

NORELCO'S NEW FILM REWIND SYSTEM

The new system for automatic rewinding of motion picture film while it is being projected was announced by the Motion Picture Equipment Division of North American Montvale, New Jersey recently eliminates one of the most operations in motion picture winding the film after it has been projected.

An extremely versatile piece the no-rewind system can be Norelco FP-20 series 35mm, 70/35mm projector, as well as for most other makes of projector programmed theatre operation by using the equipment in conjunction with the Norelco punched card programmer. The entire theatre operation including: turning background off; igniting the xenon lamp; stopping the projector; dimming or house lights; opening or closing masking the screen; changeover to a second projector; and the performance. The system can also be programmed by the operator.

INITIAL INSTALLATION OF THE NORELCO AUTOMATIC REWIND SYSTEM



Eliminates Manual Operation

North American Philips Develops Automatic Film Rewinding System

A NEW SYSTEM for the automatic rewinding of motion picture film while it is being projected has been developed by the motion picture equipment division of North American Philips Corp., Montvale, N. J.

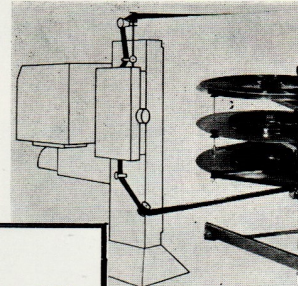
or DP-75 70/35mm projector. As well, it is available on special order for most other makes of projectors. A fully programmed theatre operation can be achieved by using the equipment in conjunction with the Norelco punched card programmer which automatically programs the entire theatre operation, including: turning background music on and off; igniting the xenon lamp;

INTERNATIONAL MOTION PICTURE

EXHIBITOR

THE Independent FILM JOURNAL

screen; timing the intermission; changeover to a second projector and closing the performance. The Norelco no-rewind system can also be used with other makes of projectors.



Closeup of plug-in film supply unit. The Norelco system is designed to provide maximum safety in operation by minimizing any damage to the film. The film is never under tension. Each disc is smoothly and quietly on light-tension bearings. Both supply and take-up are motor controlled to reduce speed in order to feed the projector. The take-up from the projector at control arm safety mechanism whereby if the film breaks, both the disc drives and projector are turned off.

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Here, bottom disc is used for supply, and top disc for take-up.

Initial installation of the Norelco no-rewind system had been successfully completed at the recently opened Town & Country Cinema, Quincy, Ill., the first theatre in the area. The two Norelco FP-20 projectors in one of the twin theatres have been equipped for complete projection operation. Either projector can be fed by the no-wind system, as well as operated by the Norelco punched card programmer. The Town & Country Cinema, management plans to install a second Norelco automatic rewind system with punched card programmer use with the two Norelco projectors serving the other twin theatre.

Glen Dickinson, president of Dickinson Operating Co. and one of the most progressive exhibitors in the country, is also in the process of equipping his Glenwood and Glenwood II twin theatres in Overland Park, Kas., with Norelco no-rewind 70/35mm systems and punch card programmers. The Glenwood II installation has just been completed and recently successfully showed a 70mm print of "Hello Dolly!" using the no-rewind system.



The new take-up disc is being transferred to the current program supply disc and the other two discs.

The discs have its own set of control unit. This permits the operator to prepare a second film program on the take-up table and transfer it to the "B" disc, while the other two discs

Boxoffice

GREATER Amusements



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Dickinson Gets First U.S. Installation

Philips Non-Rewind System Provides Practicality in Theatre Automation

DICKINSON OPERATING CO.'s new Town and Country Cinema in Quincy, Ill., is a theatre credited with a number of firsts. A special feature of the system is that it is the first automatic equipment designed and built by Philips.

By doing away with the between-screening rewind procedures, the Philips non-rewind device provides the necessary simplification which makes the automated theatre projection room a practical proposition. With this system the longest film made at present can be shown without changeover, any type of projector can be used, only a single projector can be used, only a single length feature screening at a time without the need for projectors can be restricted to the programmer.

The non-rewind discs are 47 footed stand in its frame, a winding table for make-up and break-down of the program and a control unit. The discs are positioned horizontally on the three support arms which project from the stand, one above the other. One

disc is the feed disc, another is the take-up disc. A plug-in speed control unit is inserted in the middle of the feed disc and a plug-in

Non-Rewind Installation Eliminates Change-Over

A non-rewind installation dispensing with the inter-screening rewind procedure is now available through the Norelco division of North American Philips. With this system the longest films presently made can be shown without change-over, any type of projector can be used, and only a single projection unit need be used for a full-length feature and it is ready for the next screening without rewinding.

A fully automated operation can be obtained in either of two ways: one by using the Philips punch card programmer and device, one projector with lensed second, two projectors without lensed and with the same programmer. Distinct projectors can be used, the outlay is restricted to the installation of the rewind device and the programmer system can be delivered for pre-

35 mm or for 35 and 70 mm. Information on this development made available at a future date.

These relays cause drive pulses to

A new system for automatic rewinding of motion-picture film while it is being projected has been announced by the Motion Picture Equipment Div. of North American Philips Corp., One Philips Parkway, Montvale, NJ 07645. The system comprises three components, a film supply/take-up/make-up unit consisting of three large aluminum discs horizontally mounted on a stand; a make-up table to prepare and break down the program; and a control unit. The program to be projected is spliced together on the make-up table and transferred to the middle disc. A plug-in



film supply control unit is inserted in the middle of this disc and the film is threaded through it and over the rollers on stand to the projector.

After passing through the projector, film goes over the rollers on the stand onto the take-up ring on the disc selected as the take-up disc (either the top or bottom disc). When the film has been completely rewound, the take-up ring and the film supply control unit are unplugged from their respective discs and interchanged. The film can then be projected



Philips representatives install non-rewind equipment in Dickinson's Town and Country Cinema in Quincy, Ill. The winding table is in the foreground, the non-rewind device at right.

Norelco RotoMatic NO-REWIND SYSTEM

Norelco® THE END OF FILM

The new Norelco RotoMatic no rewind system* is one of the most ingenious advances ever developed for efficient operation of the motion picture projection booth.

Think of it. From the time a feature film is delivered to your theatre and loaded into the RotoMatic system...to the time the film is readied for film truck pick up, the film never has to go through the constant rewind-after-every-showing that now takes place.

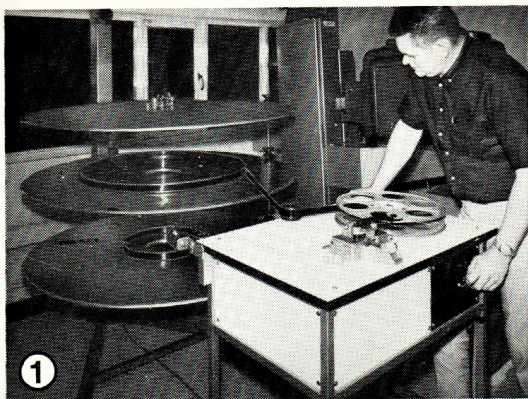
The benefits are many. The operator is no longer tied to the projection room but free to take on more responsibilities. Such as running another projection room. Or managing the theatre. Or helping with concession sales. Film damage, which almost always takes place during rewinding, is practically eliminated. There are no more heavy film reels to lug around the projection room. And by having a system that automatically rewinds the film as it is projected, the automated theatre is now truly practical.

The RotoMatic system can accommodate 35mm or 70mm film. It is readily adaptable to most popular makes of projectors. Requires minimum alterations to projection room and can be installed without interrupting theatre operations. For complete information about a RotoMatic system for your theatre...or to arrange a visit to see a system in operation...write to Norelco, Motion Picture Equipment, One Philips Parkway, Montvale, New Jersey 07645

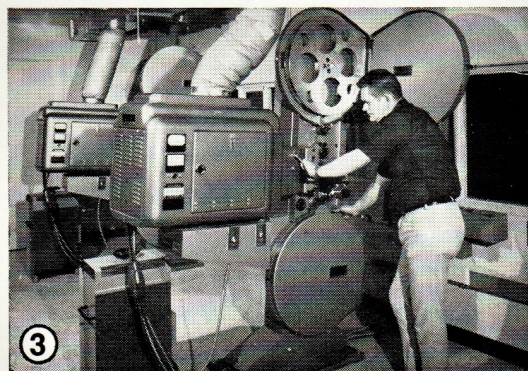
*Patent applied for

ANNOUNCES REWINDING.

How the RotoMatic system works:



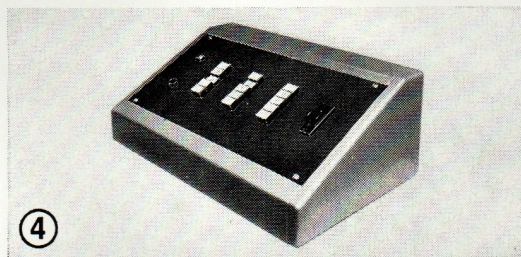
Projectionist makes up program by loading film from exchange reels to the Norelco RotoMatic system. Up to 24,000 feet of film can be loaded on a single disc. This loading procedure takes place only at the beginning of a run and does not have to be repeated until new feature film is booked.



Second projector in booth can be used for supplementary program such as trailers, short subjects, cartoons, etc. Supplementary program may also be spliced to feature film if it is of same aspect ratio. To prepare for next performance, projectionist rewinds the small amount of footage on the supplementary reel. One of the 3 discs—usually the middle disc—can be used for making up a new program while the other 2 discs are in operation.



Film feeds from any one of the 3 discs and is fed into either of your 2 projectors. After film is projected it returns to take-up disc of the RotoMatic system where it is ready for next showing. If theatre is operating on continuous performance, a simple interchange of feed and take-up plug-in units is all that is required between showings. Film need never be rewound or removed from discs.



The RotoMatic control is used primarily when making up or breaking down a program. New CardMatic punched card programmer is available for use with RotoMatic system and Norelco projectors. The system is also compatible with other popular makes of programmers.

Norelco MOTION PICTURE
EQUIPMENT

THESE DISCS ARE
TESMA
TRADE MARK

One Philips Parkway, Montvale, New Jersey 07645
(201) 391-1000

Norelco®

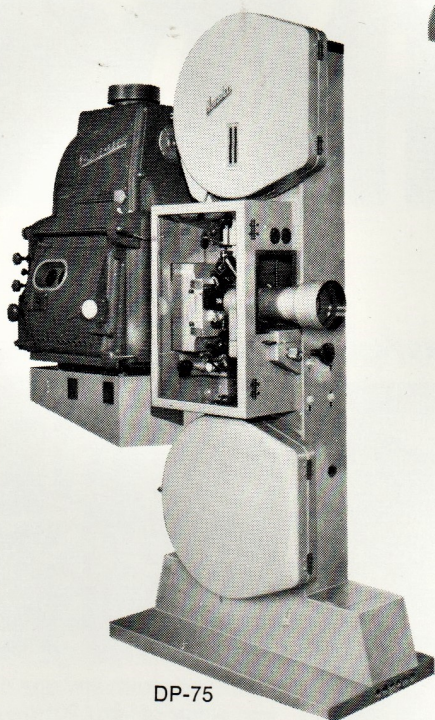
For the PROFESSIONALS in the Motion Picture Industry

Professional projectors in 16mm, 35mm and 70/35mm are built to the most advanced standards of performance and reliability. From the mini-est mini theatre to a 20 acre drive-in, there's a Norelco projector just right for you.

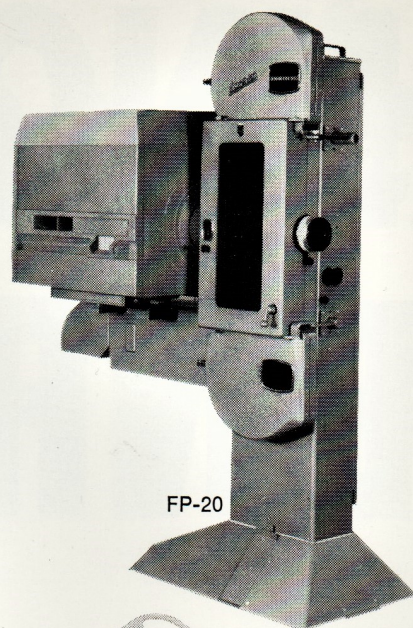
The DP-75 70/35mm projector has made quality 70/35mm projection practical for most theatres. Costs less. Adapts to automatic programming. Easy to install, operate and maintain. Can be purchased as a 35mm projector with 70mm components added later.

FP-20 35mm projector—the tried, trusted, proven 35mm projector designed for dependability, simplicity, economy. Ideal for remote automatic programming.

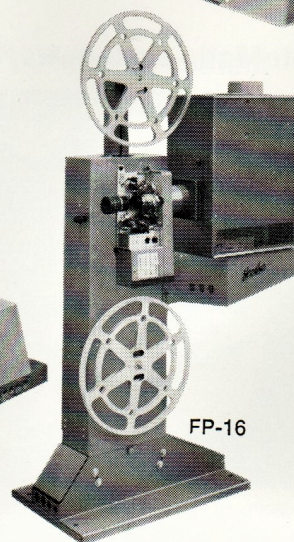
FP-16 16mm projector—ruggedly built to the same exceptionally high standards of durability and reliability as its bigger brothers. Available with Xenon lamphouse or in portable version for use with incandescent, GE Marc 300 or Xenon light sources. Perfect for continuous-run 16mm installations.



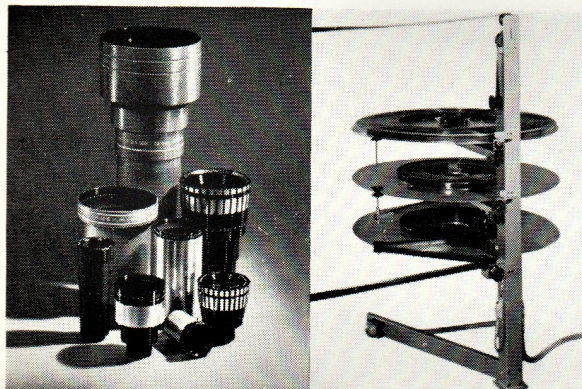
DP-75



FP-20

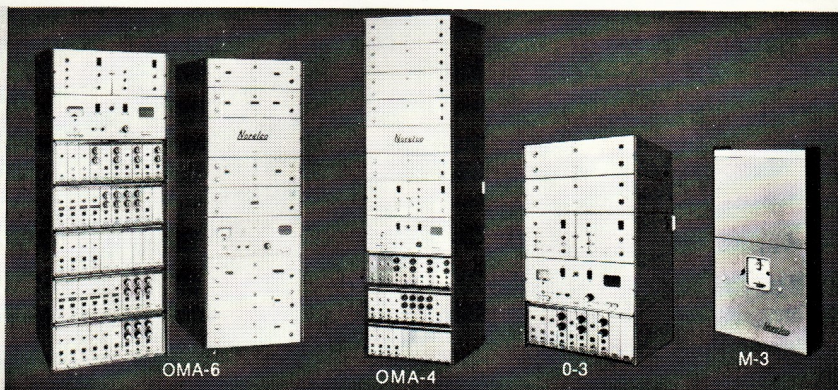


FP-16



Professional projection lenses by Isco—no finer lenses made for sharpness, uniformity, contrast and true color. Complete range of focal lengths and speeds.

RotoMatic film rewind system eliminates need to rewind film after each showing. Can accommodate 35mm or 70mm film. Readily adaptable to Norelco and other popular makes of projectors.



Professional sound systems

OMA-6 All-transistor system. Six individually adjustable channels. Compatible with optical 35mm to magnetic 70mm sound tracks.

OMA-4 All-transistor system for 35mm, 4-track magnetic or optical sound tracks. Accommodates up to 3 non-sync. sound sources.

O-3 All-transistor system for 35mm optical sound. Accommodates 3 projectors and up to 3 non-sync. sources.

M-3 All-transistor pre-amplifier and 20 watt power amplifier. Optical sound for 2 projectors and 2 non-sync. sources.

See your authorized Norelco theatre equipment dealer or write:

NORTH AMERICAN PHILIPS COMPANY Motion Picture Equipment
One Philips Parkway, Montvale, New Jersey 07645 • (201) 391-1000