

# EQUIPMENT NEWS

## Aaton 8-35

Following the successful introduction of his 16mm movie camera, the Aaton 7 LTR, Jean-Pierre Beauviala has now moved to the development of a compact 35mm camera. The Aaton 8-35 combines the ease of handling and unobtrusiveness of the LTR with the quantity of information contained in a 35mm image.

The 8-35 is handheld, with instant-change magazines in both 60 and 150m sizes. Small and light, it weighs in at about 5kg with the 60m mag., less than the LTR.

The image steadiness is excellent, utilizing the same patented claw movement that has made a name for the LTR. On double-exposure tests, no visible sign of any movement can be observed. Noise level is about 29dB with blimp and 33dB without. Standard features include a 24/25 fps crystal motor with variable 2 to 32, automatic upright image viewfinder, and clip-on 60m displacement or 150m co-axial mags. Also available will be video take-off, exposuremeter system, and Aaton clear numeral time-marking.

The prototype has been in use since April 1979, and Jean-Luc Goddard has recently finished his latest feature, "Sauve qui peut (La vie)," shot with an Arri 35BL and the Aaton 8-35.

Price is expected to be approximately \$35,000 complete with two 150m mags, two batteries, battery charger, less lens. Kingsway Film of Toronto, the Canadian distributor, expects delivery of the first 8-35 in mid 1981.

## "Scotch" Brand "VHS" T-30 Cassette

A "Scotch" Brand "VHS" T-30 videocassette has been added to the line of "VHS"-format products offered by 3M Canada Inc., Magnetic Audio/Video Products.

The T-30 offers an option to those who need 30-60 minutes of recording and/or playing time. It's especially useful for owners of home video tape cameras who tape such occasions as birthday parties, children's recitals and important family gatherings.

For more information, write Recording Materials Division, 3M Canada Inc., P.O. Box 5757, London, Ontario N6A 4T1.

## "Scotchlite" Retro-reflective Fabric



From across the universe through the portholes of time comes an alien — a gorgeous visitor at that — bearing an important message for the people of Earth from Rowntree Mackintosh Canada Ltd.

The television commercial "Odyssey," first aired in September 1979, uses a "Barbarella" space-like concept to introduce their new candy bar "Krunchwich." With this concept, the originators, T.D.F. Film Productions Ltd., and Ogilvie & Mather advertising agency, faced an interesting challenge: the alien costumes had to be unique.

To project the space-like, futuristic theme of the advertisement, T.D.F. decided they needed to have an eerie glow emanating from the costumes. Their special-effects expert, cinematographer Nick Allen-Wolfe, contacted 3M Canada Inc., to discuss how their "Scotchlite" retro-reflective materials might be used to create the special effect. The company's Advertising Services and Protective Products Division markets "Scotchlite" products for safety and graphic advertising purposes.

Following discussions with Frank Lyons, 3M Safety Systems administrator for Ontario, samples of "Scotchlite" fabric were tested by T.D.F. The costumes were then fabricated using a silver "Scotchlite" material.

To achieve the desired flashback effect during filming, Wolfe constructed a special parabolic reflector containing

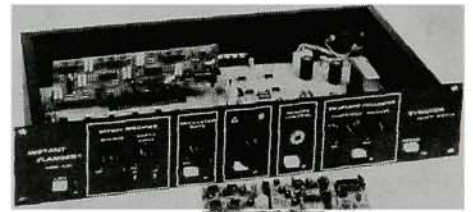
twenty, 25-watt bulbs, and set the camera lens inside the reflector.

Unlike other materials that ordinarily diffuse light or reflect light away from its source, the "Scotchlite" fabric bounces light almost directly back to its source. With both the camera lens and the lights inside the reflector, the garments appear to glow without distorting or otherwise affecting the other visual aspects of the commercial.

For more information about "Scotchlite" reflective fabrics, write Advertising Services and Protective Products Division, 3M Canada Inc., P.O. Box 5757, London, Ontario N6A 4T1.

## Plug-in Phaser Card For the FL201 Instant Flanger

Eventide has introduced a plug-in card for the Instant Flanger, which turns the unit into an Instant Phaser, with even higher quality than the classic Eventide PS101.



The BPC101 Phaser Card is interchangeable with the SDC-1 Flanger Card. It uses electronic phase-shift networks to generate frequency cancellations in the audio signal, rather than the bucket brigade devices used in the Instant Flanger.

The Phaser Card requires simple calibration to work with the individual flanger, and thereafter the phaser and flanger cards may be interchanged with no further adjustments.

The cost of the BPC101 Phaser Card is \$233. The FL201 Instant Flanger may be purchased with either the SDC-1 Flanger Card or the BPC101 Phaser Card for \$615, or with both for \$848. Other options for the Instant Flanger remain the same. The BPC Phaser Card is available from stock.