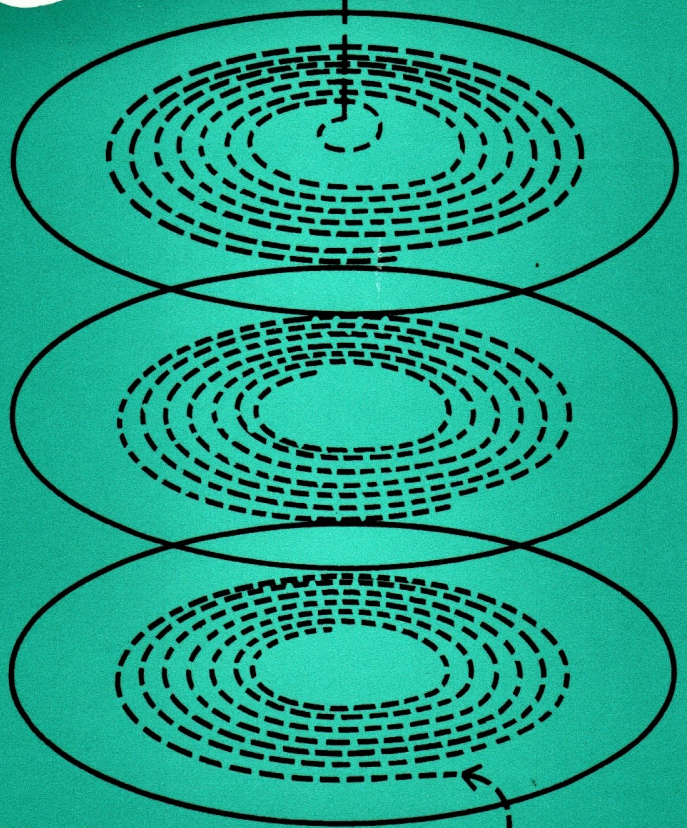
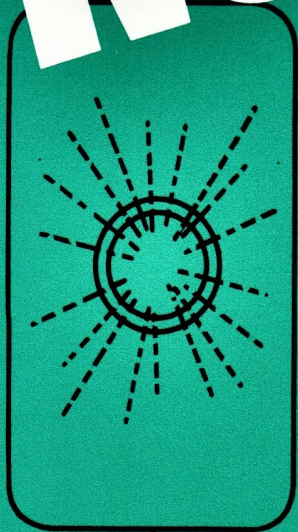


No-Rewind



Norelco RotoMatic No-Rewind System*
for Motion Picture Theatres

*U.S. Patent Pending

Norelco RotoMatic No-Rewind System*

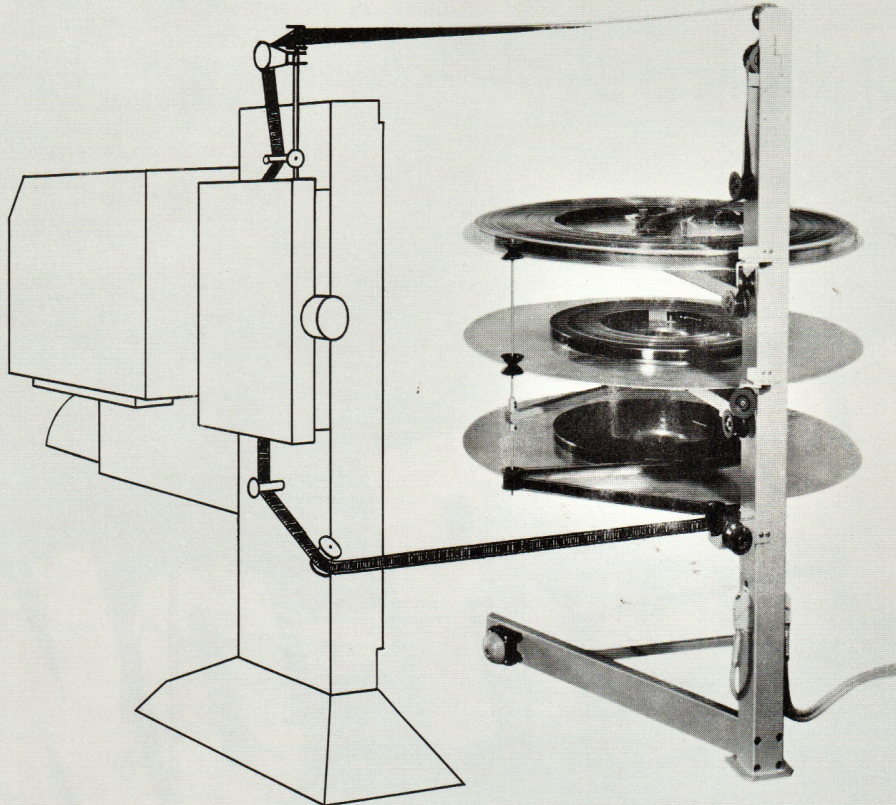
Automatically rewinds film as it is being projected! The most significant advance since the concept of theatre automation!

At Last ... The Automated Theatre is Practical. By eliminating film rewinding, theatres can run show after show, day after day, week after week...without interruption of more than a few minutes between shows. No reels to change and rewind. No changeovers necessary. Significantly increases life of Xenon bulbs. Automation of entire theatre operation is simpler, more reliable and easier to program. A four hour program, for example, can be shown using just one projector. After every performance, the entire film is ready to be shown again with no rewinding.

Film Damage Minimized. Virtually, all film damage now takes place during rewinding. With the Norelco RotoMatic system there is *no* rewinding until the film is put back on exchange reels for the film pick-up truck. Also, the film is never under stress or tension throughout the entire RotoMatic cycle.

Simple to Install-Operate-Maintain. The RotoMatic system is compatible with Norelco projectors as well as other popular makes of 35mm or 70/35mm projectors. Requires minimum alteration to booth and may be installed with no interruption to theatre operations. Minimum maintenance required.

Operator Available for Other Duties. As operator is no longer tied down to rewinding film, lugging and loading heavy reels, he is now free to assume additional responsibilities such as running another booth, managing the theatre and/or helping during a rush period at the concession stand. He is also able to check on projection and sound quality in auditorium.

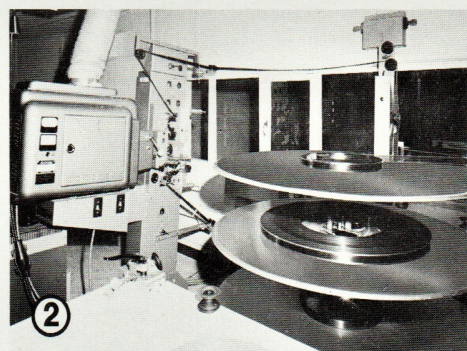


This illustration shows film running from RotoMatic supply disc through the projector and back to take-up disc. Any of the three RotoMatic discs can serve as either supply disc or take-up disc by simply interchanging supply and take-up plug-in units. These units take just a few seconds to interchange.

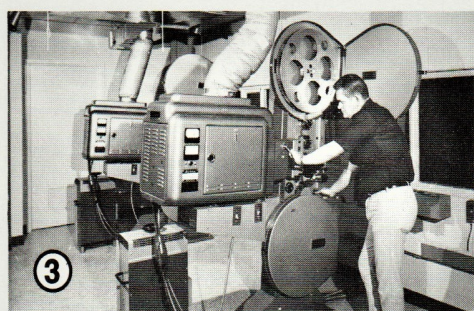
How the RotoMatic system works:



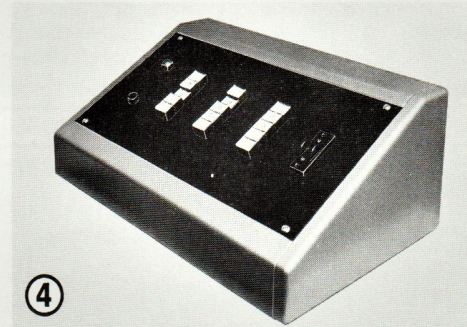
1 Operator makes up program by loading film from exchange reels onto the system from Program Table. Up to 4½ hours of film may be loaded on a single disc. This loading procedure generally takes place at the beginning of a run and does not have to be repeated until a new program is being prepared. However, with RotoMatic a new or special program may be loaded even during show, using free disc.



2 Film travels from one of the RotoMatic discs through either of two projectors. Film is projected and returns to take-up disc ready for rethreading through projector at end of show. Only simple interchange of supply and take-up plug-in units and re-setting control unit functions is required between shows. Film need never be rewound or removed from discs.



3 Spare projector may be used for supplementary programs such as trailers, short subjects, cartoons, etc. Supplementary programs may also be spliced to feature film if of same aspect ratio and sound mode.



4 RotoMatic control unit is used primarily for selection of system operations. Push buttons select disc speed control and functions.

Norelco

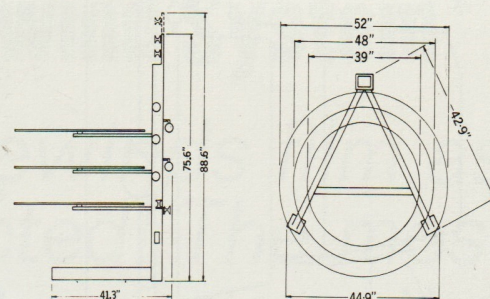
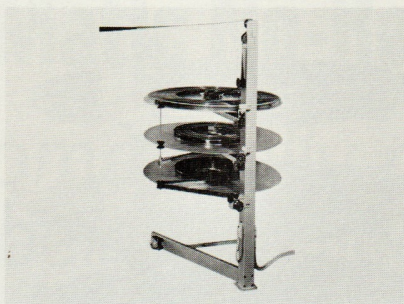
**MOTION PICTURE
EQUIPMENT**

North American Phillips Corporation
One Phillips Parkway, Montvale,
New Jersey 07645 Tel: (201) 391-1000

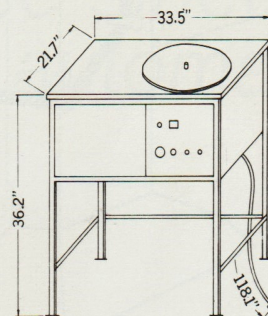
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Components and Specifications of the *Norelco*® RotoMatic System

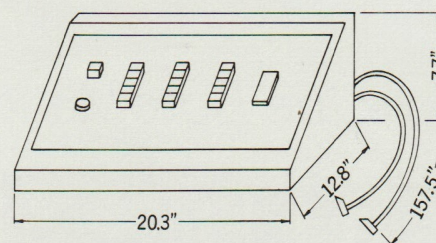
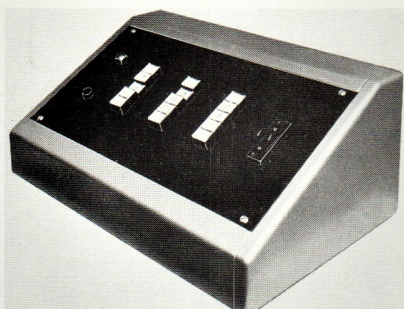
RotoMatic Triple Disc Unit (ST200 for 35 mm; ST270 for 70/35 mm). Consists of main frame prewired with cables and plugs and choice of aluminum discs in either 48" or 52" diameter. Total maximum power consumption with program table and control unit is 4A at 220V, 60Hz, single phase.



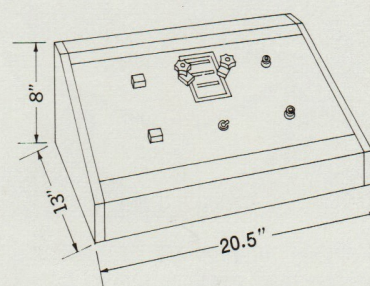
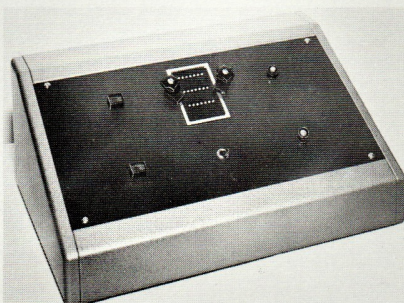
RotoMatic Program Make-up Table (ST202 for 35 mm; ST272 for 70/35 mm). Switches control choice of take-up or take-off function. Table is used for making up or breaking down programs at the beginning, and at the end of a run or even during a show. Accommodates special Mylar tape splicer (2007003 for 35 mm; 2707002 for 70/35 mm).



RotoMatic Control Unit (ST201 for 35 mm; ST271 for 70/35 mm). Three vertical banks of five push-button switches control the different operating modes for the RotoMatic system.



CardMatic Punch Card Programmer (ST402) — Optional. Offers complete automation of theatre operations when used in conjunction with RotoMatic system and Norelco projectors, or other popular makes of projectors. May also be used with other makes of film handling systems. Operates with pushbutton simplicity utilizing reusable punched program cards. Has capacity for over 160 program variations. Features "Fail-safe" second pulse capability and alarm signal. Power consumption 25W at 220V, 60Hz, single phase. Dimensions: 20½" x 13" x 8"; Net weight: 33 lbs.



RotoMatic ST200, 35mm System		RotoMatic ST270, 70/35 mm System	
A. Main frame with disc support rings and three (3) motors B. Base for main frame C. Three (3) 48" aluminum film discs D. ST201 control unit E. ST202 program make-up table F. One (1) set universal brackets with rollers for one projector (order additional sets separately, if required) G. Two (2) plug-in, take-off units (1 spare) H. Two (2) plug-in, take-up rings (1 spare)		A. Main frame with disc support rings and three (3) motors B. Base for main frame C. Three (3) 52" aluminum film discs D. ST271 control unit E. ST272 program make-up table F. One (1) set universal brackets with 70/35 mm rollers for one projector (order additional sets separately, if required) G. Two (2) plug-in, take-off units (1 spare); One (1) 70 mm; One (1) 35 mm H. Two (2) plug-in, take-up rings (1 spare); One (1) 70 mm; One (1) 35 mm	
Packed in four (4) cases as follows:	Net Wt. Lbs.	Ship Wt. Lbs.	Dimensions
Case #1 contains Item A	209	318	69" x 23" x 44"
Case #2 contains Item B	33	45	42" x 37" x 5"
Case #3 contains Item C	63	85	50" x 50" x 4"
Case #4 contains Items D, E, F, G, H	155	193	34" x 23" x 42"
		Total 641	

weights and dimensions apply to ST200 35mm system only

Your authorized Norelco theatre supply dealer: