

SalesNews

MAY-JUNE, 1974

LOOK HEAR

Kodak presents
 'Talkies'...
 super 8 color movies
 with lip-sync. sound:
 Kodak Ektasound
 movie equipment.

Kodak introduces super 8 SOUND movie equipment for amateur photographers with Kodak Ektasound movie cameras and projectors, and Kodak sound movie films. The amateur movie-maker can now record SOUND plus PICTURE — just as easily as he used to take silent movies.

The sound movie films in super 8 size are packaged in a sound movie cartridge which loads instantly into the Ektasound cameras. Sound is recorded onto a magnetic stripe which runs down the edge of the film outside the picture area. The new cameras will also accept conventional silent super 8 cartridges.

The Kodak Ektasound 130 and 140 movie cameras include many of the features of the popular Kodak XL movie cameras — the same fast f/1.2 Kodak Ektar lenses, double-vane CdS exposure control, 230 degree shutter opening plus the external viewfinder and exposure system which does not rob light from the lens.

The Kodak Ektasound 140 movie camera adds a 9 to 21mm f/1.2 manual zoom lens with a high aperture coupled sportsfinder to the above basic features.

Both Ektasound cameras incorporate highly sophisticated sound recording equipment, including an amplifier with automatic gain control. This allows the cameras to adjust automatically for the sound level in much the same manner as they adjust for the light level.

In order to record sound movies in one of the new cameras, it is only necessary to drop in a sound movie cartridge, plug the microphone into the camera and press the camera trigger. The cameras are supplied complete with movie-making case, omni-directional microphone with 12ft cord, microphone stand, wrist strap, rubber eyecup, instruction manual and batteries.

The two new sound films, Kodak Ektachrome 160 sound movie film (type A) and Kodachrome II sound movie film (type A), only differ from their silent equivalents by the addition of a magnetic

stripe for sound recording. The film cartridges have a sound port which allows the film to interface with the camera recording head. There is an 18-frame separation between sound and picture. This separation is an international standard, so films exposed in an Ektasound camera can be projected in any super 8 sound movie projector.

Never before has the home-movie-maker had such scope available to him. With Kodak Ektasound cameras and Kodak sound movie films, existing light and existing sound movies are a practical reality!

NEW PROJECTORS

The new Kodak Ektasound 235 and 245 movie projectors share some very distinctive features — real wood cabinet, smoke-tinted dust cover (which doesn't have to be removed during projection), dual-position mirror so you can project from the front or rear, and a single control lever that handles everything.

The projectors are a departure from the traditional idea. Because the dual-position mirror can project from the front or back, it is possible to locate the projector against the back wall with the controls and image projection to the front. Alternatively, the projector can be mounted on a stand with projection from the rear of the unit thus allowing the operator full access to the front controls!

Both projectors can show either sound or silent movies with excellent edge-to-edge sharpness. They have 400ft reel capacity, 18 or 24 frames per second operating speeds and an accessory speaker jack.

The Kodak Ektasound 245 movie projector adds sound recording facilities to the above basic features. This capability includes sound-on-sound recording or erasing portions of pre-recorded material. The 245 model is also supplied with a zoom lens.

ACCESSORIES

Customers can choose from a good range of accessory items. For the camera they can select: ★ Battery Pack — Six AA-size batteries in special pack to boost motor batteries for extended cold weather operation.

★ Extension Cord — A 15ft-long microphone extension cord which plugs into the existing 12ft cord to give microphone recording distances of up to 27ft.

★ Directional Microphone — A special microphone which only records sounds to the front and hence is useful where a particular sound needs to be isolated from other sounds. This microphone can also be used with the model 245 projector.

For the projectors: ★ Projector Case — Sturdy polythene construction. Holds projector plus spare lamp, microphone plus two 400ft. movie reels.

★ Auxiliary Speaker — An 8-ohm speaker with

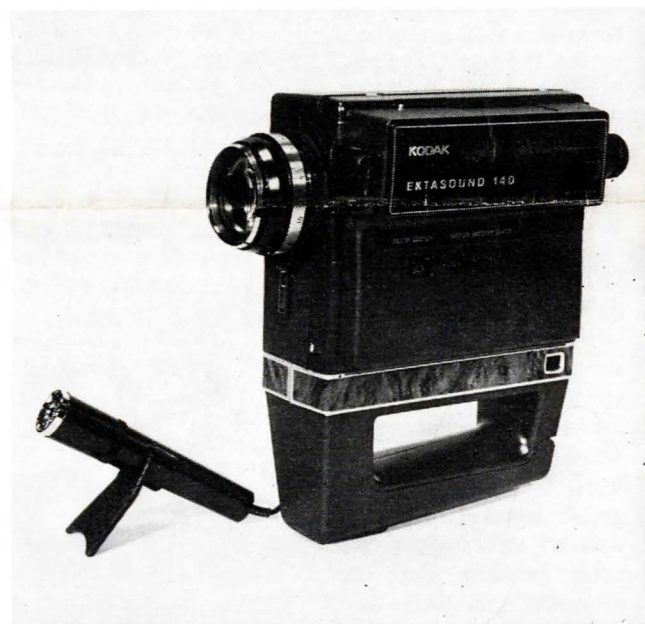
wood cabinet. Supplied with 20ft cord.

★ Sound Movie Leader — Available in 50ft rolls. Magnetic stripe so customer can record lead-in narration or mood music.

AVAILABILITY

Kodak Ektasound cameras and accessories became available in May; however, the Ektasound projectors will be available in limited quantities in early June. Prices are shown on page 4.

Supplies are limited, so interested photo dealers are invited to contact their local Kodak branch for further details.

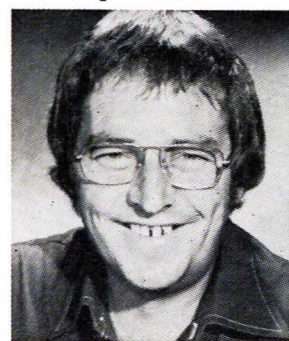


AD CAMPAIGN WILL COMMENCE IN JUNE

"LOOK HEAR". . . . That's the promotional theme Kodak will use to introduce sound movies to the public. They will get the full story on Kodak Ektasound movie cameras in a nationwide press campaign scheduled to break in the second week of June (Queensland one week later).

Here's a quick rundown:

★ **Daily Press.** This informative advertisement depicted here as an artist's impression (in full size it's a big 27 x 36cm) will give the basic facts and figures behind the new equipment. A smaller ad will be used as a follow-up in later weeks.



★ **Television.** Two 60-second "live" commercials on the "Ernie Sigley Show" will further inform potential customers in the Brisbane, Sydney, Melbourne and Adelaide areas.

LOOK HEAR

Kodak presents "Talkies" . . . super 8 color movies with lip-sync sound

Automatic light control

An important thing about text type faces, without leading, look very have a light color. Boldfaces, gen on the page as lightfaces without Old-style type faces differ in textur faces. Good design requires that weight or texture. A block of type be a dark gray or a light gray and

Automatic sound control

of distinctive texture are determined leading. Type prints heavier on soft thing about text type is its weight on leading, look very dark on the page. or, Boldfaces, generously leaded, lightfaces without leading, but they faces differ in texture from modern

The projectors

An important thing about text type faces, without leading, look very have a light color. Boldfaces, gen on the page as lightfaces without Old-style type faces differ in textur faces. Good design requires that weight or texture. A block of type be a dark gray or a light gray and of distinctive texture are determi leading. Type prints

The cameras

sign requires that each block of type ure. A block of type constitutes an area ay or a light gray and whether it will tive texture are determined by the choi Type prints heavier on soft paper than about text type is its weight on the page, ng, look very dark on

How to make your own talkies

thing about text type is its weight leading, look very dark on the or, Boldfaces, generously leaded, lightfaces without leading, but faces differ in texture from mode

The films

An important thing about text typ faces, without leading, look very have a light color. Boldfaces, gen on the page as lightfaces without Old-style type faces differ in textur faces. Good design requires that weight or texture. A block of type

The price

sign requires that each block of ure. A block of type constitutes a ay or a light gray and whether it tive texture are determined by Type prints heavier on soft page about text type is its weight on



Kodak Ektasound movie cameras

An important thing about text type is its weight on the page

NEW BOOK "TELLS ALL"

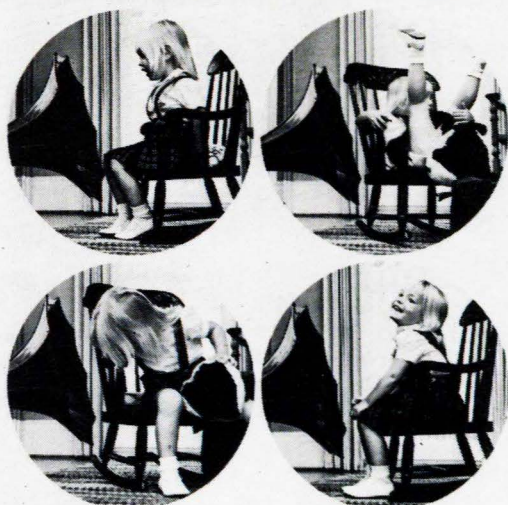
"For years a favourite theme of science fiction writers has been 'the time machine'. In the stories, people climb into a piece of apparatus that whisks them back and forth in time. This is a great concept for the writers and, while we can't be sure that it's impossible, it's likely that we'll never achieve this dream except through memory and imagination".

So reads the opening words of the latest Kodak Photo Book—"How To Make Good Sound Movies". Memory and imagination are fine but they tend to be a little fuzzy and lacking in detail, and this book shows how to recall the past in ALL its elements—color, movement and sound!

Nearly 100 pages in length, the book, like all Kodak photo books, is a veritable goldmine of information. It's got the lot—from basic hints and tips to full details on such diverse subjects as "audio cluttering", "electronic transfer", "live recording", etc. None of the information is written in technical jargon though—true to form, each step is clearly and simply explained.

The book is available now from your local Kodak branch. Suggested retail price is only \$2.50 each.

HOW TO MAKE GOOD SOUND MOVIES



ANOTHER IDEA BOOK FROM KODAK

"Sound" Processing

Kodak Ektachrome 160 and Kodachrome II sound movie films are the same as their silent super 8 counterparts, with the exception of two thin magnetic stripes (one for sound, and one for dimensional balance).

Processing for both films is available locally through Kodak Processing Laboratories. Your customers can continue

to use the same prepaid processing mailer (PE 64) used for silent Kodak Ektachrome 160 movie film.

Please note:

The suggested retail prices set out herein are suggested prices only and there is no obligation to comply with the suggestion.

It all began in 1923

'Way back, in 1923, Kodak introduced the 16mm Cine-Kodak camera and KodaScope projector. From that time on, home movies became a reality. It was an expensive hobby to begin with, but in 1932, the cost of home movies was lowered nearly two-thirds with the introduction of 8mm film. Not long after, Kodak released Kodachrome film, and color home movies became the thing.

In 1965, things really took off! That year, Kodak introduced super 8 movie products, using larger format film in an easy-to-load cartridge, plus a range of battery-powered Kodak Instamatic movie cameras. Then, in 1972, along came "existing light" movies. Until then, home movies were rarely "in the home". Most were taken outdoors during the day, but the advent of Kodak XL movie cameras and Kodak Ektachrome 160 movie film changed all that. Without glaring distractions, home movies went "inside", opening up yet another source of movie-making enjoyment. And now it's sound movies by the light we live in! It is an intriguing thing to try to guess what will come next—or have we gone as far as we can go?

Questions and Answers about the "Talkies"

Kodak experience—both locally and overseas—shows that people are naturally very curious about the new Kodak Ektasound cameras and projectors. They ask all sorts of questions, so to help you we've listed below the more commonly asked ones, along with the answers. And while your customers may not ask every question exactly as they are put below, you are bound to hear some variations on these themes:

Q. How do you adjust the volume of sound recorded in your movies?

A. You don't! An automatic control (AGC) within the camera adjusts the input signal from the microphone to a level that makes for comfortable listening when the movie is projected and sound is played back.

Q. Is it possible to use silent super 8 film cartridges with the Ektasound cameras?

A. Yes! Both cameras will accept either silent or sound super 8 cartridges.

Q. What is the flickering red light in the viewfinder?

A. This light appears when these four conditions exist:

- 1) a sound cartridge is in the camera
- 2) the microphone is correctly plugged in
- 3) the 9-volt battery is good
- 4) there are sounds in the scene being filmed.

Q. What is the effect of the 18-frame separation between image and sound when you edit and splice? Is lip-sync sound lost when the film is spliced?

A. Splicing sound film presents no real problem. The 18-frame separation between image and sound represents only one second of projection. So even with a splice from the loud, roaring crowd noises of a football game to a quiet sequence in a home, the sound overlap goes so fast that the viewer will not really object to it.

Q. Are special techniques necessary for handling the microphone?

A. Special techniques, no! But simple common sense, yes! The microphone is "omni-directional"; it picks up sound from all around. Sounds from behind or beside the microphone are recorded just as clearly as sounds in front of it. Therefore, microphone placement becomes very important. The microphone can go in a pocket, on a table, or in the Kodak Ektasound Movie-Making Case, which has a special holder just for that purpose. The mike has a 12ft cord, so the cameraman can move about while shooting. But, since the mike is very sensitive to sound from every direction, it should always be kept at least three feet from the camera during operation. Although it is hardly noticeable to the operator, the camera itself produces a slight degree

of sound that could be picked up by the microphone.

Q. Why does the camera have two microphone jacks?

A. In situations movie-makers may encounter, such as rooms with sound-reflecting walls, sounds of the camera may be recorded at a noticeable level. To reduce the chance of recording sounds of the camera, an alternate microphone jack reduces (by 10 db) sound pick-up when the microphone is plugged into this jack. This jack is also useful when children or other subjects are speaking very close to the microphone, or to minimize wind noise or other background noise. When the microphone is plugged into the other jack, sounds are recorded at the camera's full capability.

Q. What's the power source for the Kodak Ektasound Movie Cameras?

A. Six AA batteries provide power for the camera motors and exposure control system for up to 15 sound cartridges or 25 silent cartridges. The sound amplifier is powered by a 9-volt transistor battery which should be changed annually.

Q. Why is there a mirror on the projectors?

A. The unique projection mirror permits the screen image to be projected from either the front or back of the projector.

Q. Why have two projection speeds on the projectors?

A. The two projection speeds permit you to show sound movies made at either 18 or 24 frames per second. (Sound movies with the Kodak Ektasound Movie Cameras are filmed at 18 fps.)

Q. What do you see as the potential market for the Kodak Ektasound movie equipment?

A. Consumers for the Ektasound equipment will be similar to those who have bought existing light movie equipment. Affluent young parents who are interested in the sights and sounds of their children growing up (and grandparents interested in their grandchildren) are obvious potential buyers. People who travel a great deal are also prime consumers. And there are many other specialized buyers: students, teachers, athletic coaches, sales trainers.

Trouble-Shooters Column

What to do when it won't go:

Over the years a number of super 8 movie camera owners have been annoyed by jamming film cartridges. Many photo dealers are doubtless aware of the problem, which, incidentally, is not generally attributable to cartridge failure.

For some months now, Kodak technicians at our Coburg plant have been investigating this problem, comparing results with earlier studies. Their results show that most problem cartridges prove to be completely free of fault, but steps have been taken to rectify some minor faults that have been found.

During the investigation a number of camera brands were tested. Whilst it was not possible to determine the exact cause of the problem where the camera was suspected, it was noted that in many cases the film drive take-up torque was below the specified minimum standard. It is felt that this could be a contributing factor in cartridge jamming problems.

We suggest you keep an open mind regarding this problem. If a customer's camera shows continual jamming problems, it's almost sure sign of a camera defect. If you suspect that the cartridge is at fault, please forward it through your local Kodak branch for testing and comment.

With the above in mind, you might like to note the following procedure for dealing with jammed cartridges:

1. Confirm that the film will not operate in the customer's camera.
2. Check the condition of the battery. Is it installed correctly? Are the terminals clean on both battery and camera? Check again if the cartridge is still jammed.
3. Do not try to "unjarm" the cartridge by hand, or test the cartridge in another camera, as this may destroy any evidence as to the cause of jamming.
4. If you are forwarding the cartridge for comment, please include the following details if possible:
 - (a) Make and model of camera.
 - (b) Make and condition of batteries.
 - (c) Whether the film is to be returned processed, or whether it can be opened for inspection. Please note that once films have been processed it is not generally possible to identify the cause of a transport failure.
5. Suggest to the customer that the camera should be checked by the manufacturer if several films have jammed.

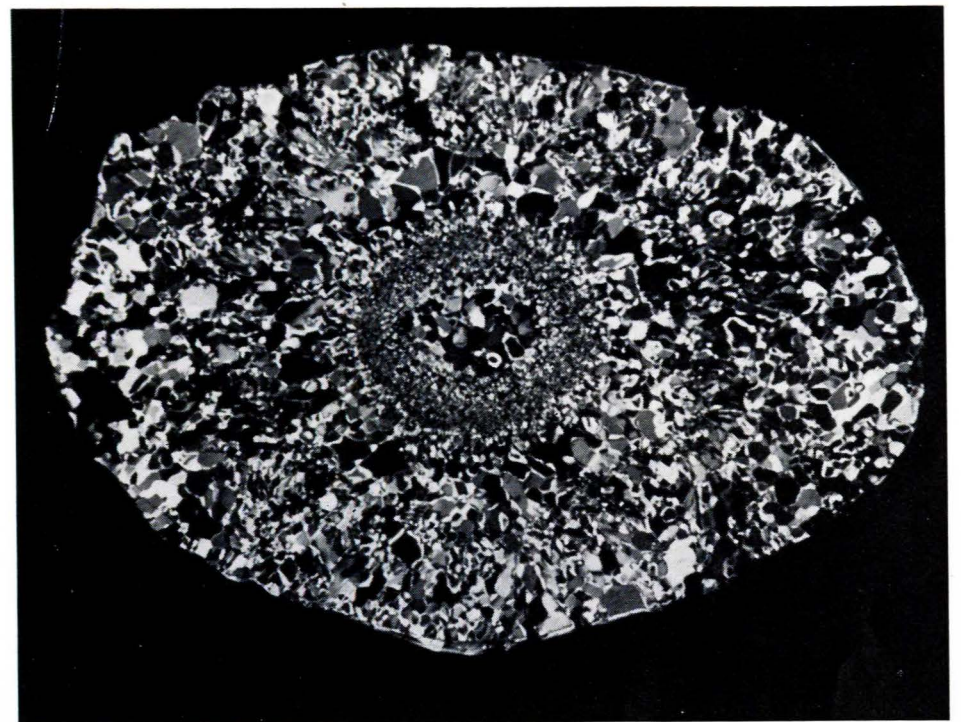
Weather photography features in new school exhibit

"Photography — An Eye on the Weather", is the title of a new school display kit available to bona fide applicants at no charge. The kit contains twelve high quality pictures, most of which are in color.

Illustrating the importance of photography in mankind's quest to analyse and forecast weather accurately, the series is the fifth in a group of school exhibit pictures prepared by Kodak.

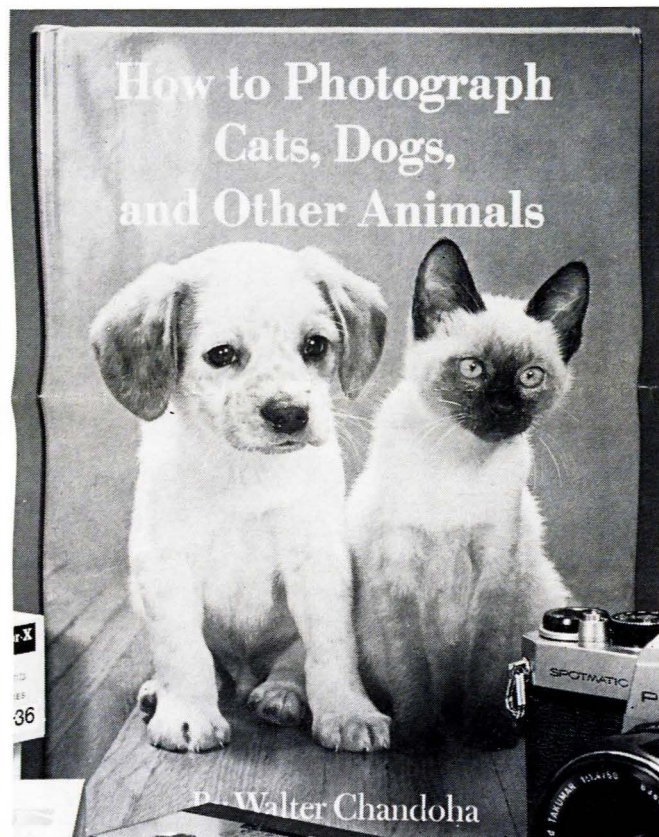
Single kits will be made available to school science teachers who write on school letterhead to their local Kodak branch. Applicants should ask for the set by name and give the address of the school where they teach.

We regret these pictures are not available for direct use by photo dealers as they were imported as educational material. However, if you are a member of a school committee or parent-teacher group, you are welcome to pass on the details of the offer to your school.



"Anatomy of a Hailstone" is one of the 12 photographs featured in "Photography: An Eye on the Weather", Kodak's latest school exhibit. This is a cross-section of one of the giant hailstones that crashed into Kansas, U.S.A.

New book teaches animal photography

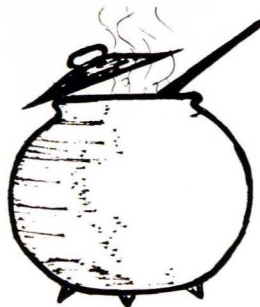


Animals, from the family dog to the proud jungle lion, are fascinating creatures. Pictorially, it is possible to get some outstanding expressions. But how easy is it to take pictures of animals? Usually, unless you are very lucky or are gifted with extraordinary patience, animal shots are not easy.

But there's a new Photo Book now available titled "How to Photograph Cats, Dogs and Other Animals". Written by one of America's top photographers of animals, Walter Chandoha, the book shows how anybody, even with a simple camera, can achieve excellent results.

The 154-page hard-cover book includes more than 250 photographs in black-and-white or color. The author traces his own experience with animal photography—how he got started, the mistakes he made (and how to avoid them), the equipment and film he uses, and how he handles his animal models. This book is a must for anybody who loves animals—and who doesn't? When ordering, ask for Stock Item No. 7036. The suggested retail price is \$7.36.

SOMETHING TO KEEP THE POT BOILING



Remember the Kodacolor enlargement "Merit Seal" promotion conducted last winter? This promotion generated many extra sales during what is normally an off-peak season.

We are going to conduct another "Merit Seal" promotion this winter, starting on June 1. This time, we won't be offering a reduced price for enlargements. Instead, Kodak will carefully select a suitable color print from a customer's Kodacolor develop and

print order, and recommend that the picture will make an ideal enlargement.

This way, customers will be encouraged to discuss their order with you.

Don't forget that Kodacolor enlargements are available in a wide range of sizes from 5 x 7in. up to 11 x 14in. Also remember that Kodak offers a masking service AT NO EXTRA CHARGE TO YOUR CUSTOMER.

Another important plus for customers is the elegant silk finish which is now standard on all Kodacolor enlargements. So why not talk about Kodacolor enlargements with all your customers? At this time of year, right after the May school holidays, there are bound to be plenty of holiday pictures worth enlarging.

New Kodachrome film processing procedure

Nowadays, with costs always on the increase, many Kodachrome film users are looking for ways to save money. Doubtless, more and more of your customers are asking you to forward their Kodachrome slide or movie films to Kodak for processing through our regular pick-up and delivery service. They figure, quite rightly, that they will save on the cost of postage and ensure prompt return of the processed film.

Whilst this procedure does facilitate the receipt of film for processing, it has in the past created some in-lab. handling problems, mainly because photo dealers are sending the films through the Kodak Processing Envelopes rather than in the mailing envelopes supplied with the film.

We don't mind this procedure at all, but because the Kodak Processing Envelope is not geared for our Kodachrome slide film processing procedure, we have found it necessary, to minimise delays, to cut-out the dealer's name and address section from the envelope, and use this as the return address in the slide film boxes. To make sure you know who the customer is, the "Customer's Name" panel is also cut-out and is stapled to the dealer's address panel. Both names are clearly visible through the bottom of the slide box.

If the customer requests that the film be returned direct to him through the mail, we use the full customer name and address panel from the Kodak Processing Envelope in the slide box. The fact that the customer calls into your store with a Kodachrome film is good for your business.

You know for certain he will need another film, and you will win him over to supporting your store by offering him the film handling facilities at your disposal.

Change to delivery dockets

Kodak is in the process of installing new systems for goods delivery and billing, using updated computer equipment to replace semi-manual systems now in use in our warehouses.

Because the new equipment does not have the capacity to store and print-out pricing data, we shall cease printing suggested retail prices on delivery dockets after June 1, 1974. We understand some dealers rely on the suggested retail price being quoted on the delivery docket, and we apologise if this change in procedure affects your normal operations.

However, the changes will permit us to institute certain procedural benefits which will contribute significantly to containing costs and improving our service to you.

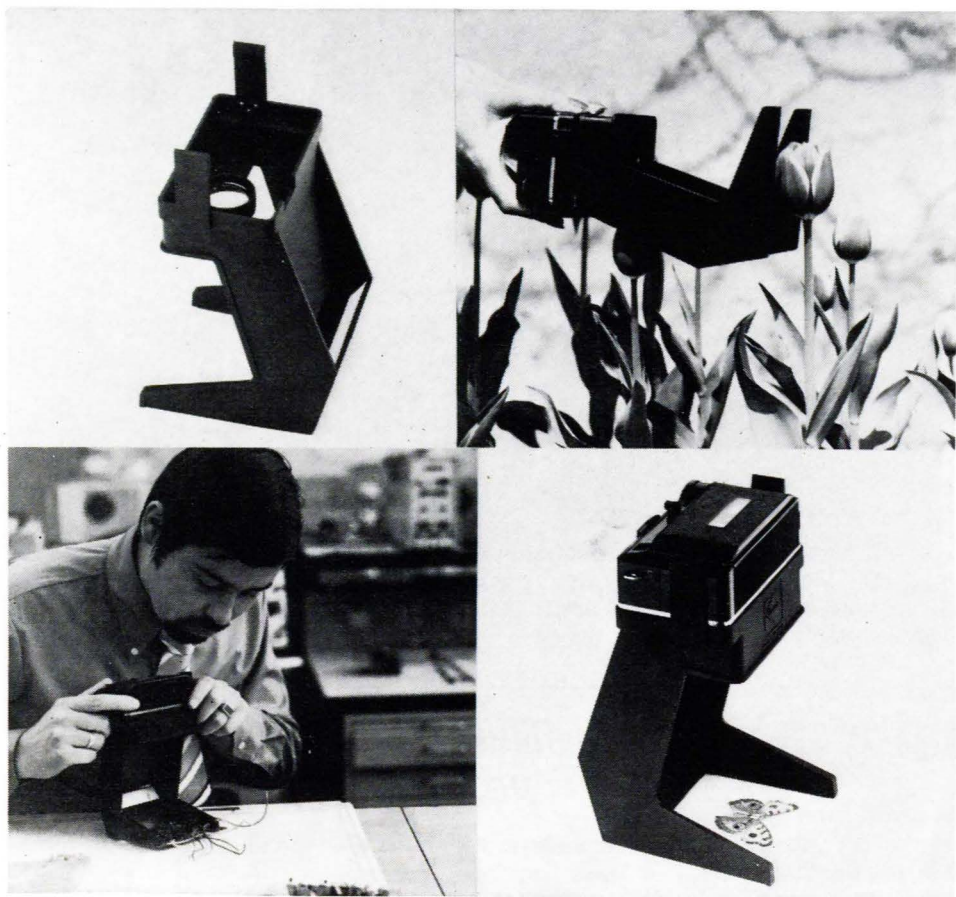
For the benefit of those photo dealers who refer to the suggested retail prices, these will continue to appear in the Kodak Price List of Consumer Products which is mailed to you quarterly. We hope to time any future changes in trade prices to coincide with the re-issue of this price list. Where a change has occurred, it will be highlighted by a special indicator next to the product description.

Naturally, any major change or new product information will be notified immediately to all photo dealers by newsletter.

BROAD MARKET

Who are your potential customers for Kodak Ektasound cameras and projectors? Virtually everyone who has a need or desire to record events accurately and simply—with sound! And who are they? Mothers, fathers, students, salesmen, club members, executives, hobbyists, athletics coaches — the list is as long as your imagination!

Kodak Instamatic Close-up Stand



A new Kodak product just released seems certain to be a hit with many owners of Kodak Instamatic cameras. The Kodak Instamatic close-up stand enables the owners of any of the "33" or "55"-series Instamatic cameras (with flash or magicube sockets) to take close-up pictures of coins, flowers, insects and other small objects.

Any subject up to 72mm square (that's about 2¾in.) can be photographed in color or black-and-white simply by clipping the camera to the stand, fitting a flash cube or magicube, and placing the subject within the frame. The stand incorporates a matte white reflector which effectively throws even illumination from the flash onto the subject to always give the correct exposure.

The stand can also be used to photograph small electronic or mechanical components. Provided copyright laws are not infringed, copies of illustrations, titles and other flat surfaces can be made. Daylight pictures can be taken with the stand provided the subject matter is not in the shade, in which case flash is recommended. Few if any camera adjustments are required. Depth of

field with all models is very good: $\pm 10\text{mm}$ either way.

The close-up stand is supplied complete with instructions. It can be used with the following Kodak Instamatic cameras:

55X, 56X, 133, 133X, 155X, 233, 233X, 255X, 333, 333X, 355X.

The suggested retail price is \$9.95—a worthwhile purchase for nature-lovers and others interested in close-up photography.

SAVE THAT SALE!

Mail to local branch

Kodak Sales Course

Please enrol:

Business Name:

Telephone: _____

Date: _____

The life blood of your business is sales. These won't happen unless customers are satisfied with both the product AND the service they receive from your store. So, naturally, an opportunity to improve this customer satisfaction should not be taken lightly.

Kodak sales courses provide the product knowledge and sales techniques necessary to maintain your customers support. Your staff NEED training if YOU are to succeed!

The sales courses are proven, and importantly, they are fun! Who would want to sit through a dull series of lectures? Very few of us. So why not take a positive step and clip the coupon and send it to your local Kodak branch? The sales you save will be your own!

DON'T BE LEFT OUT IN THE COLD



When the weather is unfit even for ducks, an alert photographer can get shots like this.

Old man winter is here. That skilled creator of dismal weather whose ever-present footsteps can be heard in the rain. That past-master of turning days into cold and overcast bouts of boredom.

What to do? The picture-taking scene seems about ended. There's the odd indoor flash shot and, on the surface, that's about all.

But the minute the rain stops or slackens, an enterprising photographer can find a multitude of outdoor picture possibilities!

Sopping wet conditions change dull familiar surfaces into things of beauty. Pavements become shiny black backgrounds to a montage of multicoloured leaves and foliage.

The pattern of raindrops on lake or sea seems to stretch to infinity. Unexpected exhibits of nature's beauty emerge after the showers—inquisitive birds and animals—perhaps even sunshine to warm the stillness.

The tree trunks gleam and the leaves hang with large sparkling drops. In the city, color is plentiful. There are lights and signs, umbrellas and raincoats, buses, trams and cars. Color reflects on puddles and on wet pavements in both static and moving patterns, providing a challenge to still and movie camera alike.

So don't close shop just because it's winter. Picture-taking opportunities of a different kind abound and you can help your customers enjoy their winter photography!

YES—BUT HOW DO YOU SELL IT?

U.S. sales experience with Kodak Ektasound movie cameras has shown a definite need for the photo dealer to make his own sales demonstration movie. Customers were much more impressed with a film that the dealer had made than with a Kodak film reduced from 16mm to super 8—they felt sound movies were something they could do themselves.

Hence, Kodak has produced a 16 page booklet showing how to produce your own demonstration movies for in-store sales purposes.

Another booklet produced specially for photo dealers is one titled "Kodak Ektasound movie equipment: Things to Know About 'Em When You Sell 'Em". Written in a mildly "tongue-in-cheek" style, this "pedantic dictionary" will entertain and educate at the same time.

Finally, your Kodak Field Representative is fully briefed about these new products. He or she can offer some valuable advice.

Kodak Ektasound Equipment Prices

Product	Sugg. Retail Incl. Tax
Kodak Ektasound 130 movie camera (with case and batteries)	\$243.95
Kodak Ektasound 140 movie camera (with case and batteries)	340.40
Kodak Ektasound 235 movie projector	299.00
Kodak Ektasound 245 movie projector	399.00
Kodak Ektasound camera battery pack	8.93
Kodak microphone extension cord	8.75
Kodak directional microphone	15.85
Kodak Ektasound projector case	34.37
Kodak Ektasound auxiliary speaker	28.98
Kodak sound movie leader 8985 (50ft)	3.00