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Fairbanks Reports Favorable Response To First Zoomar Lens Demonstration

ENTHUSIASTIC response to the first public demonstration of the Zoomar lens, used last week by WCBS-TV New York on an image orthicon camera in telecasting the Dodgers-Reds ball game, was reported by Jack Pegler, manager of the New York office of Jerry Fairbanks Inc., distributor of the lens. Report in the New York *Daily News* of "the big improvement the lens makes" in sports coverage is typical of the comments of all observers, Mr. Pegler said.

The Zoomar lens essentially is an optical device which permits a change in focus without changing the location of the camera, so that a video cameraman can change his picture from a long shot to a close up by merely moving a lever and without changing lenses, switching to another camera or dollying up on the subject. "It makes for a more fluid coverage," Mr. Pegler said, as well as providing for economical operation by reducing the number of cameras needed to cover an outdoor pick-up or a studio show. For studio programs another important economy is in the space saved by using the Zoomar lens, as all aspects of the action can be covered by a single stationary camera, he said. System was invented by Frank Block.

Video engineers who have made private experiments with the Zoomar lens are uniformly enthusiastic about its possibilities and want to get lenses for regular use, Mr. Pegler reported. He said that at present his company has only the one pilot lens available for dem-

Columbus Visit of Video Caravan Called Success

VISITS of the RCA Victor-Allied Stores Television Caravan to the Morehouse-Martens store in Columbus, Ohio, July 16-19, was a decided success, according to reports from George L. Deegan, store president. A "very representative" cross-section of the public, "many of whom had been in our store for the first time," attended and store traffic during the caravan's visit was "comparable to periods when special annual and semi-annual events have been featured," Mr. Deegan said.

The Morehouse-Martens management indicated that it considered important the fact that men and children constituted a large percentage of those who witnessed the caravan demonstrations—"the first time to our knowledge," said Mr. Deegan, "that our institutional activities have given us such response."

A preview of the caravan show was presented at Morehouse-Martens at 10 a. m. July 16, an hour before the public was admitted. WCOL Columbus aired the preview, in which Columbus municipal officials, Ohio state officials and business men participated.

Washed Out

WHAT was to have been the first public demonstration of the Zoomar lens—the WCBS-TV telecast of the Gold Cup Race from Belmont Park on July 19—was washed out, but not by the weather. The rain had stopped, the sun was out, the horses were at the post, when the microwave link went dead just as the race was about to start. Lens was successfully used two days later when the station covered a Dodgers ball game.

onstration use, but that production of more units will probably begin within four to six weeks. The lenses will be hand-made for the first year, he said, so they may be fully tested in actual use under all kinds of conditions, both in the studio and at remote pickup points. This will enable the producers any refinements that experience may indicate in the system before they undertake the expensive process of tooling up for permanent production.

Plans New Films

As the cost of the hand-made units will be much higher than that of lenses made subsequently with machine production procedures, the company plans not to sell any lenses for the first year, but to lease them to video broadcasters on a rental basis. Charges will vary according to the available audience in the station's community, Mr. Pegler said.

The Fairbanks organization, primarily a producer of motion pictures for theatre or commercial use, has embarked on the production of films for television and has just completed the first of a dramatic series called *The Prosecutor*. Mr. Pegler said series will comprise 17 episodes and will be distributed to stations at a base rate that will entitle them to two repeat telecasts in addition to the original showing. This means that each 17-program series will be good for a 51-week run on a station, Mr. Pegler explained, with the station also entitled to round out the year by selecting any of the 17 features for a fourth telecast.

Company is also readying a second series of comedy dramas with a family setting on the order of radio's *Aldrich Family* programs. It is also planning on a juvenile series which will be made for daily release for stations wishing to program for the juvenile audience. All films will be priced on a sliding scale based on the size of the audience.

These video films were originally planned as 15-minute programs, Mr. Pegler said, but they may run longer than that as it is proving difficult to compress a dramatic plot into a quarter-hour picture.