

SWITZERLAND HOME OF BOLEX

MONTREUX

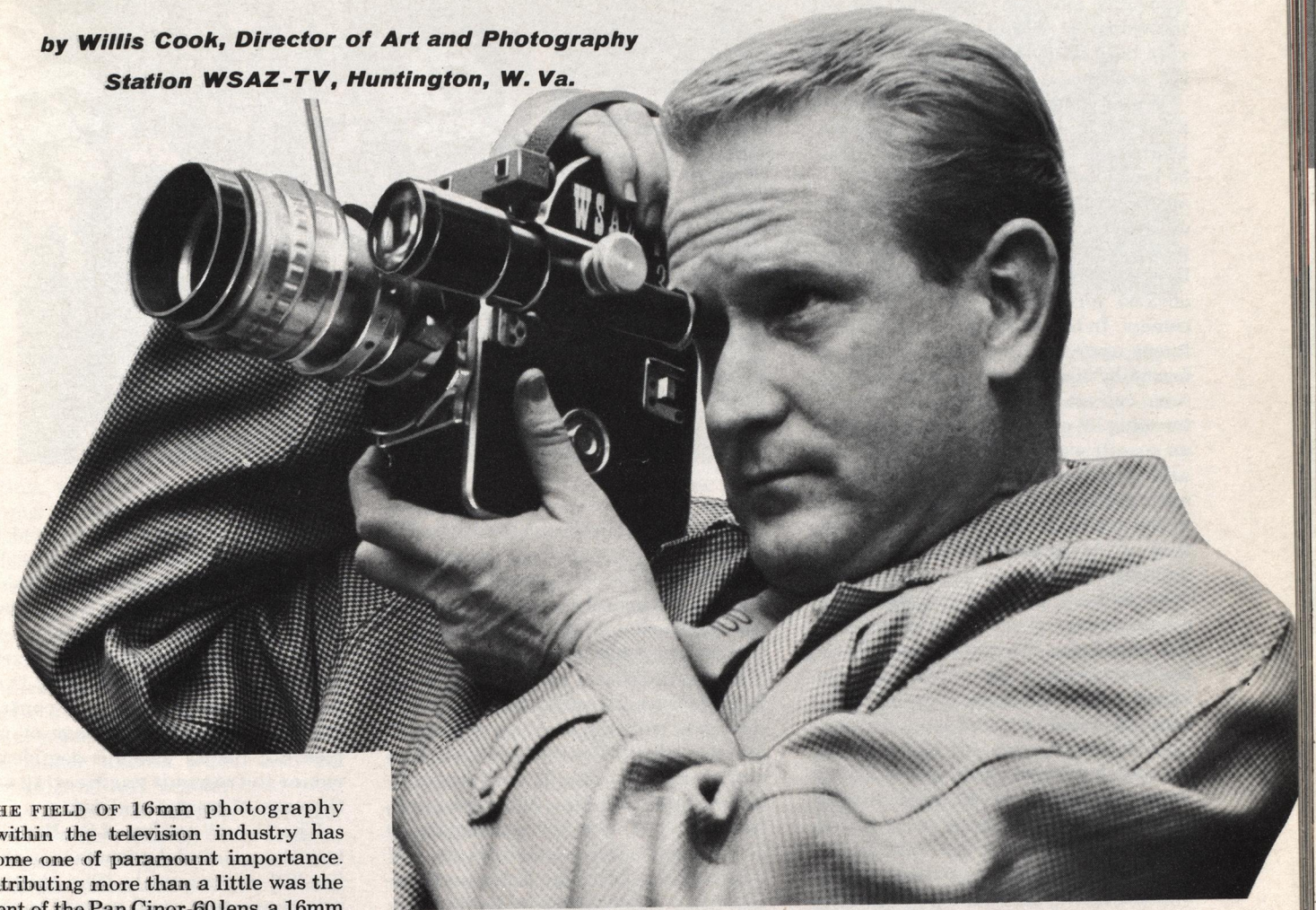
THE LAKE OF GENEVA AND THE DENTS DU MIDI ALPS

THIS VIEW HAS BEEN TAKEN
BY FRANZ SCHNEIDER, PHOTOGRAPHER
AT LUCERNE, ON KODAK EKTACHROME
FILM. ORIGINAL SIZE : 8 X 10 INCHES

PRINTED IN SWITZERLAND
HAEFELI & CO, LA CHAUX-DE-FONDS
IN 3 COLORS PHOTOGRAVURE PROCES

THE PAN CINOR-60 FOR T.V.

by Willis Cook, Director of Art and Photography
Station WSAZ-TV, Huntington, W. Va.



THE FIELD OF 16mm photography within the television industry has become one of paramount importance. Contributing more than a little was the advent of the Pan Cinor-60 lens, a 16mm version of the large zoom lens which had already found widespread use on TV cameras. Being able to zoom right into the subject without dollying the camera has saved millions of headaches. The accompanying illustrations will show just a few instances where the Pan Cinor-60 lens has proven a most valuable asset in producing film of quality and interest content that really

makes you sit up and take notice.

The addition of a Pan Cinor-60 lens to a Bolex adds very little weight when you consider that it is fitted in place of three Kern-Paillard lenses. Therefore, the versatility of the Bolex is not hampered in the least and for candid, hand-held work its value is increased tremendously. Instead of three lenses

with set focal lengths you now have a variable focal length from 20 to 60 millimeters, allowing you to shoot closeups, medium shots, long shots and everything in between, without moving the camera a foot. The old problem of not being able to move about as you would wish is now almost non-existent. Merely turn the Pan Cinor-60 lever until the viewfinder is filled with the part of the scene you desire and bingo... the screen comes alive with sharp, crisp action that is not possible with old-fashioned methods!

Film promotionals on locally produced TV shows are used universally and the task of shooting such film has been made easier. A more interesting end result is now appearing on TV screens across the nation. It is seldom possible to make a staged promotional film depict the warmth and naturalness that is obtained when the film is shot while a show is actually in progress. This is simple and easy with the Pan Cinor lens. With the zoom characteristics of the lens it is possible to get back far enough in the studio so that the

