

NEWS — FROM **Kodak**

For Immediate Release
Number 810

COLOR PICTURES ON WATER

AT KODAK EXPO PAVILION

Dazzling color pictures virtually spring to life on water at the Kodak Pavilion at Expo 67.

Butterflies appear to take flight, fish to swim, fireworks to explode in mid-air and colorful go-go girls to go-go, as pictures are projected on a unique water screen composed of thousands of needle-like water jets.

It's all part of a multi-screen eight-minute slide show entitled "The Wonder of Photography" which is presented in the 100-seat pavilion theatre, less than a two-minute walk from the Expo Express station on Ile Notre Dame.

The "cascade of color" on the water screen climaxes the slide program. Pictures grow, apparently out of nowhere, as rising and falling water refracts images of three color slides projected side by side. The images on the water are formed by rear-screen projection with the aid of mirrors.

A conventional screen is used during the first portion of the show, followed by the water screen for the final three minutes. Altogether, 12 Kodak Carousel projectors are used with synchronized music/narration. The program, produced in conjunction with

Crawley Films Ltd., Ottawa, explores the ways in which photography serves Man and his World -- the theme of Expo 67.

In addition to the theatre, the Kodak Pavilion includes a Photo Information Centre where multi-lingual Canadian Kodak photo specialists are on hand to assist camera fans. A free picture-taking guide to the ground offers information and suggestions to help visitors plan a photographic record of Expo 67.

A special exhibit area displays 24 large color transparencies of photographs taken across Canada from a low flying helicopter. They illustrate the country's resources, modern cities, grandeur and old-world charm. Another series of displays depicts the role of photography in education, health and science, business and communication, and in leisure-time activities.

The one-story pavilion fronts on an attractive mall and extends back to a picturesque canal. It is situated midway between the Canadian and Russian pavilions and has 6,000 square feet of floor space.

Canadian Kodak president, R. Louis Christie, comments that "Kodak has exhibited in every official World's Fair since 1893 as well as in many other major expositions. Experience reveals that an event like Expo 67 offers an unparalleled opportunity for us to help all camera-carrying visitors and to inform people of the contributions photography makes to their well-being.

"Expo 67 should be no exception," he adds. "In fact,

I am convinced that this exposition will be rated as the most outstanding event of its kind. I am proud that Canadian Kodak is among the companies having its own pavilion."

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NOVEL WATER PROJECTION "SCREEN"

A FEATURE OF KODAK EXPO THEATRE

A unique water projection screen, composed of thousands of needle-like water jets, produces a new dimension in images at the Kodak Pavilion at Expo 67.

The "cascade of color" on the water screen climaxes an eight-minute program portraying "The Wonder of Photography" in a 100-seat Kodak pavilion theatre.

A conventional screen used during the first portion of the program is replaced by the water screen. A pair of precision-drilled glass fibre pipes and a special system of pumps allow three images from Kodak Carousel projectors to appear suddenly before the audience on the fine screen of water droplets. The images are formed by rear screen projection with the aid of mirrors.

The complete projection system includes a total of twelve Kodak Carousel projectors -- one bank of six for front screen projection, and a second bank for rear-screen. Each bank is linked to provide three simultaneous images with dissolve capability and synchronized music-narration. Overall synchronization is provided by

punched paper tape which controls the water screen equipment and energizes the synchronized projectors. The dissolve controls used to control the projectors provide either a $1\frac{1}{2}$ second lap dissolve or an instantaneous change, both of which are used throughout the presentation for dramatic transitions and special effects.

Subjects seen on the water screen during its three-minute showing include representational art and red-clad go-go girls. Butterflies appear to take flight, fireworks explode in mid-air, fish swim and great cities of the world shimmer on the watery backdrop.

The initial front-projection portion of the eight-minute theatre program explores the many ways in which photography benefits man in his everyday life -- his health, recreation, scientific pursuits and learning.

Original music underscores the various themes of the presentation and is accompanied by narration in French and English. The program was produced in conjunction with Crawley Films Ltd., Ottawa.

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AERIAL SCENES OF CANADIAN SUBJECTS

APPEAR AT KODAK'S EXPO PAVILION

A series of aerial photographs of cities and scenes, taken with a specially-modified camera from low-flying helicopters over areas all across Canada, is displayed at the Kodak Pavilion at Expo 67.

Twenty-four color transparencies, each 20 inches square, are included in the display, which appears throughout the exhibit area of the pavilion.

The pictures, printed from 9-inch square negatives, were taken by Kodak photographer Ralph Amdursky with a modified Fairchild K-17 aerial mapping camera. Most major Canadian cities were photographed, as well as the Canadian Rockies, some farming areas of the West and some industrial areas.

Included in the final 24-print exhibit are photos of Montreal, Toronto, Quebec City, Ottawa, Niagara Falls, Calgary, Winnipeg, Edmonton and Vancouver.

Many of the photos were taken at distances of 800 to 1000 feet. The door was removed on all of the helicopters from which Amdursky shot, giving him a clear view of the subjects. Amdursky modified the World War II aerial camera so it could be focused since it was designed to take pictures only at infinity.

Kodak Ektacolor Film in 100-foot rolls was used for the assignment. The format of the camera meant that resulting negatives were 9 inches square, and the color transparencies appearing at Expo are 20-inch square enlargements of those negatives.



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PICTURE-TAKING GUIDE TO EXPO
AVAILABLE AT KODAK PAVILION

Photographic information and assistance, as well as a free picture-taking guide to scenic highlights at Expo 67 in Montreal, are available to the public at the Kodak Pavilion.

Canadian Kodak photo specialists are on hand at all times at the pavilion's Photo Information Centre, located less than a two-minute walk from the Expo Express station on Ile Notre Dame.

The picture-taking and informational guide includes suggestions for still and movie camera fans to help visitors plan a photographic record of Canada's first World's Fair, being held from April 28 to October 27.

"The latest surveys indicate that at least eight out of ten Canadian households own one or more cameras and they use them especially when travelling, on vacation or attending an event such as

Expo," said Canadian Kodak President, R. Louis Christie, at a press preview of the Kodak Pavilion.

"That's why we have included a Photo Information Centre in our Pavilion. We want to help visitors get the best photographs they can of their stay at Expo 67," Mr. Christie said.

In addition to the pavilion and in a further effort to assist picture-takers, Canadian Kodak is taking part in two other projects at Expo 67. In co-operation with Outboard Marine Corporation of Canada Ltd., sponsors of the Expo Water Show, Kodak is providing exposure information for camera fans during each performance. It is also participating with The British American Oil Company Limited in the installation of a 25-foot photo tower in Notre Dame Park where photographers will be able to obtain excellent pictures of the grounds.

"Expo 67 will be the most photographed event of our time," predicted Mr. Christie. "Pictures are everywhere."

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