

# TECHNICAL NEWS

## CINEVISION PRESENTS THE PANAFLEX

At a true Hollywood-style reception at the Four Seasons Sheraton Hotel on July 11, Robert Gottschalk, President of Panavision Inc., presented the Panaflex camera to invited guests. The long-awaited camera sat on a tripod under a golden cloth cover. A hush fell upon the audience as the machine was unveiled and carefully presented by its proud innovator.

There are only 68 Panavision R-200's in existence. Of these, 67 are in use, and one was stolen somewhere in New York. These machines have pretty well become the standard of the feature industry, with only their size acting as a drawback. The Panaflex has been in development for five years with various field testing applications making demands for modifications and improvements. The result is a machine which is more sophisticated and expensive than a Rolls Royce Corniche.

The prime advantage of the new camera is its multi-function design and brilliant engineering which allow it to fulfill all functions. It converts in minutes from a silent studio camera with a 1000-foot magazine down to a silent shoulder camera with a 250' magazine that does not protrude over the operator's head. The changeover must be seen to be believed.

- Silent. 26±1 db with film, without a blimp. Not even the lens is enclosed and it's as quiet as blimped cameras — even with zoom lenses.
- Behind the lens filter, in a slot just in front of the film plane.
- Pin Register Movement designed and built by Panavision with an easily removable aperture plate for quick inspection and cleaning. The entire pulldown movement removes with two screws to allow access.
- Lightweight. With a prime lens and the 250 foot magazine mounted on the back of the camera, the 25 pound machine balances easily on

the shoulder. A ball-joint in the shoulder pad allows the operator great freedom in finding a comfortable holding position.

- Versatile. The 1000, 500 and 250 foot magazines all mount either on the top or the back of the camera allowing complete freedom of choice to fit it into tight spots on location.
- Crystal controlled motor with regulated variability from 6 to 32 f.p.s.
- 200 Degree variable shutter gives added exposure with reduced strobing.
- Zoom eyepiece with 2 filters, de-anamorphosizer, and 360 degree rotation. The image remains erect all through rotation of the eyepiece. One of the lesser but very appreciable refinements is a bellows system on the eyecup which, when pressed with the head, pumps air through the eyepiece removing fog that forms during those tense shots.

Then, when you've digested all that, consider the two digital readouts positioned over the lens which give exposed footage readings and running speed in f.p.s. (to the tenth of a frame) instantly. The memory circuit in the footage readouts allows the footage to be checked by pushing a small button when the camera is not running.

Mr. Gottschalk also mentioned features like the camera always stopping with the viewfinder open, the switch on the camera door which prevents accidental starts while loading, the gears in the magazine which prevent the film from unwinding once it's on the take up spool, the out-of-sync warning light inside the viewfinder, and the automatic thermostat for the internal heater. Add to that the compatibility of all Panavision lenses and the Panaflex becomes a total system.

After the presentation the meeting opened for questions. The first one involved the light-emitting diode lapel pins that the Panavision representatives all wore. (They were specially made and

the red flashing lights were most effective at making Gottschalk, his two associates and Mel Hoppenheim stand out in the crowd.) Richard Leiterman asked why the camera was introduced in New York, London and Tokyo before they came to Canada. The answer was that those cities use Panavision equipment more and the company wanted to introduce them in places where they could get them into the field and work out the bugs. "And if it makes you feel any better," said Gottschalk, "Mexico hasn't seen it yet."

Q: Is there any provision for left-eyed operators?

A: A right-sided viewfinder is in the works and will be available shortly.

Q: What about follow focus in the shoulder mode?

A: There are flexible shaft attachments that will allow the assistant to operate focus from either three or nine feet from the camera.

Q: What are the rental rates?

(There was a definite attempt to change the subject at this point, but Ms. Samuels is most persistent.)

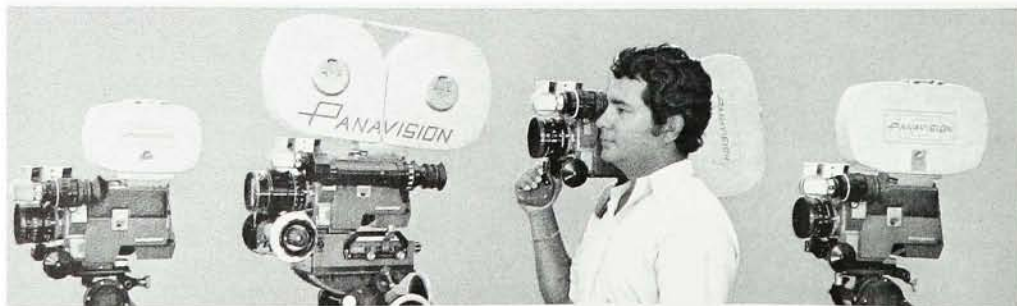
A: The PSR rents for \$600/week, and the Panaflex will rent for \$1200/week or \$400/day, including motor, 2 batteries, charger, accessories for both modes, and 2-500 foot magazines. But without lenses.

Q: Is technical backup and instruction available?

A: The staff at Cinevision is fully acquainted with the Panaflex and are prepared to teach operation, loading, use of accessories and troubleshooting. The electronics are all modular and mounted on plug in circuit boards. Spare boards are included.

Q: Cinema Canada magazine recently carried an article on a 3-perforation system. (Trilent 35) Is the Panaflex adaptable to that configuration?

A: It is completely possible to convert the Panaflex to any system presently available or any that may come up in the future.



To close the presentation, Mr. Gottschalk also announced that two new lenses were soon to be available, a 20 and a 14mm T/1.9, that heaters were being built into the magazines making the Panaflex completely workable in very cold weather; and that the heat from transistors in the electronic control section dumps into the camera body to supplement the internal heater.

As a final bit of information, the Panaflex is factory convertible to 16mm, easily making it the most expensive and the most sophisticated 16mm camera in captivity.

All that remains to be said of the Panaflex is that it must be seen. *Contact Cinevision Ltd., 2264 Lakeshore Blvd. West, Toronto. (416) 252-5457. And don't ask the purchase price!*

ica, Arriflex, Birns & Sawyer, The Camera Mart, Canon USA, Cinema Products, Eclair, Nagra, O'Connor, Tiffen, and Gordon Yoder Inc.

The committees which have been established are dealing with areas of technical standards, membership evaluation, standards for business practices, warranty evaluation, trade show policy and practice, international membership, and association publicity.

It is the hope of the association that by its activities it will maintain the integrity and enhance the prestige of the association and its members, and increase the usefulness of the professional motion picture equipment industry to the public at large.

## W. CARSEN ACQUIRES MOVIOLA DISTRIBUTION

The Magnasync/Moviola Corporation of North Hollywood has announced the appointment of W. Carsen Co. Ltd. as the Canadian distributors for their full range of products, as of May 1974. All enquiries regarding this equipment should be directed to the *Professional Division, at 31 Scarsdale Road, Don Mills, Ontario, M3B 2R2. Phone (416) 444-1155.*

Carsen has been a distributor of high quality photographic and optical products for over 28 years and includes in its representative lines: Eumig, Bolex, Olympus, Hoya, and others all on an exclusive Canadian basis. A complete inventory of Magnasync/Moviola stock and spares is now being established at Carsen's head office.

## NEW EDITION OF "CINEMA PERSPECTIVES" NOW AVAILABLE

The Spring 1974 edition of "Cinema Perspectives", published as a service to the motion picture and television industries by Cinema Products Corporation, is now available.

The four-colour, 16-page booklet contains articles on TV-news/documentary filmmaking, as well as stories about the new XR35 lightweight studio camera and its performance in the course of filming feature films and TV commercials.

To receive your free copy of "Cinema Perspectives" send a written request (on company letterhead) to *Cinema Products Corp., 2037 Granville Ave., Los Angeles, California 90025.*



**CP-16R Number 100  
Delivered to  
Alex L. Clark Ltd.**

The lightweight, crystal controlled, self contained CP-16R camera has been available only a short time, and already one hundred have been manufactured and delivered. The photo shows Abbott Sydney, National Sales Manager of Cinema Products handing the CP-16R to Roy Ramsdale, President of Alex L. Clark Ltd., the Canadian distributor of Cinema Products equipment, while P.C. Wu and Gerry Quinney look on.

## S.M.P.T.E. Conference to be held in Toronto

November 10-15 will see the Society of Motion Picture and Television Engineers Conference and Equipment Show being held at the Four Seasons Sheraton Hotel in Toronto. Alex MacGregor of O.E.C.A. has been appointed Local Arrangements Chairman with overall responsibility for Conference arrangements.

The conference will feature a week of sessions on the technical aspects of motion pictures and television. Session topics include Television Systems, Photo Instrumentation, Films for Television, Motion Picture Systems, Small Format, Theatre Design and Projection, Satellites in Broadcasting, Cable Television, Television and Film in Education, Laboratory Practices, and Sound Recording and Reproduction. A 78-booth exhibition of professional motion picture and television equipment will run concurrently with the technical sessions.

Harold Eady, of Bonded Services International, Toronto, is publicity chairman.

Photo: Frederik Manter



## P.M.P.E.A.

Recently in Los Angeles, the Professional Motion Picture Equipment Association was formed to improve technical standards and business practices in the professional motion picture equipment industry. Association members include the leading manufacturers and dealers, rental houses, importers and distributors of professional motion picture equipment. Association president Joe Tawil, President of Berkey Colortran states the prime purpose of the organization "is to improve industry standards by gathering and disseminating pertinent information to our members. We believe this will be of great benefit to the professional equipment industry and to the filmmakers who use our equipment."

Canadian companies which have already joined the PMPEA, which is an international operation that hopes to expand into Europe as well, are Cinequip Camera and Equipment Rentals, and R.D. Systems, both based in Toronto. Some of their American associates are the Angénieux Corp. of Amer-