

Futurama riders in the General Motors Pavilion can watch this big articulated crawler, capable of surmounting any terrain obstacle, as it moves across surface of the moon to a communications post.

**THE GENERAL MOTORS RIDE THROUGH FUTURAMA:**

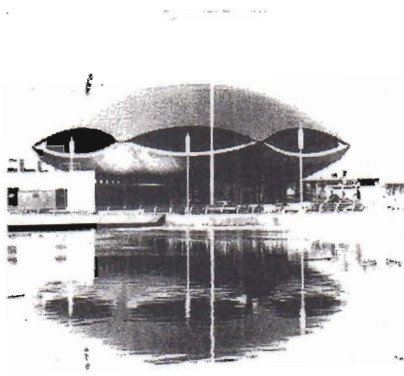
(CONTINUED FROM PAGE 39) uses existing production facilities, recorders, printing machines and conventional methods for making release prints.

The 16mm photographic sound print has two pairs of tracks, one pair in the right-going direction, and one pair in the left-going direction. Each pair of tracks provides separate right-ear and left-ear programs, resulting in a full binaural reproducing system free from cross talk between adjacent channels. Forward and reverse running capability of the transport provides a unique solution to the long running time requirement. Reevesound malfunction detectors

are placed in fixed locations along the ride's route, while others are mounted on the ride itself to assure maximum reliability.

Interspersed among the dioramic Futurama displays are a number of 16mm motion picture images projected by professional Norelco units supplied by Reevesound. Some units are equipped with integral dichroic reflector incandescent light sources, and others with Xetron 450 watt Xenon lamps.

Reevesound's installation at the General Motors Pavilion was done in collaboration with the creative and technical staffs of General Motors Styling.



Travelers Companies' pavilion is reflected in Pool of Industry at the New York World's Fair.



Repulse of Attila the Hun is depicted in one of the dioramas in the "Triumph of Man" show.

**TRAVELERS HAS "TRIUMPH OF MAN"**

*under a red umbrella, a film takes up search for life*

HOUSED IN A DOMED stone structure designed to resemble its red umbrella symbol of insurance protection, the Travelers Exhibit presents a dioramic portrayal of man's struggles and growth through the ages.

Beginning in prehistoric times, the dioramas trace human existence through more than two billion years from the dawn of man to the present. This story, "The Triumph of Man," culminates in an unusual motion picture depicting man's current explorations in

the reaches of outer space, his current searching for the basis of life itself.

Produced by Robert P. Davis of Little Movies, Inc., the film is projected by a specially designed Reevesound motion picture system. The picture images and ultraviolet stars are received by a dark blue screen wall and ceiling shaped like a half-sphere.

Reevesound's projection system consists of a 35mm Norelco FP-20 projector with conventional shutter, a 2500 watt Zeiss Xenosol II

light source, and a Reevesound-designed continuous 35mm film looping rack. The Reevesound-modified projector has intermittent start-stop operation, triggered every four minutes by a sensing device signalling the conclusion of the dioramic display one floor below.

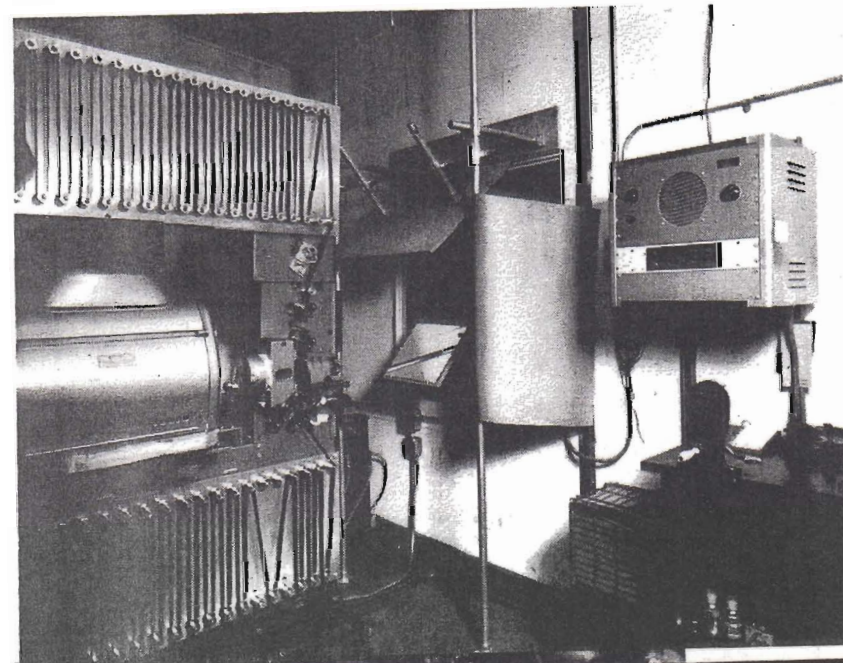
Two first-surface mirrors, one mounted at the front of the projector mechanism and another located overhead, receive light beams leaving the machine, redirect them to the screen wall, thereby increasing projector distance and image size. The system operates with a 50 watt Fairchild power amplifier.

Donald Deskey and Associates were architects for the Travelers Pavilion, which was constructed by the George A. Fuller Company. Designers were Lippincott & Margulies.

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At right: 35mm Norelco projector, modified for intermittent start-stop operation, is being used for Travelers' film show. It has sensing device and 2,500-watt Zeiss Xenon light source.

Below: this special Reevesound-engineered projection system for the Travelers' Pavilion shows motion pictures on a dark blue screen wall. First-surface mirrors at top and front of projector step up images.



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