

Kodakery^{International}

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Sam Baubie, left, fine polishes the mirror blank in KAD's Special Optics Fabrication Dept. Jack O'Grady, department head; Dr. Frank Hicks, and John Spina, KAD Research and Engineering's project manager for the mirror, study the circular contour map (see arrow) of the mirror surface, noting high spots which must be polished to specification.

EK Fabricating Mirror for World's Most Powerful Telescope

A 94½-inch diameter mirror blank, that will become a major element in the world's most powerful telescope, is being fabricated at Kodak Apparatus Div. in Rochester.

According to Dr. H. Frank Hicks Jr., KAD director of research and engineering, the mirror blank, which weighed 2,400 pounds on delivery, will become a primary mirror for the Space Telescope project of the United States' National Aeronautics and Space Administration (NASA).

"The space telescope, the most ambitious astronomical project ever undertaken by NASA, will be launched into orbit some 310 miles above the earth in late 1983 by the space shuttle," Hicks said. "By placing a telescope with powerful capabilities above the haze and turbulence of the earth's atmosphere, scientists should be able to see celestial objects that are 50 times fainter, and with ten times better resolution, than they can with the most powerful ground-based telescopes."

Kodak's task is to grind, aspherize, polish and test the mirror blank to meet the exacting dimensional, figure and surface quality requirements of the project. "Part of the challenge is to fabricate the mirror in a simulated gravity-free environment so that its performance in space is as perfect as possible," Hicks said. Kodak engineers have developed special testing techniques to simulate zero-gravity conditions.

The 13-inch-thick mirror blank, made by Corning Glass Works, in Corning, N.Y., is actually a honeycomb structure with a center core fused between a frontplate and backplate. This differs from ground-based telescope mirrors, which usually are

cast in one piece. The core consists of thin glass plates fused together in an "eggcrate" design. By using this method, the mirror weight is reduced to one-fifth that of a conventional mirror of the same size.

The first step at KAD was to rough grind the faceplate to the required radius, using special machinery and a diamond-wheel tool to shape the glass. After the faceplate was ground, the backplate was prepared in the same manner in order to minimize the density variation of the blank.

Mechanical gauging tests were conducted to measure the profile of the mirror. The data were fed into special computer programs and the high and low spots of the mirror's surface were defined to facilitate grinding.

Following the rough grinding, the mirror was ready for aspherizing, fine grinding and, finally, polishing of the aspheric surface.

"An aspheric mirror is being installed in the space telescope, rather than a spherical one, because it provides a sharper image when focusing on an object at infinity," Hicks explained.

The first steps in the process, the rough grind and fine grind phases, brought the mirror surface to within two wavelengths of light (about 50 millionths of an inch) of the final required contour.

Delicate polishing—an eight-month process—will bring the final surface to the required accuracy. Testing using laser interferometry is providing precise surface information to facilitate

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EK Elects Two Vice-Presidents

Robert L. Smith and Wilbur J. Prezzano were elected EK vice-presidents in June at a regular meeting of the board of directors.

Earlier this year, Smith was appointed general manager of the Latin American Region, International Photographic Div., and Prezzano became assistant general manager, Marketing Div., U.S. and Canadian Photographic Div.

Smith joined the company in 1961 in the Credit organization and after a series of moves there, joined IPD in 1968. He has held managerial positions in Kodak Argentina, Kodak Brasileira and Kodak Mexicana, and also studied for a year as a Sloan Fellow at Massachusetts Institute of Technology.

Prezzano joined Kodak in 1965 and has served in the Treasurer's Staff, Financial Analysis Services Dept., Business Systems Markets Div., the President's Staff, Customer Equipment Services Div. and as head of the then new Business Marketing Planning organization in 1979.



Smith



Prezzano

Hoppe Gets Asian-Pacific Area Post

Edward P. Hoppe has rejoined IPD as general manager, Marketing Companies, Asian-Pacific Area, in the Asian, African and Australasian Region.

In early 1979, Ed had transferred from the post of director, Administration and Planning, AA&A, to become one of four directors, Strategic Business Planning, in EK's new Photographic Div. Later in '79, he was appointed to the company's Corporate Staff.

A Kodaker since 1964, Ed was a financial analyst in Motion Picture and Education Markets Div. in 1969 when he first transferred to IPD.

Assignments took him to Kodak companies in Brazil, Peru and Panama and in 1975, he was named general manager of Foto Interamericana de Peru. In early 1977, Ed moved to Australia to be assistant to the general manager, Asian-Pacific Area. He returned to Rochester in 1978 and that August was appointed director, Administration and Planning, AA&A.



Hoppe

Murphy Speaks on Communications

Those attending Kodak's European Public Relations Conference at Harrow, England, in June, heard Neil Murphy, IPD general manager, speak on changing communications values in a changing world.

"If we are to achieve our international marketing objectives this year and in the decade before us, it is essential that we build Kodak's communications strength in every marketing and manufacturing company, in every part of the world," he said.

"To be successful in marketing will require your best performance as professional communicators. It will result from your abilities to communicate more clearly, quickly and persuasively than ever before. We need your skills and perseverance, and most of all, disciplined planning in what you are doing," he emphasized. "Each of our communications should be put to work with a defined purpose."

Pointing out that IPD management will be placing more responsibility on its communicators during the 1980s, Neil quoted Peter Drucker, American founding father of management consulting, who claims the world today is a "global shopping center. Every business—every marketing company—from now on will have to be managed as if it operated in a worldwide economy."

"Certainly, this global shopping center—populated by its mobile customers and influenced by rapidly-changing industrial technology and product ideas—demands that we rethink how we reach out and relate to our diverse publics—through communications," Neil continued.

"Kodak is a multinational company. Our communications needs are complex. Some of these communications offer common goals, some do not. Hence, we must improve the ways we listen to our public, and then respond to what we hear. There are solutions through better informational management.

"Today, we need to make use of the strongest asset we have—that asset is knowledge of our customers' needs, knowledge of what our customers will need . . . in all major product groups.

"We are changing—and improving—our production strategies and how we implement them. Our approach is shifting—and so must yours—to make international communications more efficient.

"If there is one word to achieve professionalism as a Kodak communicator, that word is planning," he stressed.

"For each product assignment, know where you're going by establishing definite, measurable communications objectives. Know the opportunities offered by each of your media sources—the different target audiences for your communications."

Responsive communications planning, however, is not just outward effort but inward coordination . . . working closely with your marketing groups in their product planning, he pointed out.

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Foto Interamericana de Colombia Will Have New Headquarters

Members of Foto Interamericana de Colombia watch Pablo Carrasco, general manager, turn the first shovelful of dirt, starting excavation for the company's new headquarters building. Completion is scheduled for July 1981, coinciding with the 50th anniversary of Kodak's company in Colombia. Administration, marketing and distribution activities will

be centered in the new facility. It will include a complete marketing education center, color print and processing laboratory, camera assembly area and a small section for photochemicals manufacturing. Located in El Dorado, a suburb of Bogota, the site is on the main route leading from downtown Bogota to El Dorado International Airport.

European Region, Kodak Limited To Share Building in London

Construction of the building which will house the European Region headquarters and Kodak Limited's London offices is nearing completion. The new premises are expected to be operational by the New Year.

The nine-story block is at 190 High Holborn, just a short distance from the present location at 246 High Holborn.

Last December, the European Region announced tentative plans for a possible increase in its staff size over the next decade. Kodak Limited was already looking at options for a new London site.

A study was made to see if 246 High Holborn could be refurbished to meet the needs of both groups, but it was found to be unsuitable.

The lease for the new building runs for 25 years.

The region headquarters will occupy all of the building except for the first three floors. A restaurant for all staff is planned on the second floor.

The first three floors will be home base for Kodak Limited's marketing operations in London and the southeast of England.





Sugarman Swift Kramer Dawes
Wade Chiazza Robinson Vicinus
McCabe O'Gorman McGurer Carbee

Most Appointments Occur in Europe

Cyril Sugarman, formerly assistant manufacturing manager, Sensitized Goods, European Region, has been appointed director, Manufacturing, with additional direct responsibility for sensitized goods manufacturing.

Paul F. Swift, who was assistant manager, Manufacturing-Technical, European Region, now is assistant director, Manufacturing-Technical and Chemical.

Hans Kramer, who continues as manager, Manufacturing Information and Planning, Kodak A.G., Germany, also is appointed assistant director, Manufacturing-Apparatus, European Region.

Gordon W. Dawes Jr., who was planning director, Customer Equipment Services Div., has transferred from Rochester to become director, Customer Equipment Services, European Region.

Colin V. Wade, former product technologist, Paper Manufacturing Div., Kodak Limited, United Kingdom, has been appointed coordinator, Customer Technical Services, European Region. He reports to Kevin R. Donohue, the region's assistant marketing director.

Three appointments have been announced in Estimating and Planning, Distribution, European Region.

John J. Chiazza, who was senior estimator, Consumer Markets Products, in the region, has been named supervising estimator/planner, Consumer and Professional Products, Estimating and Planning.

Edward R. Robinson, resident distribution analyst, Distribution, for the region, now is senior estimator, Consumer Sensitized Markets, Estimating and Planning.

Kenneth E. Vicinus, former estimator, Consumer, Professional and Finishing Markets Div., Traditional Consumer Products, Distribution, has transferred from Rochester to the region and is senior estimator, Professional and Finisher, Estimating and Planning.

Gerard McCabe, formerly of Corporate Systems Development and Services, has transferred from Rochester to the Administrative Services Staff, European Region, to participate in a developmental assignment for two or three years.

Patrick J. O'Gorman, formerly manager, Finance and Accounting, Rangiran Photographic Services Company, now is assistant to the administrative manager, Kodak South Africa, and is stationed in Johannesburg.

Dennis McGurer, former manager, Consumer Markets Div., Kodak Australasia, has transferred to the U.S. and Canadian Photographic Div. and has been appointed marketing director, Consumer Products-Traditional, Business Marketing Planning.

Frank D. Carbee, planning associate, Consumer Products-Traditional, Business Marketing Planning, now is manager, Consumer Markets Div., Kodak Australasia.



Agostini Kapitan Foong Horwood
Lawton Patterson Jursik

Giuseppe Heads Retiree Roster

Giuseppe Agostini, director, Distribution Development, Kodak Italy, 31 years

Johann Kapitan, supervisor, Photofinisher Markets, Kodak Austria, 25 years

Foong Tuen Seng, manager, Sales Development, Kodak Singapore, 19 years

Robina Horwood, secretary to the general manager, Kodak Hong Kong, 17 years

George W. Lawton, warehouse person, Distribution, Eastern Region, Field Operations Div., Sydney, Kodak Australasia, 15 years

Hugh Patterson, process worker, Camera, Reels and Sundries, Manufacturing, Kodak Australasia, 12 years

Rosa Jursik, group leader, Preparation and Finishing, Color Print and Processing, Kodak Austria, 10 years



Diana Aryee, at top to the left of center, is one of 25 persons featured in the "We Love New York" Colorama.

It's Smiles from Ghana to New York's Grand Central Colorama

Some hope to see their name in lights, but not many people expect to have their photograph, larger than life, shining on the walls of Grand Central Terminal in New York City.

Certainly, Diana Aryee, a former United Nations tour guide from Ghana, could not have imagined it in her childhood dreams. Nevertheless, Diana is one of 25 New Yorkers pictured in Eastman Kodak Company's Colorama, "We Love New York." The 18-foot-high and 60-foot-wide color transparency was on display in Grand Central Terminal from May 28 until July 3.

"The Colorama is part of the salute we are making to the people of New York State during Kodak's centennial year," said Richard Bartlett, director of EK's centennial program.

In the Colorama, New Yorkers such as Diana are shown going about their everyday lives. They're blended with points of interest throughout the city and state to create a collage as rich and diverse as New York itself. Real New Yorkers were used instead of professional models or actors.

Diana, who at the time had been a "New Yorker" for two years, was asked by her supervisor at the United Nations whether she would agree to be photographed. "Kodak wanted to show the different aspects of New York and the varied ethnic makeup of the city, so I posed in my native African dress," Diana

explains. Diana, who is now at Columbia University studying for a master's degree in economic and political development, forgot about the photo session until she received an invitation.

"I had planned to go back to Ghana and my family for the summer when I received a note from the people at Kodak inviting me to a reception for all the people shown in the Colorama," Diana relates. "I screamed and sent a cable home to my mother!" Diana postponed her trip until after seeing herself in living color.

"I thought I was laughing too much in the picture, but I guess it shows that people who live in New York are happy," she says.

Diana delights in New York City. She especially loves Central Park and the neighborhood feeling she has in the East side community where she lives. "I love the different kinds of people you meet here and the broadening outlook it gives you," she said. "I love my neighborhood. I know all the people on my block and it feels like home."

Inasmuch as New Yorkers reputedly are cosmopolitan, Diana definitely qualifies. The youngest of six children, she was raised in Ghana, went to boarding school in England and first came to the United States when she went to Rider College in Trenton, N.J. After a stint back home, she returned to New York City three years ago.

Photography by Puerto Rican Students Leads to Awards in Science Fair

High school students of Puerto Rico claimed photographic honors in the 31st International Science and Engineering Fair (ISEF), held in St. Paul, Minn., continuing a tradition of past years.

More than two-thirds of the 458 projects presented by high school students from all over the United States and three other countries used photography to enhance displays of scientific data.

Gary Jusino, a senior at Lola Rodriguez de Tio High School in San German, P. R., was recognized by the judges for the second straight year, becoming the only Eastman Kodak Company \$100 First Award in Photography winner from 1979 to repeat his success.

Gary, the other nine First Award winners and ten honorable mention winners received Kodak Centennial Medallions for excellence in amateur photography. They also received copies of the book, "The Joy of Photography."

Jose Toro and Carlos Santana, schoolmates of Gary in San German, and Luis Anibal Aveles Pagan, a student at CROEM High School in Arecibo, P. R., were voted honorable mentions for photography in their projects, which all concentrated on oceanographic studies.

Gary was voted his 1980 First Award for his continued work in exploring the ecological, biochemical and toxicological aspects of 20 species of coral.

His vivid documentation was collected in off-shore waters up to 30 feet deep. "I went into the water in SCUBA gear and I carried a Nikonos III underwater camera," Gary explains. "I wanted to record information about the coral in natural surroundings. Color photographs provided a great deal of data that I could analyze and compile later."

Startlingly clear and sharp wide-angle photographs showed each coral in its native environment. Close-ups of the subjects helped make positive identification easier.



Gary Jusino's award-winning exhibit shows how species of coral fit in with the other sea life in their habitat.

The scientist-judges were impressed with the students' increasing use of photographs for making scientific measurements and as an analytical tool. They also noted a greater use of photographic enlargements in projects this year, making it easy for both the scientist and layman viewing the display to quickly grasp the intention and findings of the exhibitor.

More color slides also were used, being projected on screens built into displays or on self-contained sound-slide players.



Militano Cloete Woods Lynch Modlaji Lysenko Swartberg Macdonald Hoyer

Ten Mark 25th Anniversaries with Kodak in Europe, Africa and Australia

Salvatore Militano, accountant, Accounting Dept., Kodak Italy, July 1

David Cloete, stock attendant, Warehouse, Kodak South Africa, July 4

Edward G. Woods, general manager, Manufacturing Services, Manufacturing, Kodak Australasia, July 4

Robert J. Lynch, dye doctor planner, Sensitizing, Manufacturing, Kodak Australasia, July 5

Theodora Modlaji, telephone operator, Office Service, Kodak Austria, July 6

***Einar W. Jeppesen**, processor, Micrographics and Information Technology Services, Processing Laboratory, Kodak Denmark, July 12

Stefan Lysenko, floater, Sensitizing, Manufacturing, Kodak Australasia, July 12

Erik Swartberg, sales representative, Graphic Arts Markets, Kodak Sweden, July 15

Ian R. Macdonald, manager, Federal Operations, Color Print and Processing, Kodak Australasia, July 18

Joan E. Hoyer, planner, Administration, Townsville Branch, Northern Region, Kodak Australasia, July 25

*not pictured

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A touch of home greeted Stan Goik, right, when Tony Western, center, took him to Advertising and Promotion's Photographic Laboratory at Kodak Office to observe production of enlargements. Deforest (Spot) Inkley, lab manager, showed him the lab's display wall with enlargements of Australian pictures taken by EK photographer Neil Montanus. Tony, coordinator, regional marketing development, Photofinishing and Professional Markets, Asian-Pacific Area, arranged appointments for Stan so that he could obtain needed information.

Chief Photographer Plans for Australia's National Gallery

Stan Goik, chief photographer of the Australian National Gallery, came to Kodak in Rochester recently with kudos for Kodak Ektachrome sheet film and for Bruce Muir, Kodak Australasia's customer relations representative in Australia's capital city of Canberra.

Stan explained that new facilities for the gallery are in the last stages of completion and will open in 1981, bordering, along with the supreme court and the national library, on an artificial lake.

His trip to Germany, New York City, Rochester and Tokyo was a window-shopping trip. He visited museums and met with museum officials, manufacturers of photographic sensitized materials and equipment, and lighting experts on photography and reproduction, all in an effort to insure that the gallery's photographic division will be equipped to do the best possible job.

Currently, the division is primarily concerned with the recording of the gallery's collection. Within the year, the intention is to publish nine books, some in catalog form, the others on specific artists' work. He's looking forward to producing transparencies of the gallery collection for sale to visitors, and was interested in Kodak's advice on making and duplicating transparencies.

Stan said he was pleased with the results he obtains with Kodak Ektachrome sheet film, which he exposes with reflected, rather than direct, lighting. With the new emulsion, he finds the fidelity of color reproduction of golds, brass and wood carvings is much improved, with more beauty in detail and nuances of tone.

He was equally complimentary about Bruce Muir, stating that the Kodak representative has in-depth knowledge of what can be accomplished with the products and also that he is very helpful.



Suntaree Verapaisal, seated from left, producer of Bangkok Channel 5's "Wide World Tour" program, Duangta Naoghinsuka, announcer, and Uraiwan Raksapomang, scriptwriter, were delighted to learn they could use footage from "Journey into Imagination" for their documentary on Kodak. Tom Uhrmacher, right, International Information editor, gives them the film print. The TV team was accompanied to Rochester by Frederic von Stange, seated second from right, representative of the U.S. International Communication Agency. From IPD's Asian, African and Australasian Region, the team talked with, standing from left, Jim Brennan, marketing director, Consumer/Professional Markets, and three coordinators of regional marketing development—Paul Hults, Motion Picture and Audiovisual Markets; Tom Pearson, Consumer Markets, Asian-Pacific Area, and, seated at right, Tony Western, Photofinishing and Professional Markets, Asian-Pacific Area.

TV Team Plans EK Documentary

To satisfy Thai television viewers, a six-member team from Bangkok's Channel 5 is completing 15 half-hour documentaries filmed during a month in the United States and Europe.

Viewers had reported to Channel 5 that they'd like to see more programs about people and places around the globe.

The team came to Rochester from California where it recorded, on Eastman Ektachrome video news film, visits to Los Angeles mayor Thomas Bradley and to Lockheed Corporation's aircraft facility at Burbank. From Rochester, the six headed to New York to interview Thailand's ambassador to the United Nations.

Their visit to Kodak in Rochester, arranged for them at the request of Kodak Thailand, included tours of the Marketing Education Center-Riverwood, Kodak Apparatus Div. and Kodak Park.

They also saw "Journey into Imagination" and were given film footage of this Kodak Centennial movie. It leads viewers visually to Kodak facilities across the U.S., providing inside views of the plants where Kodak products are made. It then focuses on customers' businesses where products are used.

The Thai team will use this footage for one documentary, adding a Thai-language narration.

Because the camera crew did not have to film at Kodak, its three members had the opportunity to visit Rochester Institute of Technology where one of them had studied photography.

Tabletop Models Provide Quality, Economy in Radiographic Processing

The Kodak X-Omat M20 processor, model 1, is now available to worldwide markets from Kodak in Rochester. Model 2 is scheduled for delivery in September.

The tabletop processor, manufactured at Kodak Apparatus Div., is designed to provide operating economies for private offices and clinics where film volume is low but high-quality radiographic processing is essential. It is also suitable for dispersed processing applications and for departments of nuclear medicine, ultrasound, CT scanning and radiation therapy.

The model 1 is recommended for processing up to 30 films a day and has a manual replenishment system. The model 2 features fully automatic replenishment and is intended for higher processing volume.

The M20 processor will process all sizes of Kodak X-Omat films, Kodak ortho films, Kodak NMB and NMC films, Kodak PF and PFC films, and Kodak gray-tone imaging films at the rate of 30 inches (76.2 centimetres) per minute. The processing cycle is 150 seconds for dry, ready-to-read radiographs.

An ambient-water wash saves energy and eliminates the need



The Kodak X-Omat M20 processor brings new economies in automated processing to locations where film volume is relatively low.

for hot-water plumbing and a thermostatic mixing valve. Tabletop size, the processor requires only 7 square feet (.65 square metres) of space. Manual standby control reduces power consumption.

Wired with IPD's electrical requirements in mind, the M20 processor operates without auxiliary transformer in a range of 180-254 volts, 3300 watts, 50/60 Hz.

Latin American Lab Managers Focus on Managing for Opportunity

Managing for Opportunity was the theme of the 1980 Latin American Region's conference of processing laboratory managers, and it began with a 2½-day program on successful middle management.

The conference, which featured talks on business in the 1980s by IPD and regional leaders, was arranged and coordinated by IPD Processing Laboratory Services' Peter Hudson, director of Color Print and Processing for Latin America, and Bill Korper, coordinator, Technical Services, and by Bill Schaaf, industrial engineer, and Gale Aaroe, quality consultant, who are assigned to PLS from Kodak Park.

In-depth discussions during the latter part of the conference covered regional objectives, financial planning and estimates to reach these objectives, equipment planning, quality control, and advertising and sales promotion.



Bill Korper, left, who spoke to the group on equipment to be considered for expansion of silver recovery operations in their labs, and Alfredo Godoy of Chile, Sigfrido Korkowski of Mexico and Carlos Alfonso of Venezuela discuss the additional savings which can be realized.

Peter Hudson, second from left, points out to Kodak Brasileira members that finishing workplace equipment leads to better-satisfied customers by speeding up their processing orders. With Peter are, from left, Guido Machado, lab manager in Porto Alegre; Geraldo Morais, head of the Sao Paulo lab; Gerard Kaghtazian, technical operations manager, and Edemar de Oliveira, Rio lab manager. The equipment, which is being installed in Kodak labs throughout Latin America, performs negative-cutting, print-chopping, pricing and billing operations.



Behind the European line of Kodak Ektra cameras are, from left, Michael Reibl, Wolfgang Ort and Kurt Steisslinger of Kodak A.G., Germany.

Camera Line Wins Design Awards

It's a long way from the drawing board to the finished product; many times outstanding concepts and design ideas do not survive.

So, it's all the more gratifying when a line of cameras receives design awards.

The Kodak A.G. team of Michael Reibl, designer; Wolfgang Ort, development chief, and Kurt Steisslinger, manager of the preliminary design group, is responsible for the design and styling of the award-winning European-made line of Kodak Ektra pocket cameras.

The Kodak Ektra 12 EF camera, introduced to the European market in time for Christmas '79, already has added to the camera line's awards. At the Hanover Fair, this camera was voted an award for good industrial form. It also has an award from the Design Center of Stuttgart, Germany.

Photo Contest Brings Couple to Wurzburg's Sister City



Considering that Dr. Ulrich Zunke's specialty is plant pathology and that his hobby is nature and landscape photography, he and his wife, Szusa, couldn't have seen Rochester and upper New York State at a better time. The flowering trees were in full bloom.

They came to Rochester because his picture of a nurse in Wurzburg, Germany, won top prize—a week's trip for two to Rochester, Wurzburg's U.S. sister city—in the 1979 Wurzburg Photo Competition. It won out over other entries focusing on Wurzburg, the surrounding Main River Valley and the people there.

At the request of Kodak A. G., Germany, which underwrote the top prize, Rolf Fricke, IPD Advertising and Promotion Services specialist who speaks German, arranged the Zunkes' program which began with tours of Kodak Park and the International Museum of Photography at George Eastman House.

Dr. Zunke, who now is associate with the Institute of Plant Protection at Stuttgart University, had the opportunity to meet with fellow researchers at the University of Rochester and Cornell University, discussing his special interests in nematodes, tissue structure and the use of electron microscopes.

In addition, Rolf showed them Niagara Falls, the Finger Lakes area and the Corning Glass factory.

Flowering crabapple trees frame EK's headquarters as Rolf Fricke, left, shows Rochester landmarks to Dr. Ulrich Zunke and his wife.

Technical Sales Rep Convinces Argentine Bank of Microfilm Advantages

After several months of diligent effort, Hernan Moreno, Business Systems Markets technical sales representative at Kodak Argentina, obtained a purchase order from the Banco de Entre Rios.

Hernan had convincingly shown the bank officials that it would be to the bank's advantage to install five Recordak Reliant 750 microfilmers, one Kodak Prostar processor and three Kodak Starvue reader-printers.

Two factors, he says, helped significantly in his getting the order. The first is that he was able to demonstrate the equipment to bank officials in Kodak Argentina's display area.

The second is that he was able to give detailed answers to questions and objections raised by the bankers. This, he explains, was the result of his having attended a seminar on microfilming given for IPD personnel.

Hernan recently has further increased his knowledge of Kodak's business systems products, having just completed a three-week seminar in Rochester on Kodak Komstar microimage processors, given for the Latin American Region.



Hernan Moreno, center, receives congratulations and a token award from Kodak Argentina's Eduardo Drimer, left, Business Systems Markets supervisor, and Raul Schwartzmann, marketing manager.

Studio Samir Introduces Kodak Microimage Processors in Saudi Arabia

Studio Samir, distributor of Kodak products in the Kingdom of Saudi Arabia, recently celebrated the installation of the first Kodak Komstar 300 microimage processors in the kingdom.

The combined efforts of Studio Samir and Photo Marketing Services (Middle East), a subsidiary of EK, resulted in the installation by ARAMCO (Arabian-American Oil Company) of the laser printers from Kodak Business Systems Markets.

ARAMCO is the largest fully-computerized consortium of oil companies in Saudi Arabia.

In line with the requirements of ARAMCO's electronic data processing (EDP) managers—importantly the need for non-liquid processing at their computer terminals—Studio Samir provided the consortium with a comprehensive program, covering overall systems analysis, system design, equipment installation and a total systems maintenance and service backup with fully trained personnel.

ARAMCO's approval led to the installation of two Komstar 300 microimage processors.



Happy that the Kodak Komstar 300 microimage processor, in background, is operational are, from left, Bob Gardner of ARAMCO's EDP Dept; Mohamed Hindi, managing director of Studio Samir, and Mark Turnball, Customer Equipment Services representative at Studio Samir.

New Phototypesetting Products Provide Printers with Brighter Images

A new line of Kodak phototypesetting products for the printing industry offers brighter images plus the speed and convenience of stabilization processing.

The new Kodak SII products are a phototypesetting paper, an activator, a deactivator and a phototypesetting processor.

Kodak SII phototypesetting paper is a whiter, brighter paper than was available previously and delivers black, dense type on a glossy surface. It provides an image that lasts much longer under tough conditions. Fast working, quick and easy to process, the new paper is priced below most conventionally processed resin-coated papers. It is considered ideal for small- or medium-size phototypesetting operations.

The Kodak SII phototypesetting processor provides fast, consistent processing for the new paper. Processed galleys of type emerge in as little as 15 seconds.

The processor installs quickly, without plumbing or special venting, and occupies less than two square feet of space. Chemicals, in color-coded bottles, are inserted into the processor without mess or mixing.

The list price of the unit is hundreds of dollars below conventional processors for resin-coated phototypesetting papers.

Kodak SII activator and Kodak SII deactivator each will be available in a variety of sizes to meet the needs of the trade.

Customer Support Members Speak on Language Needs, Win Newsletter Award

How IPD tries to satisfy the needs of its customers by producing how-to-use instructions in several languages was described at the 27th International Technical Communication Conference by two writer-editors of Publication Services, IPD Customer Support Services.

Deanna Tiefertal covered the broad topic in her paper, "English Is Not Enough," at the conference in Minneapolis, Minn., U.S.A.

Grace Tillinghast elaborated on how Kodak tries to satisfy the needs of its Spanish-speaking customers from various countries,

the latter presenting a linguistic challenge to the writer.

Deanna, who has left EK to move with her husband to Munich, Germany, where he has a position with a computer software company, ended her Kodak career with a flourish.

She and Walt Manzek, senior product information specialist, Graphics, Commercial/Industrial Markets, Customer Support Services, edited the International Graphics Newsletter voted the 1979-80 Award for Distinguished Technical Communication by the Rochester Chapter, Society for Technical Communication.



Summer Girl Is Most Popular

The 1980 International Summer Girl is making her appearance at photographic stores and counters throughout IPD and Canada.

This year, it's Erikka who, with her over-sized stylized film box and a reminder that Kodak film has great color, is drawing attention to warm weather's picture-taking opportunities.

The use of the giant film box, a Kodak beach ball and a swim suit in yellow and red adds up to strong Kodak identification.

Since the International Summer Girl made her first appearance in 1977, orders for the display have nearly tripled, topping 20,000 now.

In addition to the life-size diecut display and a mini-counter display, Erikka is also featured in other sales support pieces. She, along with additional film boxes and the headline "Natural Color . . . Kodak Film," appear on a counter card, vertical and horizontal banners and stuffers. Some of the items have the additional statement "If it's not in the film, it's not in the picture."

Each item was offered in an English-text version, in foreign-language versions on special order, and in no-text version for local imprinting.

Erikka, a part-time model and a full-time law student, came to Kodak's attention when Marty Kosten, advertising development associate of IPD Advertising and Promotion Services, saw her pictured in an airline's gift catalog as he flew from Rochester to New York City. He contacted the advertising agency and her agent, with the result that she posed for the 1980 International Summer Girl display.

Mirror Now Is Being Polished

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polishing. Test data, in the form of light wave interference patterns, are analyzed by a Kodak-designed computer system which provides instantaneous test analysis.

For the next fifteen years, the space telescope will be a principal tool which astronomers will use to study the solar system, the stars and other galaxies," Hicks states. "For the first time, astronomers will be able to look at the universe with a telescope of this size, without having their view hindered by atmospheric distortions," he added.

Astronomers using the space telescope will see seven times deeper into space than they would with the most powerful ground-based telescopes. This will permit observation of a volume of space 350 times greater than currently possible.

Planning Communications Is Essential

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Establish a public relations plan that is realistic, attainable, and provides for some methods of measurement, he advised.

"As the general manager of IPD, I am convinced that we must intensify our efforts for better communications," said Neil. "To your energies and efforts will be added the support of regional IPD management and local general managers."

"Before us in the 1980s, as we pursue our 'one world' manufacturing and marketing strategies, publicity consistency, too, will enable Kodak and specifically IPD to pursue our business more effectively and more responsibly throughout the world."

"Corporate consistency has its place in your operations," he stressed. "And so do numerous opportunities for your individual skills. With your cultural, media and market distinctions, many of your publicity programs will require individual tailoring, adapted professionally by each of you to meet the real needs of your marketplace . . . in a decade where all of us must act, not react."

Neil expressed confidence the communicators will meet the challenges if they keep three points in mind. "First, the clarity of your planning will determine the scope of your success in the public relations job at hand; second, good communications requires shared knowledge—knowledge organized to help achieve the business objectives for each new marketing assignment, and third, evaluation of your public relations must be measured on a cost-effective basis."

"Clearly planned communications," he concluded, "will help us move good sound business strategies into sales action."