

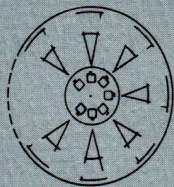
Atlantic Audio-Visual Corporation



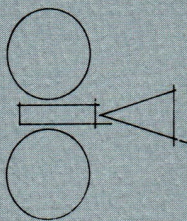
atlantic films and electronics

pioneers in audiovisual technology

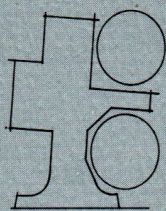
design • manufacturing • installation • operation • maintenance



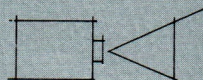
projection and television systems



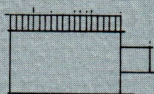
professional 70mm, 35mm and 16mm Zeiss Ikon equipment



automatic cinema



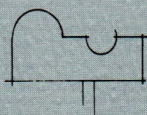
rear view and direct projection equipment for television and film studios



audiovisual systems and equipment for government, industry and education



boosted light for industry and defense photography



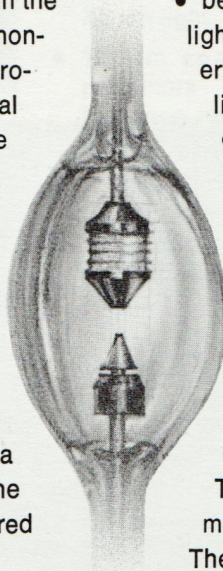
projection systems for simulators

XENON: its properties and use

The objective of all audio-visual presentations is to produce natural or high fidelity sound and daylight quality pictures. In the early Forties, research performed in the Osram laboratories demonstrated that with Xenon-filled high pressure lamps, a spectrum could be produced that is practically the same as that of natural daylight. This quality of light results because the radiation of the Osram Xenon arc is emitted by plasma having a temperature similar to the temperature of plasma on the surface of the sun. Extensive experiments resulted in 1951 in the first commercially usable Xenon short-arc lamps, and in 1953, Zeiss Ikon constructed and installed the first 35mm motion picture projector with Xenon light. In 1960, the first installation in North America was made in the Victoria Theatre, New York City, by Atlantic Films. In the short period since 1960, Xenon lamps have ushered in a new era of cinema projection.

Osram XBO short-arc lamps are characterized by the following properties:

- completely stable arc; after installation and initial alignment, no readjustment is necessary
- lamps are ready for operation immediately after switch-on
- day-like, pure white light, therefore ideal rendition of color and black-and-white films
- even, color-constant picture illumination over the entire current control range regardless of burning time



- clean, almost maintenance-free operation permitting program automation
- best light color and color rendition of all artificial light sources with practically the same spectral properties as daylight composed of mixed direct sunlight and indirect light from the sky.
- spectral distribution and color of the light are unaffected by the load and life
 - very high luminance (at the focal spot up to ten times solar luminance)
 - long life, low operating costs (the most-used medium wattage lamps have a guaranteed life of 1,500 hours and a mean life of 2,000 hours. The average life of Osram lamps at Expo 67 was 3,000 hours.)
- simplicity of operation

These special features make XBO lamps ideal for motion picture projection and audio-visual systems. The steady arc and uniformity of color rendition of various lamps are of great importance for special multi-screen projection techniques using a number of projectors.

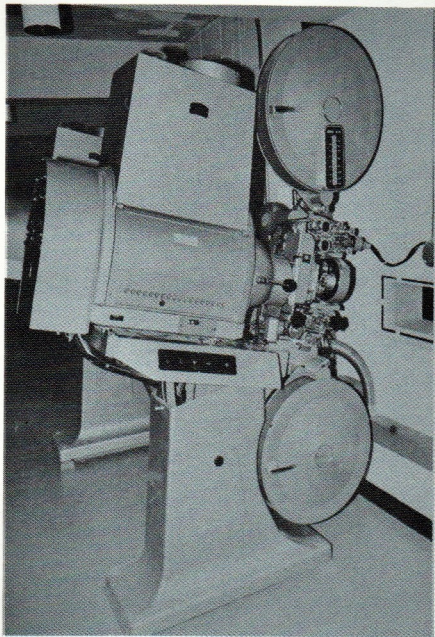
The long average service life permits a substantial reduction in cost as compared to conventional light sources. (A recent Atlantic Films installation at a drive-in theatre in the Toronto area replaced a high-intensity carbon arc with an Osram XBO 6500 lamp. This change increased screen brightness three times and cut operating costs in half.) Atlantic Films has designed and manufactured assemblies for converting existing projectors to modern Xenon light for theatres, film studios and industry.

Osram Xenon XBO Lamps

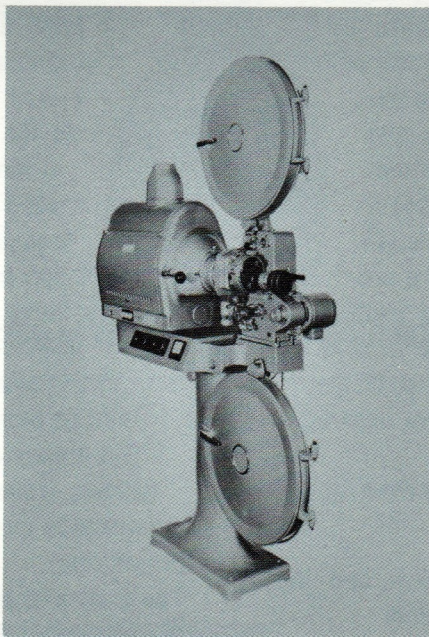
Lamp Size	Lumens	Operating Hours	Approximate Cost per Hour		Lamp Size	Lumens	Operating Hours	Approximate Cost per Hour
XBO 450	13,000	2000	9¢		XBO 1600	60,000	2000	19¢
XBO 450W	13,000	2000	9¢		XBO 2500W	95,000	1500	29¢
XBO 900	30,000	2000	13¢		XBO 4000W	190,000	1000	43¢
XBO 900W	30,000	2000	13¢		XBO 6500W	320,000	750	\$1.15

Professional Projection Equipment and Systems: 70mm, 35mm and 16mm

- Erneman VIII B Zeiss Ikon
- Erneman IX Zeiss Ikon
- Erneman X Zeiss Ikon
- Favorit 35 and 70mm Zeiss Ikon
- Favorit 16mm Professional



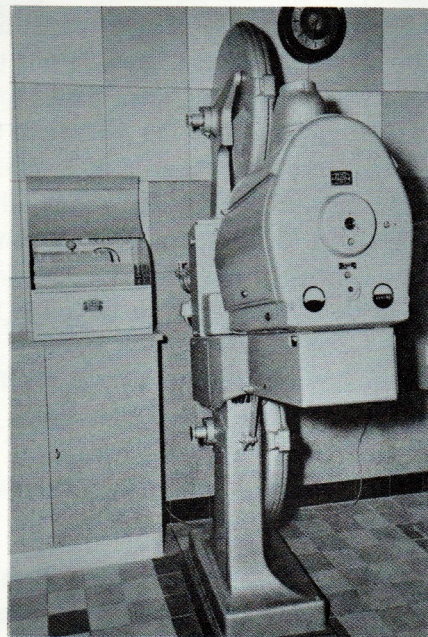
*Favorit 35/70 mm with 6,500 W
Lamphouse*



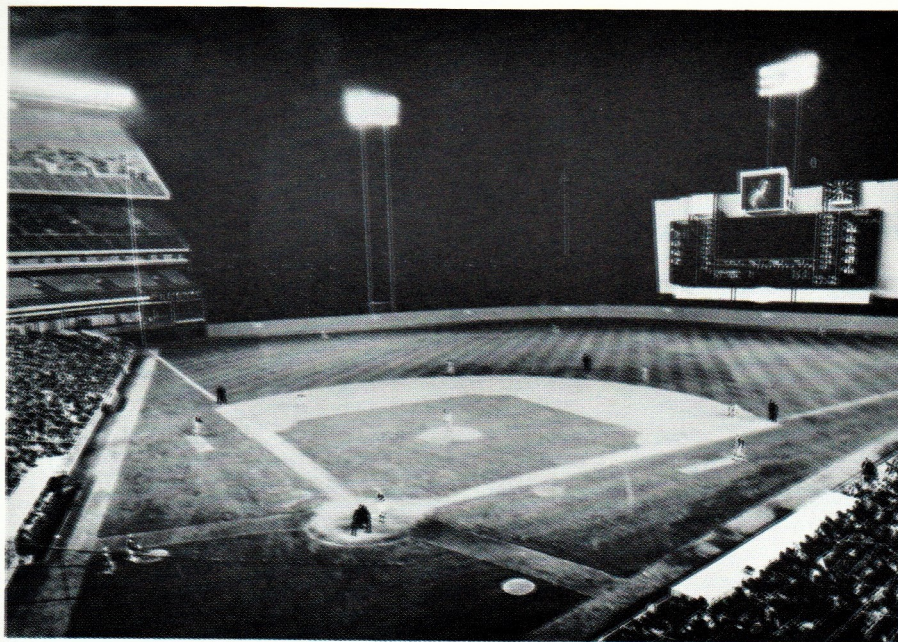
Favorit 16mm Professional

Automatic Cinema

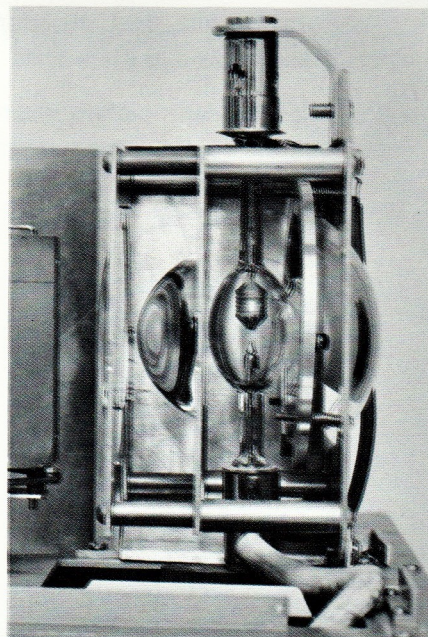
Automatic projection control units enable a cinema show to be run off, from the switching on of outside advertising and lighting right up to their switching off, according to a preset program. The projectionist now only needs to thread in the new films when the program is changed and rewind the films when the performance is over.



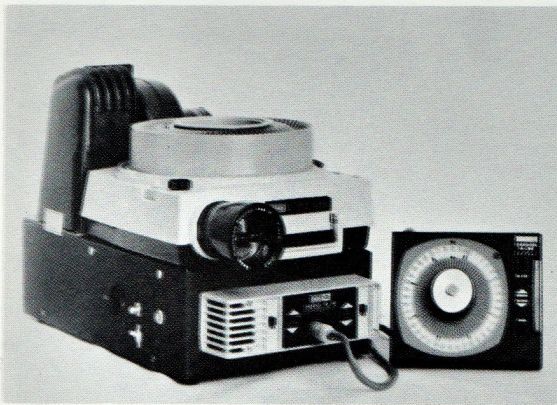
*Automatic Cinema
Rochefort, Belgium*



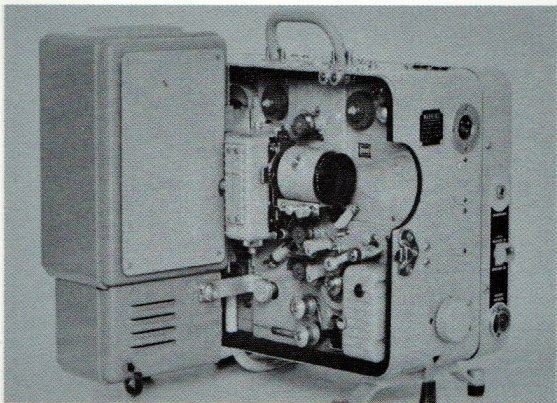
*Shea Stadium
Projection System by AFE*



*Atlantic Xenoblock for 16mm Projector
Conversion to Xenon Light Source with
XBO 450 W or 900 W Xenon Lamp.*



*Kodak Carousel
Xenon Light
Standard and Random Access*



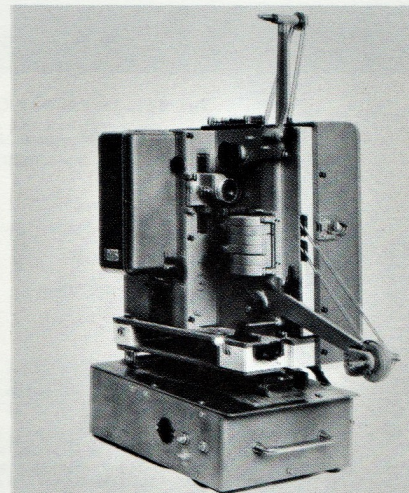
*16mm Projector Converted to Xenon
Light Source/XBO 900W Lamp
Produces more than 2000 Screen Lumens*

Audio-Visual Equipment and Systems for Government, Industry and Education

- Semi - professional projectors with Geneva movement and Xenon light
- 16 mm commercial projectors converted to Xenon light source
- Slide projectors
Kodak Carousel
Dia-Ernestman for $3\frac{1}{4}$ x $3\frac{1}{4}$ slides
Atlantic-120 $2\frac{1}{4}$ x $2\frac{1}{4}$ slide projectors with Xenon light source
Special effect projectors (continuous horizontal film strip)
Overhead projectors converted to Xenon light source
Programming equipment

Atlantic Films and Electronics has worked over a span of 30 years in the research, development and manufacture of electronic, optical and photographic audio-visual projection equipment and systems.

Our staff of experienced mechanical and electronics engineers are at your service.



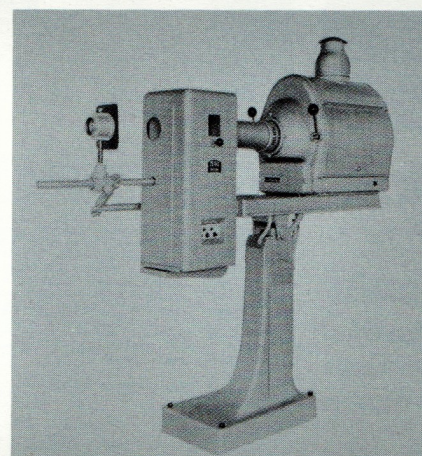
*16mm RCA Projector Converted to
Xenon Light Source/XBO 450W Xenon*

Rearview and Direct Projection Equipment, High Intensity Light

- Favorit 16B with output of 6,000 screen lumens and automatic phase finding device
- 35mm Ernestman X with 6,500 W lamphouse (30,000 screen lumens) — one blade shutter — synchronized with camera and automatic phase finding device
- Heavy duty $3\frac{1}{4}$ x $3\frac{1}{4}$ slide projectors with 6,500W Xenon lamphouse with light output of 45,000 screen lumens
- Special slide and effect projectors for television studios



Drive-In Theatre Equipped with Zeiss Ikon 6.5 kw Lamphouse.



*Heavy Duty Slide Projector/Dia
Automat/40000 Screen
Lumens with 6.5KW Xenon Lamp*

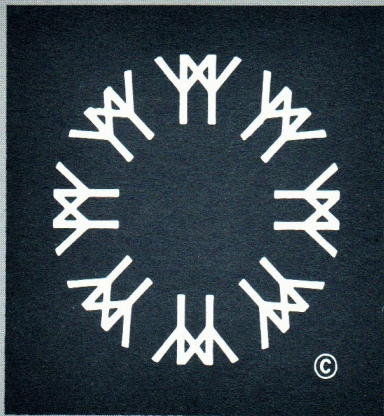


AFE at Expo 67

An international exhibition offers a unique and special challenge to audiovisual firms. Expo 67 in Montreal, in portraying Man's progress and aspirations, required the highest technological and professional standards. Atlantic Films and Electronics is proud of the role it played in presenting the imaginative and challenging story of Man and his World in these pavilions:

British Pavilion
 Canadian Pacific-Cominco Pavilion
 History Pavilion
 Quebec Pavilion
 Kaleidoscope Pavilion
 Czechoslovakian Pavilion
 Christian Pavilion
 Canadian National Railways Pavilion
 People Tree
 Man and the Polar Regions
 Man in Control

Resources for Man
 Man and His Health
 Dupont
 Expo Theater
 Man and His Planet
 Vermont
 Venezuela
 Olympic House
 Pulp and Paper
 Canadian Government
 United Nations



Certificates and letters of commendation and appreciation



January 30th, 1967

Mr. Serge Krivicky,
Atlantic Films Ltd.,
2071 University St.,
Montreal, Quebec.

Dear Mr. Krivicky:


I would like to thank you and the other members of the Atlantic Films Ltd. for your efforts in the Audio-Visual field at Expo 67.

Atlantic Films Ltd. was responsible for the provision, operation, and maintenance of Audio-Visual installations in the Dupont Theatre, Expo Theatre, Man and his Health Medi-Theatre, Man, Planets and Space Theatres, Man in the Polar Regions Carousel, Man and Resources, and Man in Control exhibits.

The high quality of your work in these areas was greatly appreciated and I am sure, contributed to the success of Expo 67.

Yours truly,

CANADIAN CORPORATION FOR THE 1967 WORLD EXHIBITION


S. J. CROSSMAN,
Head-Communications & Theme Division

L'Exposition universelle et internationale de 1967, Montreal, Canada
The Universal and International Exhibition of 1967, Montreal, Canada



Canadian Pacific-Cominco Pavilion, Expo 67
Windsor Station, Montreal 3, P.Q., Canada

E. L. Guerin - General Manager
R. E. Olson - Assistant General Manager

November 23, 1967.

File No. EX-21-6

Atlantic Films Ltd.,
2071 University St.,
Montreal, Quebec.

Dear Sirs:

As we conclude the affairs of the Canadian Pacific-Cominco Pavilion at Expo 67, it is befitting that we give due recognition to those whose valuable assistance contributed in no small measure to our pavilion being adjudged by many critics as one of the most successful at the Universal and International Exhibition of 1967.

The film "Nous Sommes Jeunes - We Are Young", together with the "Plus One" slide presentation, attracted approximately 2 1/2 million visitors. Both proved to be excellent productions, yet would not have attained the degree of success which they did without high quality audio-visual systems and, of course, proper technical operations and maintenance.

Worthy of special mention is the fact that the film was shown at 99.2 per cent of its total scheduled performance time, enabling us to successfully operate our advance reservation system, which earned us special notice, it having been the only such system in existence, allowing best use of visitors' time at Expo.

May we express our sincere appreciation for the manner in which your firm and members of your personnel discharged their obligations under the agreement. The co-operation and team work which existed was indeed a source of such pleasure and satisfaction.

Yours truly,

General Manager.

E.L.G.

Messrs. A. Jekete & S. Krivicky,
Atlantic Films Limited,
2071 University Street,
Montreal, Quebec.

Dear Messrs. Jekete & Krivicky:

Now that Expo is over, we would be pleased to express on behalf of the Consortium in general, our appreciation for your contribution on our behalf.

Not only was the "Growth of Canada" Pavilion a success - with all of its complex equipment - implemented in a most expeditious manner, but your operation and maintenance record was remarkable. We realized that we were equipped with its kind available, but we also knew that the finest mechanical installation in service that accompanies it.

Your organization must take considerable credit for the operation ran smoothly through the entire exhibition. Unexpected problems developed, you handled them with dispatch. In all, it was a most difficult task, but you were more than satisfied with every aspect.

In particular, we are grateful to you both for your personal involvement in this undertaking. We believe many other opportunities for us to work together.

With warmest regards.

CH:lr

19 FAIRBANKS AVENUE, OTTAWA, CANADA. TELEPHONE 913-7226

Morley Markson and Associates, Limited
November 2nd, 1967.

Messrs. C. Krivicky and T. Lapins,
Atlantic Films,
2071 University St.,
Montreal, P. Q.

Dear Sirs:

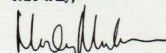
Now that Expo is over, I wish to thank you for the show you helped present at Kaleidoscope. All the work of the film-maker is nothing until it is properly projected.

This was done well--and I wish to thank you for a careful and high quality installation, excellent maintenance, and devoted projectionists.

The evidence is in the show itself and in the longevity of the loops.

Thank you for your consideration.

Yours truly,


Morley Markson.

MM/ms

Comprehensive
Industrial Design and
Visual Communication

6 Adelaide Street East
Toronto 1, Ontario, Canada
416-363-7437

Head Office
97 Kensington
London S.W.7

Telephone Rentals
OPERATING TR SERVICES

29/39 Harrington Road
London S.W.7

Telephone & Telegram
Kensington 0041

Your Ref

Mr. A. J. Jekete,
Atlantic Films & Electronics Limited,
2071, University St.,
Montreal, Quebec,
Canada.

Dear Mr. Jekete,

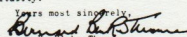
Having got back to England after a very hectic ten days, I have just had time to collect my senses and hasten to thank you for your very great kindness to me during my short but most interesting visit to Montreal.

I am quite sure that not even the Queen or the Duke of Edinburgh will spend a more interesting day at Expo 67 than I did and I am also sure of the fact that they will not benefit from the services of such an excellent and enthusiastic guide.

You really spared no time or effort in showing us everything that was to be seen from the ground upwards. The fact that on one occasion you got rather too closely involved with the ground in its very muddy condition is such to be regretted but nevertheless we were all thankful that you did not hurt yourself.

I am sure that all the visitors to the Exhibition will greatly benefit from the really wonderful work which your Company has been responsible for in the provision of photograph displays and I consider it a great feather in your cap that you have been awarded such a large share of this type of work in the Exhibition.

I trust that it will not be too long before you will be visiting this country and that I may have the pleasure of meeting you again and in some small measure returning your generous hospitality.

Yours most sincerely,

R. Blake Thomas.

SERVICES: Signage, Industrial Design, Photo & Cart Drawing, Photo Labelling, Industrial Photography, Cartography, Visualisation, Photo Labelling, Photo Labelling

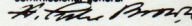


AN APPRECIATION OF THE FINE CONTRIBUTION

Atlantic Films Ltd.

TOWARDS THE SUCCESS OF THE CANADIAN GOVERNMENT AT EXPO 67

commissioner general



MONTREAL, OCTOBER 1967



Atlantic Films Limited

THIS CERTIFICATE OF THANKS IS PRESENTED AS A TOKEN OF APPRECIATION
FOR THE HELP AND GOOD SERVICES OF THE ABOVE-MENTIONED AT THE
BRITISH PAVILION UNIVERSAL & INTERNATIONAL EXHIBITION OF 1967 MONTREAL

Commissioner-General

Pavilion Manager



26 October 1967

THE BELL TELEPHONE COMPANY OF CANADA

1050 BEAVER HALL HILL, MONTREAL 1, QUEBEC

AREA CODE 514
870-1511

Montreal, September 13th, 1966

Mr. Serge Krivicki
Atlantic Films
2071 University Street
Montreal, P.Q.

Dear Serge,

Our 66 C.N.E. presentation was a
success.

One of the primary reasons for this
achievement can be attributed to the projection treat-
ment that you recommended and installed for us, an im-
mense improvement over the past few years. Your system
was instrumental in assisting us to capture and retain
an audience that we must compete for, under very difficult
conditions.

Thank you,

Yours very truly,

John J. Johnson

LMT/lt

Displays-Manager



Canadian National Railways
Public Relations

Montreal, Quebec,
17 November 1967.

Mr. A. Jekste,
President,
Atlantic Films Limited,
2071 University,
Montreal, Quebec.

Dear Mr. Jekste:

This is a note of thanks for your cooperation and
assistance in the installation and operation of the
projection and sound equipment at our pavilion during
Expo '67.

It was a busy time for everyone involved with Expo and
it was pleasant to have such a happy association. With
best wishes.

Sincerely,

A. Howard
A. Howard,
Special Assistant.



STATE OF VERMONT
DEVELOPMENT DEPARTMENT
MONTPELIER
05602

November 9, 1967

Mr. Krivicky
Atlantic Films Limited
2071 University Street
Montreal, Quebec, Canada

Dear Mr. Krivicky:

This letter is to express our appreciation for the tremendous assistance
offered to us by your company. The equipment utilized at the Vermont
Pavilion during the term of Expo 67, Montreal was not only sophisticated
in creating problems of installation, but due to the uncontrolled environment
in which this equipment was used, it performed exceedingly well. The
assistance given us by your company on installation and continued maintenance,
under terrific pressure, was indeed something to be thankful for.

Your personal interest in this project made my work and the total results
a much more livable situation than I could imagine going through without
your assistance.

Thank you again for your help, I remain.

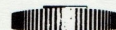
Sincerely,

Charles E. Wiley

Charles E. Wiley, Deputy Commissioner
Vermont Pavilion, Expo 67

CEW/yiw

Enclosure



DR. J. W. TOMECHO, GENERAL MANAGER

BOX 10 MONTREAL
27th November 1967

Mr. S. Krivicky
Executive Vice President
Atlantic Films Ltd.
2071 University Street
Montreal, Que.

Dear Mr. Krivicky:

We have now completed our EXPO 67 undertaking
and I would like to say that the services you provided
have been exceedingly good. Even when the problems
created were beyond your control, such as the flooding
of the projectors, you put us back in business in
quick order.


We found the projection system that was
installed by you to be of the highest quality and it
certainly provided much to the success of our film
presentation. May we say a special "thank you" for
the attention you provided concerning the operation,
maintenance and supervision of the project, because
we realize that no matter how good any film production
and projection equipment can be - they are nothing
without the organization that undertakes proper
projection techniques of operation.

On behalf of the sponsors of "Kaleidoscope"
I wish to thank you for the way you have taken care
of our special needs and also want you to know that
I have personally enjoyed our relationship.

Wishing you well in your future endeavours.

Cordially,

J. W. Tomecho
J. W. Tomecho
General Manager


ATLANTIC
ATLANTIC AUDIO-VISUAL
 630 — 9th AVENUE, 14th FLOOR
 NEW YORK, N.Y. 10036, U.S.A.



ATLANTIC FILMS OFFICES AND AFFILIATED COMPANIES:

Montreal	2071 University Street 3572 St. Laurent Boulevard (manufacturing division)	514-844-2535 and 288-0866 514-288-7128
Toronto	175 Bloor Street East (Century Cine Electronics, Ltd.)	416-924-3701
St. Johns, Newfoundland	22 Prescott Street	709-722-1223
New York City	Film Centre Building 630 9th Ave.	212-581-4004
Tokyo	8-2, 3 Chome Akatsutsumi Setagaya-Ku, Tokyo	

