



Film-to-Tape Transfer for Specialists in the Audio-Visual Field



Broadcast-quality television recording at reasonable cost



Fotomat Bridges The Media Gap

The increasing popularity of compact, easy-to-use videotape recorders has made video cassettes a standard for playback of visual information around the world. Yet it has not been convenient and economical for many audio-visual professionals to transfer their film, slide and filmstrip programs to video tape. Until now.

In 1978, Fotomat, the nation's largest photofinisher, introduced a service providing retail customers with the opportunity to have their film and slides transferred to video tape. It quickly became the biggest service of its kind anywhere.

Now, with our new FOTOMAT PRO-VIDEO SERVICES, we are introducing a broadcast-quality film-to-tape service that is convenient for you no matter

where you are. This operation features custom-engineered transfer equipment in a special facility designed to the best broadcast standards. FOTOMAT PRO-VIDEO SERVICES will satisfy the exacting requirements of the audio-visual industry around the country. Yet to take advantage of these services it is not necessary for you to be familiar with the intricacies of video tape or have a large budget.

Our goal is to make it possible for you to enjoy the economy and convenience of distributing on video tape. You can forget about projectors that malfunction, slide tray sequence mixups and jamming, worn out film, bulky screens and darkened rooms. Instead you'll have the reliability of videotape recorders and the subjective appeal of television display.

And for all its advantages, video tape can be substantially

less expensive than film, from raw stock costs to duplication and handling expenses. Just as important, you can continue to do your creative work in the medium that you prefer, but add video cassettes to your distribution catalog or media service. Our turnaround time is so fast that you probably won't have to carry any inventory. Simply send us your film or slides each time you have a video cassette requirement.

FOTOMAT PRO-VIDEO SERVICES will handle your order on a custom basis. A direct telephone line has been installed at our lab so that you can call collect to discuss any question you may have. We'll be glad to review with you the features of our service and discuss your special requirements.

We're confident that our transfer prices are so reasonable, turnaround time so short and quality so high that you will find



many ways for this service to fit into your operation.

Who should use Fotomat Pro-Video Services?

These services are for the audio-visual or film specialist in virtually every field of endeavor.

- **Business and Industrial Organizations** with audio-visual departments as well as training, public relations or corporate communications groups.
- **Local, State or Federal Government Services** dealing with audio-visual materials for training, public relations or communications.
- **Production Companies and Suppliers of Film Materials** for the industrial, educational or government markets.
- **Schools and Educational Organizations** that produce programs on film, slides and filmstrips for local use or wide distribution.

What kinds of film material can Fotomat Pro-Video Services transfer to video tape?

- **8mm or Super 8 Movie Film** at either 18 or 24 frames per second. Black & white or color. Magnetic stripe or silent.
- **16mm Film** at 24 frames per second. Black & white or color. Mag stripe, optical or silent.
- **35mm Slides** using a cross fade for the transition from slide-to-slide. (Vertical slides are cropped about 30% on either the bottom or split top and bottom.)
- **35mm Film Strips** which can also cross fade from frame-to-frame if you supply two sets of filmstrips.

Several parts in a program sequence can be put on one cassette with title slides or black segments in between.

We will take program audio and change cues for slide and filmstrip programs from your

audio cassette. Change cues can either be 50 Hz tones recorded on the same track as the program or they can be tones recorded on the separate cue track. If your presentation is non-programmed you may choose time intervals of from 3 to 30 seconds, but these intervals must be consistent through the length of the program. You can add audio later using the "Audio Dub" feature on your video recorder.

Many multi-screen shows can be re-configured for single-screen display which can then be transferred to video cassette.

Which video tape formats?

The FOTOMAT PRO-VIDEO SERVICES record on VHS, BETA and U-MATIC formats.

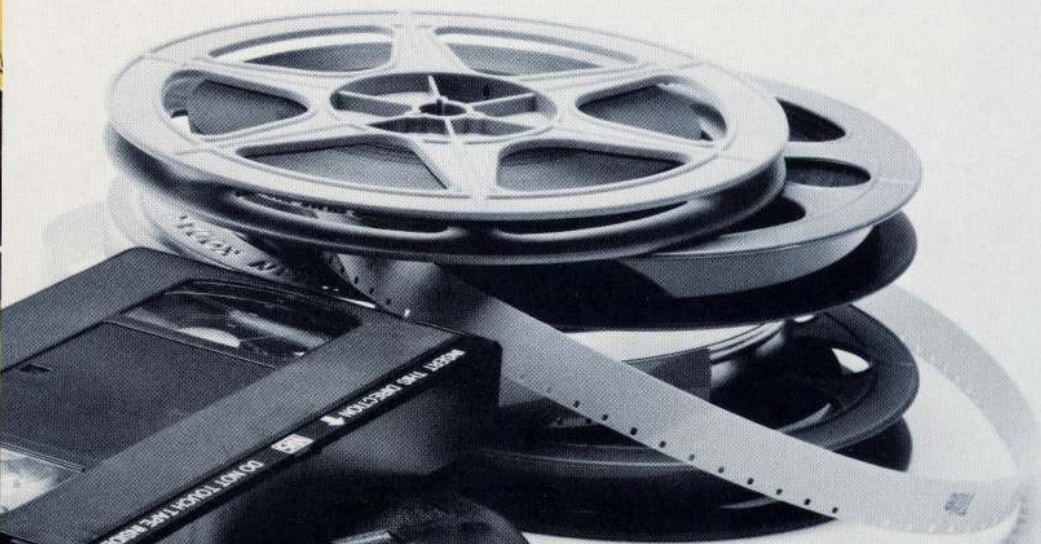
For VHS and BETA we can record up to six tape copies at one time. Using the U-MATIC format we can duplicate up to four tapes at one time. Any

combination of formats can be produced in one order.

Each cassette is recorded directly from your film with no intermediate master. This means you get the look of first-generation because it is first generation.

For additional tape copies of any of the formats we can rerun the material as many times as necessary. Each pass, however, is the equivalent of an additional order. On special orders we can also produce a U-MATIC master from your films and then provide as many second-generation copies as you request.

We can also add new material after the last recording on your existing cassette. This allows you to update older programs.







Professional Care and Quality

The FOTOMAT PRO-VIDEO SERVICES are designed to do everything possible to enhance the quality of your finished video tapes.

We use equipment manufactured specifically for broadcast teleproduction. The system is maintained and operated by carefully trained technicians. The quality of the finished product will please the most demanding user.

We make extensive use of state-of-the-art technology for optical and electronic processing. For instance, we correct exposure levels, color balance and gamma automatically for optimum quality on the tape. Electronic enhancement and noise coring are used to add sharpness and depth. Audio signals are processed and enhanced through expander-compressor circuitry and five-band equalizers.

The bottom line is that no one can get more from your film than FOTOMAT PRO-VIDEO SERVICES.

What does it cost?

With the finest transfer equipment and personnel available you'd think that these services would be expensive. Not so.

Through volume production techniques adapted from our consumer video operation plus a major investment in equipment automation and reliability, we achieve very high quality at prices that will seem hard to believe.

You'll find the detailed cost figures in our price list. However, as an example, consider having your 15-minute sound movie transferred to a BETA cassette for less than \$45, including the cassette! Additional master copies are less than \$20 each.

Personalized Service, Speed, and Easy Ordering.

FOTOMAT PRO-VIDEO SERVICES are designed to be a custom service with fast, easy communication between you and our lab. We want to answer questions about the service itself or to provide ordering

information so we've set up a direct phone line in our lab where a video supervisor will take your collect call. Just telephone (714) 549-1144, station-to-station, any time between 8:30 a.m. and 4:00 p.m. Pacific Time.

Speed

We'll complete your order within 10 days of its receipt. For even faster turnaround we'll process it in 48 hours at a 50% surcharge. All orders will be returned via United Parcel Service. Rush orders are shipped UPS Blue Label.

We've Designed This Service To Be Right For You

Whether you're a film distributor who up to now may not have been ready to add video cassettes to your film services, or an A-V professional who already uses television, we know you'll recognize this as a special opportunity to transfer your film material to tape with quality and economy. FOTOMAT PRO-VIDEO SERVICES can help you develop and enhance your television capabilities.

Orders and inquiries should be made to:

FOTOMAT PRO-VIDEO SERVICES

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Fountain Valley, CA 92708
(714) 549-1144 (collect)

