

## Spotlight Is on Instant Products, Films, Movie Equipment

New instant cameras and instant print film, color print and color slide films, silent and sound movie cameras and projectors, and electronic flash units are being introduced beginning this season to photographers around the world.

### Instant Cameras and Instant Print Film

The Kodak EK8 instant camera, the top-of-the-line model shown at Photokina last fall, will be available to European photo dealers beginning May 16. It will become available in other markets, including the U.S., at a later date.

Designed and produced by Kodak A.G., Germany, the EK8 is a folding model which features a superimposed-image coupled rangefinder.

Like the U.S.-made Kodak EK6 and EK4 instant cameras, which also will be introduced to the European market May 16, the EK8 model features a three-element 137 mm, f/11 coated plastic lens which focuses continuously from 3½ feet (1.05 m) to infinity. Correct exposure is provided automatically by a silicon photosensor in conjunction with an electronic shutter capable of speeds from 1/300 of a second to 1/20 of a second.

A red, low-light signal appears in these cameras' viewfinders to indicate when flipflash is needed.

With the EK8 camera, the print is ejected from the top of the camera by a high-speed motor, powered by four AA-size alkaline batteries. An electric motor also causes prints to exit from the bottom of the EK6 camera. A hand crank on the EK4 camera—hence the camera's nickname "The Crank"—is turned just more than four times to eject a print from the bottom of the camera.

Shipment of EK6 and EK4 cameras, together with Kodak instant print film (PR10), began in April to photo dealers in Japan. Their distribution through Kodak Caribbean's area spread over the past year, and distribution to the remainder of the Latin American Region and the Asian, Australasian and African Region will commence by June 1.

The Kodak EK2 instant camera, the lowest priced of the four Kodak instant models, was announced simultaneously in the United States, Canada, and Puerto Rico Mar. 23, with shipments scheduled to begin in May throughout the U.S. and Canada and to Kodak Caribbean. The remainder of IPD will receive the EK2 cameras later.

The EK2 camera—known as The Handle in the U.S. and Canada—offers picture-takers a built-in hand grip and easy-to-use aim-and-shoot convenience with crank-operated film advance.

The camera's lens is factory-focused for sharp pictures from four feet to infinity, and an electronic silicon cell exposure control sets the proper shutter speed from 1/300 to 1/15 second at f/18 depending upon daylight conditions. As with the other Kodak instant cameras, a red light signal appears in the bright, projected frame viewfinder when flash is required.

For flash operation, a flipflash is inserted, changing the lens opening to f/12.7. The silicon photosensor varies the shutter speed for pictures in the four-to-eight-foot range.

Like the other Kodak instant cameras, the EK2 model takes Kodak instant print film (PR10).

### Color Print Film

Kodacolor 400 film, a high-speed film for color prints, is four times as fast as Kodacolor II film, which has an exposure index of 100. By comparison, the new film requires only one-fourth the light (or two f/stops less) to get an equivalent exposure. Available in both 135 and 110 sizes, Kodacolor 400 film will be of particular interest to owners of versatile 35 mm cameras.

While the new film is color balanced for daylight, blue flash and electronic flash, pleasing results can be obtained when exposed under a wide variety of illuminants including tungsten light, fluo-



The Kodak EK8 instant camera is folded at left, open at right.

rescent light and mixtures of lighting found in existing-light, picture-taking situations.

In cameras with fast lenses, it will let people take many indoor pictures without flash. It also will better enable these photographers to stop action at sports events or in nature photography, wherever "frozen motion" is wanted. The film also will make underwater picture-taking far easier. With this film, the serious photographers will be able to make extreme close-up pictures with smaller apertures for increased depth of field.

Kodacolor 400 film is primarily for use in cameras which sense ASA 400 speed film, but it has enough latitude to allow it to be exposed at exposure indices of 100 or 64. It should be usable in most 110 cameras, many of which won't sense that a faster film is in the cartridge. Cameras not sensing the film should not prove a problem for users except, possibly, in very bright daylight scenes at the beach or in snow.

### Color Slide Films

Three new color slide films, Kodak Ektachrome 64 film (daylight), Kodak Ektachrome 160 film (tungsten) and Kodak Ektachrome 200 film (daylight), offer improved color reproduction over their respective predecessors—Kodak Ektachrome-X film and Kodak high speed Ektachrome film (tungsten) and (daylight). The two high-speed films have improved sharpness and can be push-processed to twice their ASA speed with excellent results. Kodak Ektachrome 200 film has significantly improved grain characteristics. The three new Ektachrome films require 100°F Ektachrome film process E-6.

The Caribbean area, Panama and Venezuela announced the Kodacolor 400 film and the three Ektachrome films simultaneously with the U.S. and Canada on Mar. 23. These films will become available later this year in the remainder of Latin America as well as in Europe and most of the Asian, African and Australasian Region.

### Silent and Sound Movie Equipment

Five movie cameras and five movie projectors have been added to the Kodak silent and sound movie product lines.

Three new Kodak XL zoom movie cameras share existing-light capability. The new Kodak XL342, 352 and 362 movie cameras feature an exposure-meter lock that permits the manual hold of a preselected correct exposure in unusual lighting conditions such as backlit scenes.

The new Kodak Ektasound 250 and 260 movie cameras share many features of the existing 230 and 240 models such as the convenience of an on-camera microphone on the camera handle. The Ektasound 250 movie camera has an f/1.2 Ektar 9-21 mm power zoom lens with parallax-corrected viewfinder that is operat-



A rangefinder with superimposed image visible in the viewfinder makes focusing easy with the Kodak EK8 instant camera.



The Kodak EK2 instant camera can be gripped with the left hand and offers aim-and-shoot convenience.

ed while filming by a rocker-type control on top of the camera.

The Ektasound 260 camera has all the features of the 250 model and adds a superimposed-image rangefinder.

The new Kodak Moviedeck 447, 457, 467 and 477 projectors offer both pull-out viewing screens and the capability to project on a standard large screen. The top three models offer a large 3½ x 5-inch viewing screen.

The new Kodak Ektasound Moviedeck 275 projector, like the existing Ektasound projectors, offers sound playback capability and operates with super 8 sound or silent films as well as 8 mm silent film. The 275 projector offers automatic full record capability through the use of automatic gain control. A 3½ x 5-inch pull-out viewing screen, also found on existing models, aids consumer convenience.

All of the new movie products, available this month in the U.S., will be available later to IPD. Electrical power required for the new projectors is 60 Hz., 120 volts, except for the Kodak Movie-deck 457-K model which operates on 50/60 Hz., 110-130 volts.

### Electronic Flash Units

Two new electronic flash units for use with Kodak Trimlite Instamatic and Tele-Instamatic cameras feature a new color-corrected coverglass material. They plug directly into the flipflash socket of the cameras.

The Kodak Ektron II electronic flash units are powered by two AA-size alkaline batteries which provide an average recycle time of 10 seconds when fresh and more than 150 flashes during the life of the batteries.

The Ektron II flash, model A, is recommended for use with the Kodak Trimlite Instamatic 18, 28 and 38 cameras and the Tele-Instamatic 608 cameras. The Ektron II electronic flash, model B, with a built-in electronic delay, can be used with all of the above models and is recommended for use with the Trimlite 48 and Tele-Instamatic 708 cameras.

## Caribbean Area Takes to Instant Cameras and Film

"We continue to receive excellent reception for Kodak instant cameras and film in the Caribbean area," writes Peter Sheppard, Kodak Caribbean's sales supervisor for Export Markets.

"Chuck Thomas, Export Markets manager, and I most recently introduced these products to dealers on St. Maarten Island," he reports. "We conducted a dealer seminar, complete with slide pre-

sentations and 16 mm movies at the Mullet Bay Beach Resort. A demonstration and picture-taking session followed and later we hosted a cocktail party."

Fifteen persons from 11 dealer establishments attended, placing orders for Kodak EK4 and EK6 instant cameras and Kodak instant print film which far exceeded forecasts.



The channel crossing, which can be one of the world's roughest, between St. Barthelémy and St. Maarten Islands didn't faze Charles Magras, right. A photo dealer on St. Barthelémy, he came in his own boat to the seminar on Kodak instant products held on St. Maarten. After the presentation, he discussed the products with Chuck Thomas, placed an order for 20 EK6 instant cameras and a quantity of film, attended the cocktail party, and headed back across the channel after nightfall.



Peter Sheppard explains features of the Kodak EK6 instant camera to dealers attending the meeting on St. Maarten Island.



### Three 126-Size Cameras Make the Scene, Too

Springtime arrivals are the 126-size Kodak Instamatic 77-X, 177-X and 277-X cameras, manufactured by Kodak Limited, United Kingdom, and Kodak A.G., Germany. The new cameras retain the same picture-taking scope as their predecessors, the 56-X, 155-X and 255-X models, but they have been restyled. The Kodak Instamatic 177-X and 277-X models have an eye-catching brushed aluminum front plate with a chromium-plated border. The 77-X camera has an attractive new nameplate. All three models are being sold in outfits.

## 1927-77 Span Was Busy for Art

Whether at Kodak or in the community, Arthur Williams is a person who makes his mark. He gets involved.

His Kodak career spans 50 years, and he has contributed much of his leisure time and effort to his community, particularly in Scouting, over the years.

Arthur joined Kodak South Africa in 1927 and soon became elevator operator, janitor and messenger at its shop in Adlerley St., Cape Town. Later, he was assigned to the film library. That was in the days that Kodak rented films. It was his job to check that they were returned in good condition.

In 1954, he joined the head office to look after mail rounds and four years later became responsible for advertising distribution. In 1965, he was put in charge of the Mailing Dept. and now is retiring as group leader of the Office Services Dept.

Arthur has acquired great skill and knowledge through the years and is an invaluable member of the team. His activities out of office hours have been just as varied and are indicative of the great human qualities he possesses.

Arthur was a member of the Scouting community for many years and was honored on three occasions. He was awarded the Medal of Merit, later was given a bar to the Medal of Merit and then was given the Long Service Medal. He ended his formal Scouting activities as an assistant divisional commissioner in 1966, but has continued to serve the cause.

He imbued his family with Scouting interests, and his wife and three daughters have been closely associated with the Girl Guides.

One of the highlights of Arthur's life is a 1963 tour of Europe. While in England, he camped with international members of the Scouting movement at Gillwell Park at a reunion of Grey Scarves.

When his active career with the Boy Scouts ended, his local community wouldn't let him rest and he took up a new interest—aiding mentally retarded children. He now is chairman of a home for these youngsters. Another of his services to the community is his church work. Since 1948, he has been superintendent of Sunday schools.



Williams



Michel Guignard, from left in group photo, Hugo Graf, Felix Berger and Michel Fruh pause in the snow before plunging into Lake Geneva for a training session. Above is Urs Spuhler.



## Swiss Kodakers Brave Cold To Compete in Rhone River Swim

The annual winter swimming competition in Geneva had five contestants from Kodak Switzerland in the most recent event.

It's held in the icy Rhone River over a 132-meter (433-foot) course between two bridges.

Urs Spuhler, Michel Guignard and Hugo Graf of Planning Service, Michel Fruh of X-ray Product Sales Service, and Felix Berger of Motion Picture Sales Service were the Kodak swimmers.

Their aim was not necessarily to win but to take part and go the whole distance in the cold water. The water temperature was

4°C (39°F) the day of the competition.

To condition themselves to the cold, they trained three times a week from the end of summer, swimming in the Lake of Geneva, which is only a few hundred yards from Kodak's administrative building in Lausanne.

The five feel that it was a worthwhile experience because it showed that a group can succeed where an individual might have failed.

## French and Victorious English Kodakers Play Tenth Rugby Match at Harrow



Graham Hill of the Kodak Limited team finds himself in a ticklish situation.

The tenth anniversary match between rugby clubs of Kodak Limited, United Kingdom, and Kodak-Pathe, France, was played on the Kodak field in Harrow, England.

The home team, skippered by Dave Jackson, beat the visitors decisively in a late-morning game.

Both teams then lunched on fish and chips in the pavilion and traveled to Twickenham to watch the International Rugby Matches where the French had their revenge. England lost to France.

At a dinner attended by 200 rugby players and fans that evening, the Kodak-Pathe skipper, Emile Nonnenmacher, was presented a copper plaque bearing the Harrow club emblem and names of the players. Each French player also received a club tie.

In return, Dave, the English skipper, was presented with a most unusual rugger boot—it was full of Cointreau liqueur.

Claude Mercier, the Pathe club chairman, speaking in English, reviewed the history of the ten matches and presented commemorative plaques to the Harrow club chairman, Vlad Grenfell, and to the secretary, Stan Jackson. He also invited the club to visit Kodak-Pathe next year.



Pursey



Mooser



MacBain



Mills



Ferguson



Herrera



Maes



Towersey

### New Retirees Can Look Back to Jobs Done Well



Huguette



Bates

Leonard G. Pursey, product manager, Non-M/IT Business Systems Markets, Kodak South Africa, 43 years

Victor Mooser, sales supervisor, Motion Picture Markets, Kodak Switzerland, 30 years

Harold E. MacBain, foreman, Machine Shop, Kodak Australasia, 23 years

Alfred J. Mills, planner clerk, Estimating and Planning, Kodak Australasia, 17 years

Joseph Ferguson, cleaner, Cleaners Dept., Kodak Australasia, 16 years

Fernando Herrera, supervisor, Receiving, Billing and Shipping, Laboratorios Kodak Ltda., Panama, 15 years

Albert Maes, maintenance person, Plant Engineering, Kodak Belgium, 14 years

George C. Towersey, production serviceman, Processing Laboratory, Wellington, Kodak New Zealand, 14 years

Nelly Huguette, preparation and finishing operator, Processing Laboratory, Kodak Switzerland, 12 years

Henry C. W. Bates, shift supervisor, Processing Laboratory, Sydney, Kodak Australasia, 11 years

## Stuart Gent Dies

Stuart Gent, who retired as general manager of Kodak Rhodesia on Feb. 1, died in Salisbury Mar. 2. His Kodak career spanned 48 years.

Joining Kodak Limited, United Kingdom, in 1928, Stuart served as a retail demonstrator in Scotland and England before joining the Export Dept. in 1933. He was named retail manager of Kodak India in Bombay, then was assigned to the Calcutta Branch for two years before returning to London.

Stuart went to Kodak East Africa in Kenya as wholesale manager in 1937, and from 1946 until 1949, he was Kodak South Africa's marketing supervisor for Rhodesia and Mozambique. He then moved to Rhodesia to become the first general manager of the new company there.

## Trio Appointed in Eastman Chemicals Div.

The Eastman Chemicals Div. reports three position changes in international operations.

Jacques C. Van Audenhove, who formerly was manager of Eastman Chemical International A.G., has been appointed assistant director of Marketing, Eastman Chemical International Company.

Oswald H. Staubli, former assistant manager, Eastman Chemical International A.G., now is manager of that company.

Jo N. Lardinoye, who was marketing manager, Plastics, Eastman Chemical International A.G., is the new assistant manager of that company.



## Kodak Spain Sponsors World Pro Ski Meet

Kodak Spain put the spotlight on the Kodak name when it sponsored the Gran Premio Kodak, the first World Pro Skiing meet of the season and the first to be held in Spain. Despite very low temperatures, a huge crowd of spectators gathered at the Pyrenees ski resort of Baqueira Beret near Lerida, Spain, to watch the tourney. Giant banners, including the one above the starting gate, proclaimed "Kodak" and many contestants wore identification bibs with the word "Kodak." World Pro Skiing champ Henri Duvillard, below, of France, defended his title by placing first in both the giant slalom and the slalom to sweep the three-day competition, sanctioned by the International Ski Racers Association.



Thomas



Phang



Tshabane



Bonal



Smarrelli



Webjornsen

## Six Mark 25-Year Anniversaries

Vincent P. Thomas, director, Marketing Development, Professional and Finisher Markets, European Region, Jan. 2.

Phang Kin Shin, supervisor, Warehouse, Komal Sdn. Bhd., Malaysia, Apr. 1

Simon Tshabane, cleaner, Processing Laboratory, Johannesburg, Kodak South Africa, Apr. 1

Maria Rosa Bonal, cashier, Accounting, Kodak Spain, Apr. 16

Tony Smarrelli, product assessor, Film and Paper Technical Services, Kodak Australasia, Apr. 18

Vidar Webjornsen, stock attendant, Distribution Center, Kodak Norge, Apr. 24

Ron Wiley Editor-in-Chief

Kaye Lechleitner Editor

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INTERNATIONAL  
**KODAKERY**



## Portion of Slide Blown Up 516 Times for Colorama in New York

For the first time in 27 years of Kodak Coloramas, the world's largest transparency has been reproduced from a portion of a single 35 mm slide.

The 18 x 60-foot transparency, on display in New York City's Grand Central Terminal, was produced from a  $7/16 \times 1\frac{1}{8}$ -inch portion of a Kodachrome slide (later magnified 516 times).

Vienna-born photo artist Ernst Haas, now of New York City, took the golden-toned photograph in 1970 while visiting a game reserve in Kenya, East Africa. The backlit shot, snapped at sunset, features a herd of impala grazing in tall grass. Haas hand-held his Leica-flex camera equipped with 50 mm lens to take this picture and others from a Land Rover.

Because of the 3.3 to 1 length-to-height ratio of the Colorama, only a portion of Haas' slide was used by the Photo Lab at Kodak Office in Rochester to make the  $2\frac{1}{8} \times 9\frac{1}{2}$ -inch internegative (on Kodak Ektacolor internegative film) from which the 18 x 60-foot enlargement was made. Members of Color Print & Processing's Colorama Dept. at Kodak Park used a custom-built enlarger to expose 1/20th of the internegative at a time onto 18 x 3-foot sections of Kodak Ektacolor print film 4109 (Estar thick base). After processing, the 20 panels were

butt-spliced to form the giant color transparency.

Previously, the greatest total magnification involved in making a Colorama was 190 times. The occasion was the conquest of Mt. Everest in 1953 when five Kodachrome slides taken on the expedition were used side by side to create a panel-type Colorama. That was the only other Colorama which was shot with a 35 mm camera.

Harry Kerr, head of the Contact Screen and Colorama Dept., Color Print and Processing, and Lee Howick, manager of Photographic Illustrations, Advertising and Promotion, look at a 35 mm slide. Behind them is a panel of the Colorama hung for inspection at Kodak Park before being taken to New York City. Coloramas are hung 30 feet above the floor of the Grand Concourse in Grand Central Terminal.



## Update Program Helps Processing Group Which Has Quality as Its Motto

How to improve quality without increasing costs was the crux of discussions during the IPD Processing Laboratory Services annual two-week update for quality auditors from Europe, Latin America and the Asian-Pacific area.

In a program arranged by Al Plouffe, the five auditors, together with two coordinators, spent considerable time at Kodak Park in Color Print and Processing, the Photochemicals Div., Photographic Technology and Film Technical Services, getting updated on quality standards and new products. One session was held at the Kodak Apparatus Div., and other discussions took place at Kodak Office in Processing Laboratory Services (PLS).

The auditors are responsible for overseeing inspection operations in Kodak laboratories in their areas to assure that Kodak quality standards are being implemented correctly. Working closely with quality control supervisors in the laboratories, the auditors also assist in isolating and correcting quality problems.



Release tolerances on density standards of color prints were among the topics covered in sessions at Color Print and Processing by Dick Hoppe, standing at center, of Technical Services, CP&P. Seated from left are Sergio Villalobos of Industria Fotografica Interamericana, Mexico, who is PLS quality auditor for Latin America; Gerry Loader of Kodak Limited, United Kingdom, who is co-auditor for Europe; Peter Essam of Kodak Limited, who works within the United Kingdom; Arend van der Lely of Kodak Netherlands who is co-auditor for Europe, and Martin Brown of Kodak Australasia, quality auditor for the Asian-Pacific area. Standing at left is Peter Hudson, PLS acting coordinator for Latin America and Africa. Paul Smart, standing at right, is PLS coordinator for laboratories in Australasia, Asia, Japan and the Middle East.

## Showings of Business Systems Equipment Prove Fruitful in Four Japanese Cities

More than 1,000 Japanese recently demonstrated their interest in information retrieval by attending two-day business equipment exhibits in Nagoya, Osaka, Fukuoka and Tokyo.

Kusuda Business Machines Co., distributor of Kodak's business systems products in Japan, arranged these exhibits as a follow-up to its display at the Japanese Microfilm Association convention held in November.

The Kodak Oracle microfilmer and Kodak Oracle retrieval terminal, together with the Kodak Starvue reader and reader-printer and other products, were well received at the convention and the four private showings. The latter were especially fruitful, resulting in concrete business talks and producing many prospects.

Kusuda's exhibit of Kodak products was the 500th business-sponsored promotion held at the U.S. Trade Center in Tokyo since its inception in 1963. To mark the occasion, James Hodgson, right, U.S. ambassador to Japan, presented T. Kusuda, company president, with an Award of Merit during the reception which opened the exhibit.



## Movie Star Nancy Kwan Tells Kodakers About 16 mm Film Company She Heads

Nancy Kwan, international movie actress who established her stardom in the title role of "The World of Susie Wong," has become a film producer. She's managing director of Nancy Kwan Films Limited, Hong Kong, specializing in 16 mm productions. Of this, Taco Proper, left, general manager of Kodak Far East, Hong Kong, comments: "Her daring prowess in starting up such a first-class production company—one of a kind in the Far East—with a nucleus of topnotch experts in the field, does credit to her determination and initiative."

She and Pearce Tong, second from right, general manager of the film production company, lunched recently with Taco; Bob Gale, center, director, Motion Picture and Audiovisual Markets, Marketing Planning, IPD, and Henry Li, supervisor, Motion Picture and Audiovisual Products,



Kodak Far East. During the luncheon, she told the Kodakers that an immediate goal is to shoot a full-length feature on 16 mm Eastman color negative film 7247 and blow it up to 35 mm for general release.

## Melanie Is En Route to Dealers' Stores

The IPD 1977 summer sales display, featuring Melanie, is on its way to help dealers in IPD regions promote picture-taking and Kodak products. It will remind customers and passersby to capture the fun of summer in pictures.

Model for the 1977 IPD Summer Girl was Melanie Cain. Clad in a yellow bathing suit, the brown-haired, blue-eyed Melanie holds a yellow Kodacolor II film box and a red beach ball with "Kodak film" printed on it.

The life-size, full-color display will be sure to attract attention—at least, all the predecessors have—inside and outside the stores of dealers and in their store windows. For counter display, there's a mini-size cutout which comes with the bigger display.

The display is available with the word "film" in English or translated into other languages.



Melanie

## New Paper Will Be a Time-Saver

A new photographic paper, Kodak Ektacolor 74 RC paper, has been announced. The new paper will replace Kodak Ektacolor 37 RC paper in sheet sizes. However, both products will be offered in all roll sizes.

Print exposure time for the new paper is up to 50 percent less than that required for Ektacolor 37 RC paper. Potential customer benefits that can be realized from increased paper exposure speed are greater throughput and reduced labor costs. In addition, fewer filters will be required when the new paper is used with some printers and enlargers.

Ektacolor 74 RC paper will come in E, F, N and Y surfaces. Characteristics of the paper, like those of Ektacolor 37 RC paper, will include outstanding color rendition, excellent tonal consistency, brilliant whites, exceptional detail and resin coating for fast drying. The processing chemicals will not change.

**These Photos Place Among Top Winners  
In 42nd Kodak International Salon**



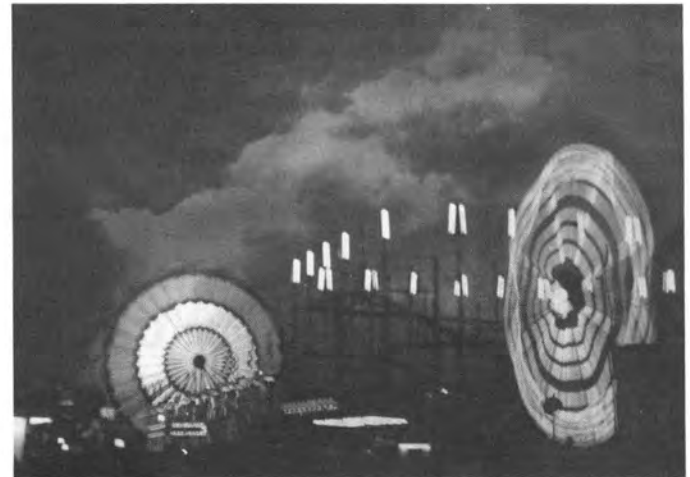
W. S. Vaughn Award—Best nature print by an advanced photographer, "Possum" by Otto Rogge, Kodak Australasia



Kenneth Winter Award—Best portrait by a novice photographer, "Matin de Printemps-Reveil" by Yves Rochat, Kodak Switzerland



F. S. Welsh Award—Best pictorial color print by a novice photographer, "Doris und der Schirm" by Michael Schetschorke, Kodak A.G., Germany



A. K. Chapman Award—Best special effects transparency, "Fantasy" by Marvin Tjornhom, EK, U.S.A., retired



R. L. Christie Award—Best pictorial color transparency by a novice photographer, "La Mancha" by G. J. Bawcutt, Kodak Limited, Great Britain



N. A. Brick Award—Best monochrome or color small print by a novice photographer, "An Old Man" by Sueli Sen Chen, Kodak Brasileira



H. Nagel Award—Excellence of a pictorial color transparency by an advanced photographer, "Guardsmen" by Jacques Mazeaud, Kodak-Pathé, France



G. B. Zornow Award—Best pictorial monochrome print by a novice photographer, "The Dance" by B. Rowland, Kodak Canada