luis Espinar.

Juan, who joined Kodak Colombiana as planning manager in January, and Luis, who came to Kodak Peruana as distribution supervisor in May, spent four weeks at EK in Rochester and one at Kodak Industrial, Guadalajara, Mexico.

Distribution and IPD personnel advised them on sales estimating, inventory control, distribution systems, warehousing and physical distribution, transportation, order control and documentation, and customer relations.

In the photo, Dudley Ince, right, World Estimating, Rochester Distribution Center, goes over considerations in estimating with Luis, left, and Juan.



### 40 Years

**Frank W. Butt**, manager, Customer Services, Sydney Branch, Kodak Australasia, Oct. 5

**Kaye E. Weedon**, technical advisor, Marketing, Kodak Norge, Oct. 17

### 25 Years

**Percival R. Nichols**, head serviceman, Building Services, Kodak Rhodesia, Oct. 3 (not pictured)

**Jose A. Sollano**, sales assistant, Escolta Branch, Kodak Philippines, Oct. 6

**Rune V. Nilsson**, district sales representative, Molndal, Kodak Sweden, Oct. 17

**Edmundo Lopez B.**, supervisor, Professional Photography Markets, Kodak Mexicana, Oct. 21

**W. Ronald Thompson**, manager, Victorian Distribution Center, Melbourne Branch, Kodak Australasia, Oct. 26

**W. Patrick Hickey**, equipment service representative, Adelaide Branch, Kodak Australasia, Oct. 29

**Antonio Santana**, processing assistant, Technical Operations, Kodak Portuguesa, Oct. 31



## Managers Named In Appointments



**John E. Tholstrup**, formerly general manager of Kodak Finland, has been appointed regional operations manager, Northern Italy, at Kodak Italy.

**Trond Svennevig**, who was marketing manager of Kodak Finland, now is general manager.

**Juan F. Brundi**, formerly general manager, Kodak Chilena, has been appointed administrative manager of Kodak Argentina.

**Gerald H. Greene**, who was assistant general manager of Kodak Panama, Ltd., Kodak Export Ltd. and Laboratorios Kodak Ltda., succeeds Brundi as general manager of Kodak Chilena.

**Edward P. Hoppe**, who has been administrative manager of Kodak Peruana, has become assistant general manager of the Kodak Companies in Panama.

In Corporate Systems Development and Services, Finance and Administration, **N. Joseph Houghton**, formerly manager, IPD Systems Needs Analysis, has been appointed manager, Special Studies.

**James A. Twohig**, moves up from assistant manager to manager of IPD Systems Needs Analysis.

**Lester G. Miller**, who was manager, Needs Coordination, now is specialist, Special Studies.

**Ian Johnson**, manager, Export Services Dept., Distribution Div., Kodak Ltd., England, is in Rochester participating in IPD's Internship Program. He is assigned to the Distribution Div., U.S. and Canadian Photographic Div., until September 1975.

**John Laigroz** has ended a year's management development assignment as director, Central Distribution Systems, Distribution Systems Development, and returned from Rochester to Kodak-Pathe. A member of the French company's Distribution Organization, he is beginning another development assignment there.

Several appointments have been announced at Kodak Ltd., England.

**Russell J. Rathbone**, formerly manager, Chemical Manufacture, Kirkby, now is technical assistant to the managing director of Kodak Ltd.

**Peter A. Block**, who was coordinator, Product Development, succeeds Rathbone as manager at Kirkby.

From the Color Processing Div. and Box and Printing Dept. have come the following announcements, resulting from **Sydney J. Tomblin's** retiring. **Michael A. Kirkby**, formerly manager, Kodacolor, takes over from Tomblin as manager, Kodachrome. **Paul J. Murgatroyd**, who was manager, Engineering, now is manager, Kodacolor. **C. Corder** has moved from the post of staff assistant to the manager, Box and Printing Dept. to become acting manager, Engineering.

**Those Computers**—The fact, Mr. Jones, that you met your wife with the aid of a computer shall not prevent our company from buying one.



## Studio Props Attract Newlyweds

While honeymooning in California, Jim Gurski and his bride, the former Christine Engel, chanced upon a professional portrait studio in Los Angeles. Using studio props, they had the old-fashioned type wedding picture taken. Jim is coordinator for regional sales development, Photofinishing and Professional Markets, in the Asian, African and Middle Eastern Region.



## 'Twas Time To Relax After Meeting

A buffet supper at the apartment of Taren Ghose, general manager of Kodak India, ended a two-day meeting of management and technical sales representatives with Juan Rademacher, coordinator, regional sales development, Business Systems Markets, Asian, African and Middle Eastern Region, and Duane Amundson, regional Customer Equipment Services development coordinator, AA&ME. From left are Jamshed Modi, administrative manager; S. Balakrishna, business systems technical sales representative; Rademacher, and Janak Bhardwaj, sales manager.



## Retirements Begin in October



**Manjeri R. Subramanian**, assistant manager, Madras Branch, Kodak India, 41 years

**John F. Geddes**, supervisor, Industrial and Professional Services, Brisbane Branch, Kodak Australasia; 38 years

**Wilfrido Gomez Gonzalez**, field representative, Customer Equipment Services, Kodak Mexicana, 37 years

**Juan E. Aquino**, preparation and finishing operator, Technical Operations, Kodak Philippines, 21 years

**Hildegard Schante**, clerk typist, Administration, Kodak Austria, 19 years

**Andrew J. Hawkes**, dispatch driver, Adelaide Branch, Kodak Australasia, 18 years

**Giuseppe Bianchi Colatini**, building equipment serviceman, Maintenance, Kodak Italy, 11 years



**Paddle Pros**—Table tennis has become a very popular sport at Kodak Denmark, and the Kodakers have carried away many prizes in competition with employees from other companies. Two of the best, **Jens Kofeod**, at left, and **John Larsen**, both of the Customer Equipment Service Div., team up.

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## Zambian Mining Firm Engineers Cost Savings with Microfilm



Zambia is best known to most people for Victoria Falls, over which the Zambesi River plunges 355 feet. But the country is also the source of a large share of the world's copper, another of the many materials in short supply these days.

The country's economy is dependent on this resource, and that explains why Kodak Zambia's headquarters are in Ndola, a commercial city on the edge of copper country. A headquarters building, warehouse and processing laboratory serve customers such as Roan Consolidated Mines Ltd.'s Mufulira Div., located in the town of Mufulira.

Over the years, the company's files of engineering drawings had become so bulky that something had to be done about the problem. In 1970 the company bought a Kodak microfilmer and a processor made by Kodak Ltd., England.

The drawings in the files now number over 100,000, but the some 20,000 drawings made since 1970 all have been recorded on microfilm. About 300 feet of Recordak microfilm is used every week, as two or three negatives are made for each drawing. Some of the drawings date back 40 years and are deteriorating. Recorded on microfilm, they can be preserved.

The company has an office in London, and to cut down on the cost of mailing bulky drawings between there and its Zambia offices, they are sent in microfilm form and enlarged on the other end.

Kodak processing chemicals are used for all their work.

**Mining Microfilm**—Eloi Fernandes, a Kodak Zambia CES representative, right, shows Richard Nyirenda, an employee of Roan Consolidated Mines Ltd., how to operate a Recordak Micro-File machine, Model HMRG-1.



## Commercial Wins Twice in Mexico

The National Advertising Association of Mexico recently voted two of its coveted Teponaztli de Malinalco awards to Kodak Mexicana for having the best commercial of 1973 in the fields of television and motion pictures. The Grandparents, one in the series of All the Beautiful Things commercials, won the top award in both classes. Lilia Guajardo, center, account executive of Walter Thompson de Mexico which produced the commercial, presented the trophies to Kodak Mexicana's Jose Antonio Morera, left, Consumer Markets sales manager who until May was advertising director, and Bruce DeSchryver, assistant general manager.

## Challenge 'Keep the Lab Operational' Puts TSRs in Photofinishers' Shoes



Dick Bedford, left, an instructor at Kodak Rochester's Marketing Education Center, holds a 110 film gate for a Kodak color printer, while Martin Robbshaw, Kodak South Africa, makes an adjustment on the printer. The other seminar participants are, from left, Vinicio Leonel of Kodak Brasileira; Rigoberto Navarro, Kodak Mexicana; Rogerio Bastos, Kodak Brasileira; Angel del Valle, Kodak Caribbean, and H. B. Leung, Kodak Hong Kong.

Six Kodak technical sales representatives from five countries faced a special challenge before they recently completed a six-week photofinishing seminar at MEC, Riverwood.

They spent a full week in laboratory operation. In that week, they had to keep the laboratory operational in the face of an array of problems and challenges introduced by their instructors.

The seminar was designed to help the TSRs better serve photofinisher needs. It strengthened their capabilities as consultants on facilities planning and operational problems. This, in turn, will enable the photofinishers to enhance service to both amateur and professional photographers.

The participants came from Brazil, Mexico, Hong Kong, Puerto Rico and South Africa.



## Visitor's Pupils Include TV Viewers

Professor Fumio Matsuda, left, well-known Japanese photographer, recently led 17 students of Tokyo's Chiyoda College of Photography on a tour to Kodak in Rochester. While visiting with William Fujimura of Optical Engineering, Consumer Products Engineering, Kodak Apparatus Div., KAD, he showed him an off-the-screen print of the Japanese television show "Hi, Okusama." The summertime variety show, directed at housewives, was sponsored in part by Nagase and Co., principal distributor of Kodak products in Japan. Professor Matsuda served as a regular program guest, leading discussions on photography in a five-minute spot called "My Shutter." The program was carried by eight network stations throughout Japan.

## Advanced Education and Training Methods Are Focus in Three-Week Seminar

Ten marketing education center people from nine International Photographic Div. companies and one major distributor of Kodak products recently attended a three-week seminar in Rochester.

The program in advanced education and training methods was conducted at EK's Marketing Education Center.

Emphasis was placed on the preparation of courses for the advanced training of the companies' employees as well as for programs that will enable customers to better serve the needs of the people of their countries.

The program participants also met with IPD headquarters staff members, who pointed to the availability of specialists from Rochester for local and regional training programs.



Taking note of another point brought up are, from left, Tito Arellano, Kodak Philippines; Gayle Smith, Education & Training Services specialist; John Hook, Kodak Australasia; George Schuller, Education & Training Services specialist, and Jim Santilhano, Kodak South Africa.



During a class discussion, Richard Ng of Kodak Singapore, left, makes a point. Standing at center is Allan Terho, manager, Education & Training Services, IPD. Others seated around the table are, from left, Kasem Tantibanchachai, Kodak Thailand; John O'Brien, Education & Training Services specialist, IPD; Ilham Moussa, Kodak Near East, Lebanon; Ian Polglase, Kodak New Zealand; Santiago Gardois, Kodak Peruana; Takuzo Yoshimura, Nagase & Co., Ltd., Japan, and K. H. Chan of Kodak Hong Kong.



At the pottery, an assistant demonstrates how she uses a brush to dust ceramic pigment onto tacky surface of a tile on which the image has already been fixed. Surplus pigment must be carefully washed off before the tiles are fired. As she unpacks the kiln, she examines each fired tile. The one she holds pictures Ernest Amor, retired Kodak Ltd. chairman who once was manager of its Harrow factory. He now serves as a freeman of the Borough of Harrow.



## Photomural Becomes Symbol of Kodak Friendship in Harrow

The new Civic Center of the Borough of Harrow, England, has a unique ceramic photomural as a permanent memento of the close and friendly association that has existed between Kodak Ltd. and the community for more than 80 years.

Measuring almost 22 x 9 feet, the mural consists of 731 six-inch-square tiles depicting different aspects, past and present, of the community and its people.

About 30 tiles relate to Kodak Ltd., including pictures of the Harrow factory buildings, George Eastman and present and past corporate signs and symbols.

The presentation ceremony was a case of one Kodaker addressing another. F. James Moorfoot, chairman and managing director of Kodak Ltd., spoke for the company and John Harkett, of the company's Box and Printing Dept., accepted the mural as mayor of Harrow.

Moorfoot explained that the images were transferred to the tiles by means of a photographic technique.

Kenneth Clark, the potter, applied diluted Kodak Cermifax solution, manufactured by Kodak-Pathe, France, to the tiles. The tiles,

which were both white and colored, were left to dry in a dark place.

Black-and-white film positives of the picture subjects chosen for the mural then were placed on the tiles, set in a vacuum frame and exposed for a short period to ultraviolet light.

Next, the tiles were placed for two to five minutes in an oven, where the Cermifax solution became tacky in inverse ratio to the amount of ultraviolet exposure—the less exposure, the more tacky. As the tiles were dusted with ceramic pigment, the tackier areas attracted the heavier deposits of color.

When cool, the tiles were washed in water to remove excess color and dried. Then, they were fired in an electric pottery kiln. At 790 degrees Centigrade, the color fused into the glazed surface of the tile.

The result was an extremely accurate image from a photographic positive, with excellent color tones.

The mural has been described as creating "an eye-catching wall of glowing colors which is not only aesthetically pleasing but is endlessly fascinating in its detailed life of a town."



Jim Moorfoot, second from left, presents Kodak Ltd.'s photomural of Harrow to Mayor John Harkett. With them in front of the mural in Harrow's Civic Center are Mrs. Harkett, left, and Mrs. Moorfoot.

## Australian Scientists Get Film and Plates 'On the Rocks'

At Mt. Stromlo Observatory in Canberra, Australia, astronomers like Dr. Heinz Gollnow are involved in mapping the southern skies. Mt. Stromlo is part of Australian National University.

Dr. Gollnow also acts as coordinator of orders placed by all Australian observatories and research institutions which use highly sensitive Kodak spectroscopic plates and films. The materials are supplied from Rochester and fast delivery is absolutely essential.

Normally, it might take one month for an order to be shipped to Australia by air. However, for the past eight years these plates

and films, packed in special containers of dry ice at the last minute, have left New York on Wednesdays aboard a Quantas plane. They are repacked in dry ice in a diplomatic locker aboard the plane in Honolulu.

Plates and films are rushed through customs in Sydney on Friday mornings by a waiting Kodak man, who repacks them in dry ice and sends them by air to Canberra. There, Bill Germon, manager of Kodak Australasia's branch in Canberra, makes sure they are sped to Dr. Gollnow's cold storage room at the observatory.

## Yugoslav Filmmaker Sharpens Skills with EK Visit

A young cinematographer, who is compiling a book on the psychological effects of color in motion pictures and television, recently came to Rochester to learn more about Kodak's professional motion picture films and their processing.

Sponsored by Yugoslav Television, Destan Seferaj has been studying in the United States on the recommendation of the Academy of Motion Pictures and Television in Prague, Czechoslovakia.

The combined knowledge, he believes, will enable him to better transmit feelings, emotions and ideals through his films to people.

Born near Pristina in southern Yugoslavia, he majored in art in high school there, then moved to Austria and worked in Vienna. Savings from his first paychecks were used to buy a

camera, and he began perfecting his technical photographic ability in order to better express the feelings of people in his still photographs.

He moved to Bratislava in Czechoslovakia and found a job in a television studio. His growing interest in motion picture photography soon led him to Prague because of the Academy of Motion Pictures and Television. His still photographs finally won him admittance, and he remains a student of the academy.

His immediate goal is to make a 30-minute movie on Ektachrome professional film starring Bekim Fehmiv, noted Yugoslavian actor. In looking ahead, he sees years of producing motion pictures, always striving to perfect the art. Eventually, he hopes to return to Pristina to establish a school of cinematography at the university there.



Destan Seferaj, center, who observed both at MEC, Riverwood, and KP toured KP Film Technical Services' Motion Picture Processing Lab with Fletcher Brothers, left, training supervisor, Film Technical Services, and Jeff Pollock, marketing education specialist for Motion Picture and Audiovisual Markets at MEC.

## Photos Promote Austrian Industry

The Austrian Institute for the Promotion of the Austrian Economy has turned to a multivision show to emphasize the high standard of Austrian industry.

In many parts of the world Austria is known chiefly as a scenic tourist attraction, according to the Institute, and it wants to expand upon this image.

With this aim in mind, the Institute hired the well-known Austrian photographer Kurt Polke to produce a multivision program of 2,000 slides. It had its premiere in Peking, China, during "Austrian Week," using 26 Kodak Carousel S-AV2000 slide projectors and two 1200-watt projectors.

During the 12-day exhibition, 120,000 Chinese gathered information on Austria as an industrial country. From there, the show moved to Sao Paulo, Brazil, where it was extremely successful.

In September, it was projected in Zagreb, Yugoslavia, and during October it's drawing crowds in Gothenburg, Sweden. Here, a second slide show on Austria's tourist attractions and conference facilities is added to the industrial show.

The entire industrial show, which can be projected on screens measuring 2 x 6 or 3 x 9 meters (7 x 20 or 10 x 30 feet), runs for 15 minutes. The musical background is provided by 14 jazz-style excerpts from works by Austrian classical composers. Intentionally, the slides were not provided with a spoken description so that they can be shown in any country without modification.

Polke, who used both Kodak Ektachrome professional film and Kodachrome II film for the slides, took 12,000 pictures in six months. Whenever possible, he used only available light for exposures. In all, he photographed 130 selected Austrian industries to obtain an overall picture of the capabilities of the Austrian economy.

## 'Put Info on Microfilm,' Class Requests

Participants were so submerged with catalogs, manuals and technical brochures on the first day of a micrographics professional sales course that a suggestion was made to put all the information on microfilm and mail it to participants for future reference.

They didn't know it then, but IPD already had the material on microfiche and planned to provide them with it.

Sixteen micrographics sales representatives of Kodak companies and distributors in the Asian, African and Middle Eastern Region spent three weeks at Kodak Near East's Marketing Education Center in Beirut, Lebanon.

Through lectures, demonstrations and workshops, they acquired in-depth information on Kodak Business Systems products.

Each participant also worked on hypothetical customer information management problems and submitted solutions. The problem-solving included making recommendations on equipment to help the customer efficiently manage his flow of information as well as to establish storage and retrieval methods to meet the customer's specific requirements.

Thomas Leinfelder, marketing education specialist, and Robert Klatt, technical program assistant, both at EK's Marketing Education Center, Riverwood, flew out from Rochester to Beirut to conduct the course.



Behind training literature in the front row are, from left, Jawaid Hoda of Ashraf Bros. in Dubai, United Arab Emirates; Peter Waweru of Kodak East Africa, Nairobi, Kenya; Attila Tanyu of Burla Biraderler, distributor of Kodak products in Turkey, and Ghasoub Shibli of Salam Studio and Stores in Abu Dhabi, United Arab Emirates.

## Bank Uses 1½ Million Film Frames Weekly

More than 1½ million frames of Recordak Dacomatic film each week are going through National Westminster Bank's data processing center at Woolgate House, London.

The center handles customer accounts information from a large proportion—some 2,050—of the bank's branches throughout England, converting the computer tape data into readable language on microfilm.

Three Kodak Versamat processors, model 75, operate six days a week to process the Dacomatic film which is held by the center for archival reference. Two copies are forwarded to bureaus in North Acton and Bradford.

Branches no longer need to keep ledger copies of customers' accounts. Queries can be answered quickly from the micro-filmed information at the two bureaus.