

KODAK MEMO

February 25, 1987

TO: Distribution
FROM: Pete Sucy
SUBJECT: SVS Launch Plans

The attached packet contains a proposed floor plan based on the blueprint that Gene acquired as well detailed descriptions of each station. The floorplan required considerable rethinking due to the discovery of several new doors and some centrally located pillars.

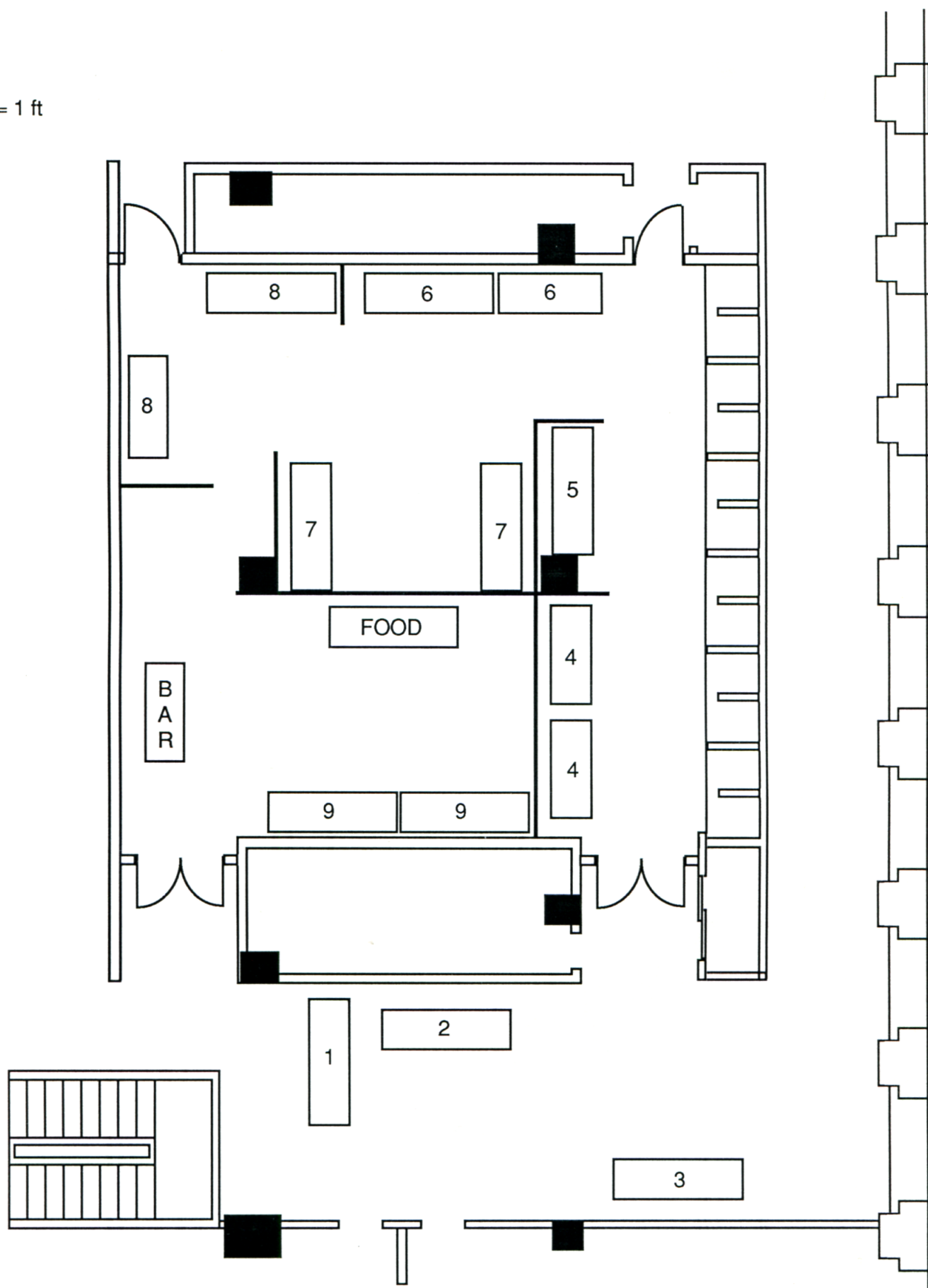
The station descriptions were put together with input from the individual project managers based on what they wanted to demonstrate. For each station I did a layout and an inventory of equipment, cables, software and other support materials that will be needed in New York.

Please review this package and please forward any comments or if you think I may have forgotten something please let me know so that I may keep the station descriptions up to date.

*Thankx,
Pete*

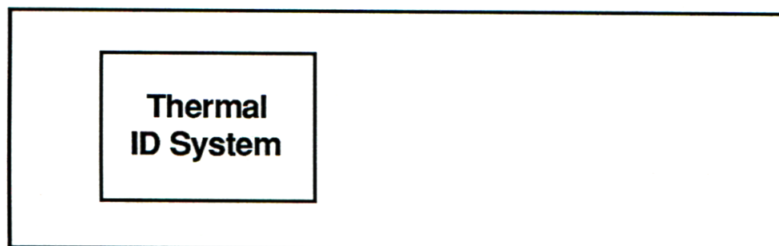
PJS:pjs

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New York City Press Event Booth Configurations

1. Videofile (with audio sync) continuously playing back high quality images of products and ????. Conventional nametags will be handed out at this point. Chairs and a bar are also being considered for this location.
2. Thermal ID system demo, will give out ID cards to people if requested. Operational but not a formal stop.
3. ESC with flash (no tripod) to take pictures of visitors as they enter. Have a SDR to playback pictures of visitors on TV. Give each group of visitors their own disk to be used at this and at later demos and to keep as a record. Each disk should contain pictures of all our products before being used to take pictures with the ESC. (Have a colorful still scene to photograph.)
4. ESC on tripod pointed at a motion scene (i.e., a train setup or a spinning wheel, possibly have a give away) with no flash @ 6 ft.. Take visitors SVF for recording images from the camera and playback on a monitor to demonstrate the benefits of an electronic shutter, then return the SVF to the visitor. (Have test targets available if someone really wants to see them.)
5. Film to video Transfer Stand with output displayed on a monitor and a SDR to record and playback images on each groups SVF's. Have a selection of images (prints and slides) from all markets that we intend to pursue. Give the group their disk back with images that are of interest to them.
6. Multidisk recorder and single disk recorder demo area. Two Videofiles and two SDR's demonstrating NTSC motion input (laserdisk player), RGB camera input (small colorful scene) and possibly showing computer controlled functions. Each recorder to have its own monitor. Also, record continuous tone images from a IBM PC AT computer and playback using the SVF from each group. Return SVF to visitor.
7. KSVX demo area. Insert visitors SVF into a single disk recorder, connected to Transceiver and monitor, send their SVF images or a stored computer image via telephone line to another Transceiver and monitor connected to a IBM PC AT which will automatically receive and download the image to computer disk thus demonstrating the software capabilities of the KSVX and the RS-232 port.. Variety of inputs to be demonstrated, such as NTSC SDR, RGB Videofile, Digital images from computer and RGB camera (pointed at analog clock w/second hand?) to illustrate framegrab capability and speed of transmission.
8. Thermal video printers with monitors, RGB camera input (fish tank), and disk player to print any image using the visitors SVF. Output and control with IBM PC attached via Centronics port.
9. System demo. One system consisting of a ESC, single and multiple disk recorders, Transceiver, Thermal video printer and monitor sending a signal via telephone to the second system. This system demo should be a one way setup and controlled by a computer or manual operation.



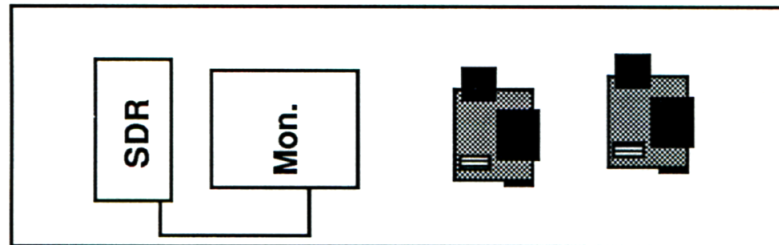
Equipment needed:

- 1 - Thermal ID system (incl. lights, camera, etc.)**
- 1 - power strip**
- 1 - power line conditioner**
- 1 - 8' table**

Media

Literature

Layout for Electronic Still Camera (portrait area) for NYC Press Event



Equipment needed:

- 2 - ES Cameras
- 1 - Carry case
- 3 - Chargers
- 6 - Batteries
- 2 - Each lens
- 2 - Flash units
- 1 - SV-7400 single disk
- 1 - 14" Kodak Monitor
- 1 - power strip
- 1 - line conditioner
- 1 - 8' table
- 300 - Still Video Floppies (Pre-recorded)

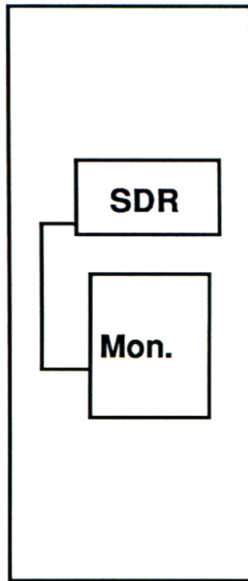
NOTES:

Should allow hands on use of cameras for visitors, each group will be given a SVF for their use in this and all the following demos. Disks will already have images of products recorded on them.

Cables required:

- 1 - NTSC cable (BNC to BNC) - (3')
- 2 - RCA to BNC adaptors

Layout for Electronic Still Camera (motion scene) for NYC Press Event



Equipment needed:

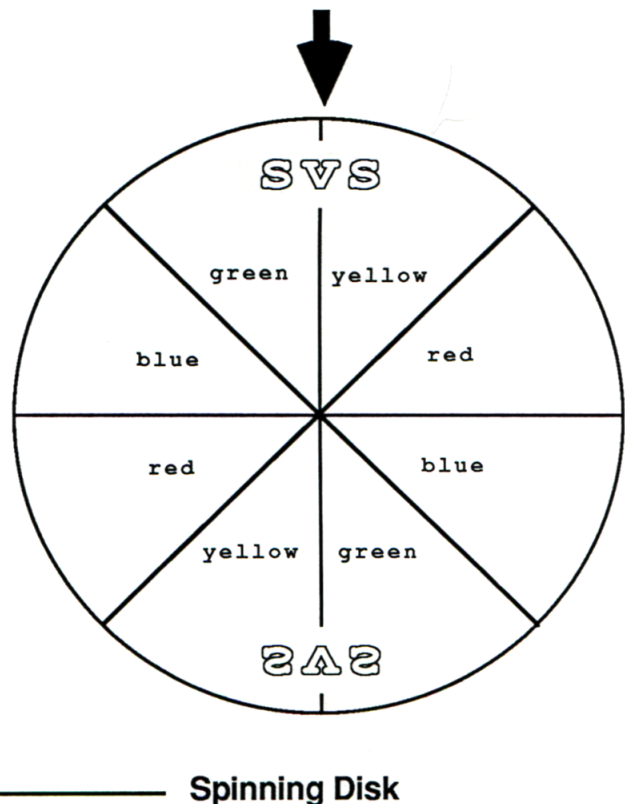
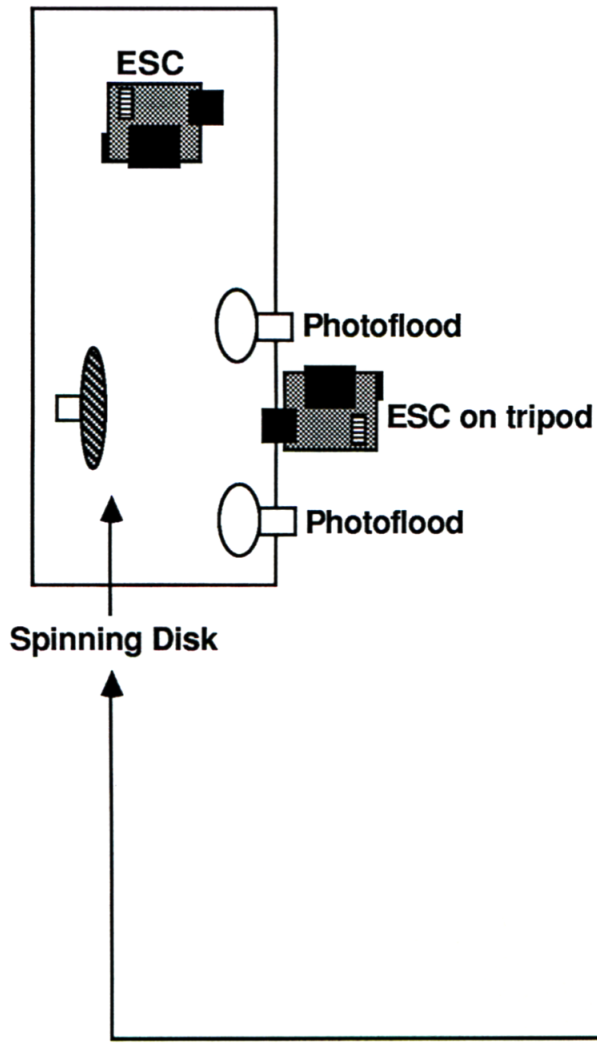
- 2 - ES Cameras
- 1 - SV-7400 single disk
- 1 - 14" Kodak Monitor
- 1 - Spinning disk w/ motor
- 2 - photoflood lights
- 1 - power strip
- 1 - power line conditioner
- 1 - Tripod
- 2 - 6' table

Cables needed:

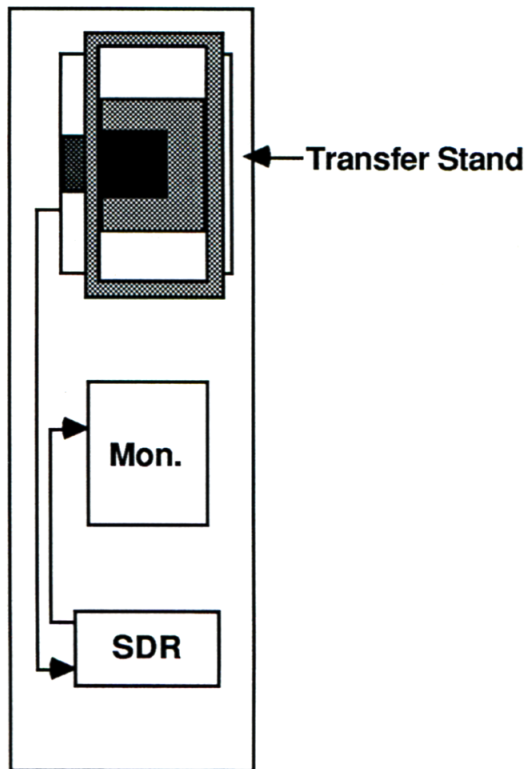
- 1 - NTSC cable (BNC to BNC) - (3')
- 2 - RCA to BNC adaptors

NOTES:

Spinning disk illustrates the advantages of an electronic shutter.



Layout for Transfer Stand for NYC Press Event



Equipment needed:

- 1 - SV-5000 Transfer stand
- 1 - SV-7400 Single disk
- 1 - 14" Kodak monitor
- ? - Professionally prepared prints and slides
- 1 - power strip
- 1 - power line conditioner
- 1 - 8' table

Cables required:

- 2 - NTSC cables (BNC to BNC)
- 2 - RCA to BNC adaptors

NOTES:

A variety of slides and prints will be available so that each group can have images of their choice recorded onto their floppies.

Equipment needed:

- 1 - SV-7500 multidisk
- 3 - Kodak monitors
- 1 - SV-7400 Single disk
- 1 - Laser disk player & high quality disk
- 2 - power strips
- 1 - power line conditioner
- ? - blank disks
- 1 - IBM AT w/monitor, TARGA board, and Serial port demo program
- 1 - 8' table
- 1 - 6' table

Cables required:

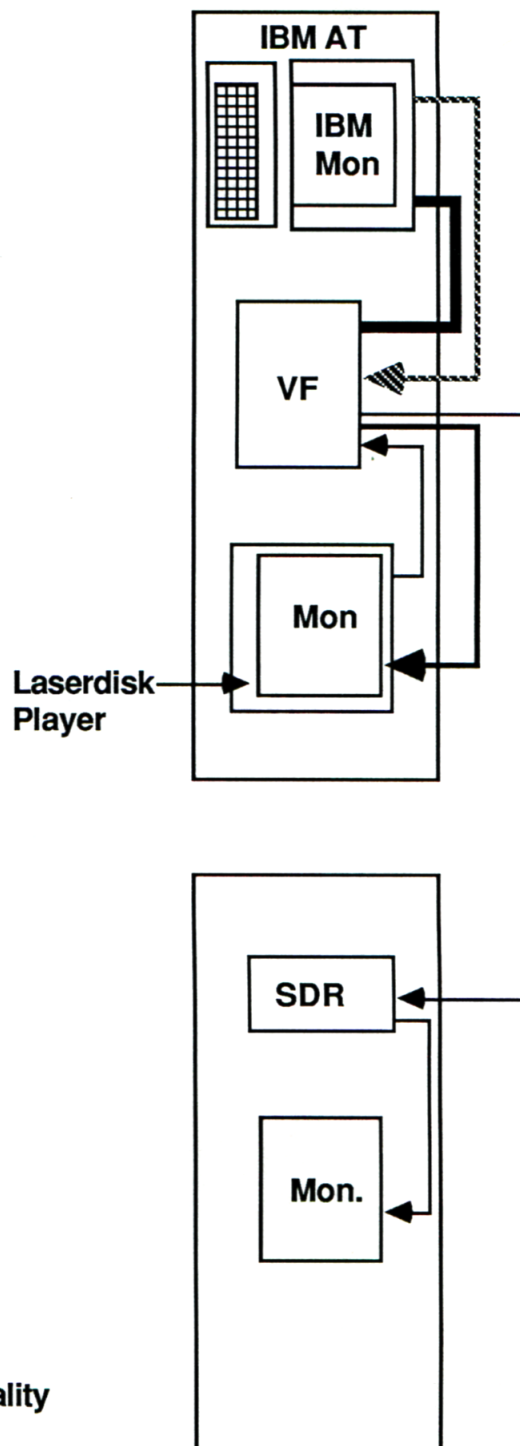
- 2 - RGB cable (Hirose to 6 pin DIN)
- 3 - NTSC cable (BNC to BNC)
- ~~~~ 1 - RGB cable (Hirose to BNC)
- 1 - RS-232 cable (DB-9 to DB-25)
- 2 - BNC to RCA adapters

Software required:

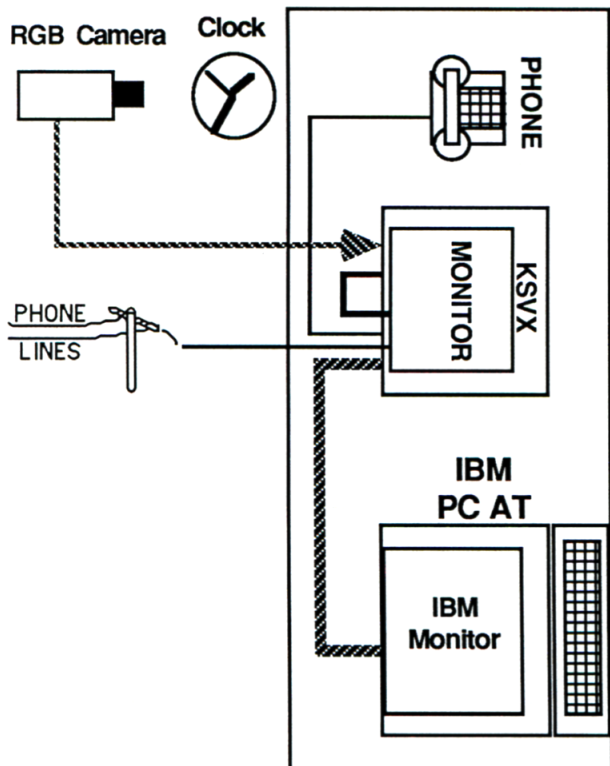
- RS-232 serial port control software, for demo of ?.

NOTES:

- * SDR for playing visitors disks or dub from VF
- * IBM with TARGA board for transferring high quality continuous tone RGB images to the VF.
- * Demonstrate serial port operation with demo software.
- * Laser disk for capturing motion images on the fly
- * Demonstrate that two sources may be connected to VF at the same time.



Layout for KSVX Display at NYC Press Event



EQUIPMENT NEEDED

- 2 - KSVX
- 2 - 14" Kodak Monitors
- 1 - Single Disk Recorder
- 1 - IBM PC AT w/ monitor
- 1 - RGB Camera
- 2 - Power strips
- 2 - power line conditioners
- 2 - 8' tables

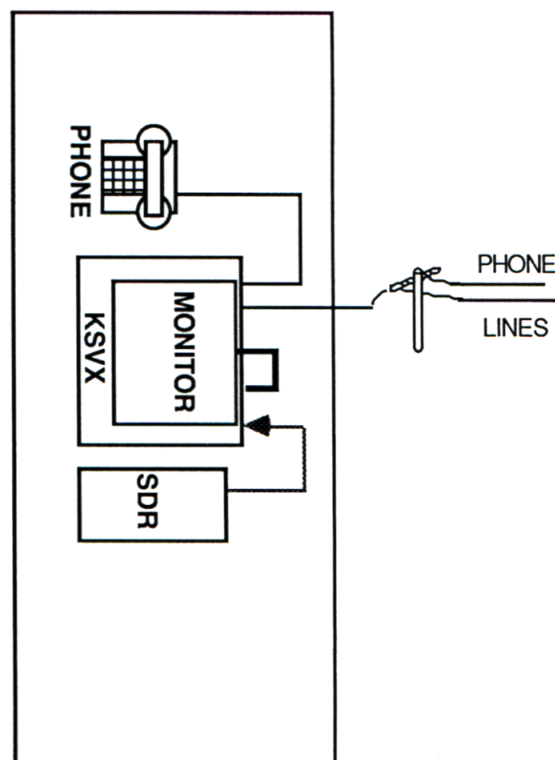
SOFTWARE REQUIRED:

RS-232 serial port control software, for demo of auto answer, auto dial, storage to disk compressed, and retrieval from disk.

NOTES:

SDR used for visitors disks playback and record (NTSC)
 IBM PCAT as a very high quality DIGITAL input source and storage device (compressed or uncompressed).
 RGB camera as a high quality source.

Scenario: Visitors disk is placed in SDR captured and transmitted by KSVX on right to KSVX on left which auto answers and stores image to disk in compressed format. At this point an image can be captured using the RGB camera or a stored image from the PC can be input to the KSVX on the left and using the auto dial feature automatically dial up and transmit the image back to the KSVX on the right table.

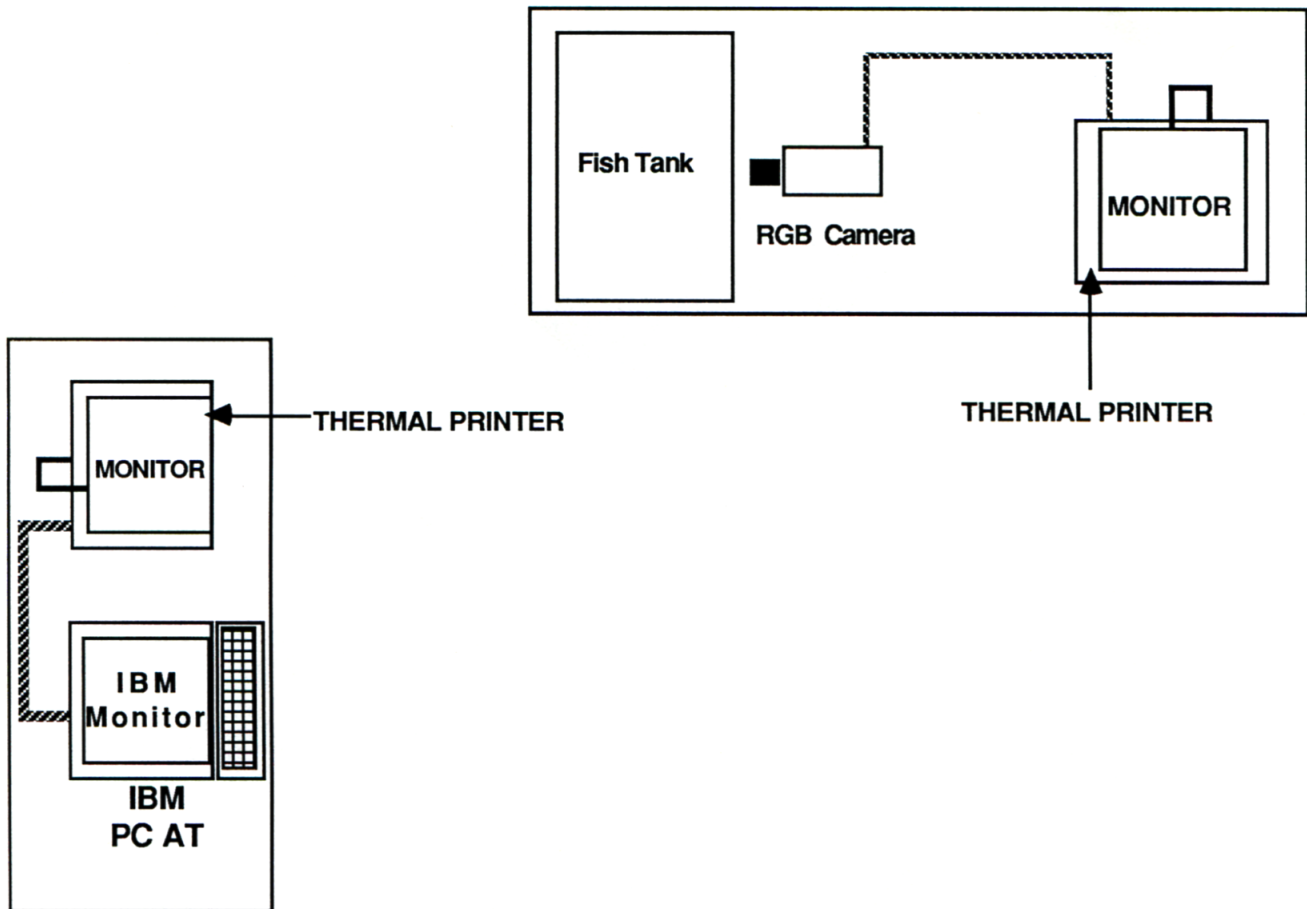


CABLES REQUIRED

- Telephone cable (RJ11 to RJ11) - 2 (25')
- - - RGB cable (Hirose to BNC) - 1 (6')
- RGB cable (Hirose to 6 pin DIN) - 2 (6')
- /// RS-232 cable (DB-9 to DB-25) - 1 (6')
- NTSC cable (BNC to BNC) - 1 (3')

OTHER REQUIREMENTS

- 1 - Tripod
- 2 - Telephones
- 2 - Telephone lines
- 1 - Clock and scene

**EQUIPMENT NEEDED**

- 2 - Thermal Printers
- 2 - 14" Kodak Monitors
- 1 - IBM PC AT w/ monitor
- 1 - RGB Camera
- 2 - Power strips
- 2 - power line conditioners
- 1 - 8' table
- 1 - 6' table

CABLES REQUIRED

- | | | |
|-------|---------------------------------|----------|
| — | RGB cable (Hirose to 6 pin DIN) | - 2 (6') |
| | Centronics cable | - 1 (6') |
| ~~~~~ | RGB cable (Hirose to 4 BNC) | - 1 (6') |

OTHER REQUIREMENTS

Professionally prepared salt water aquarium with colorful fish, background and interesting habitat.

Special lighting done by us with assistance of professional, done in a way that does not distract from display.

NOTES:

RGB camera pointed at fish tank provides, colorful, motion scene to demonstrate frame grabbing capabilities and a high quality input source.
IBM PC AT as a very high quality DIGITAL input source and storage device.

EQUIPMENT NEEDED

- 1 - Thermal Printer
- 1 - Single Disk Recorder
- 2 - KSVX
- 1 - Videofile
- 2 - 14" Kodak Monitors
- 1 - IBM PC AT w/ monitor
- 2 - Power strips
- 2 - power line conditioners
- 2 - 8' tables

CABLES REQUIRED

	RGB cable (Hirose to 6 pin DIN)	- 2 (6')
	Centronics cable	- 1 (8')
	RGB cable (Hirose to Hirose)	- 2 (6')
	Comp. Video (BNC to BNC)	- 1 (3')
	RS-232 cable (DB-25 to DB-9?)	- 2 (6')
	Telephone lines	- 2(25')
	RCA to BNC adaptor	- 1

SOFTWARE REQUIRED:

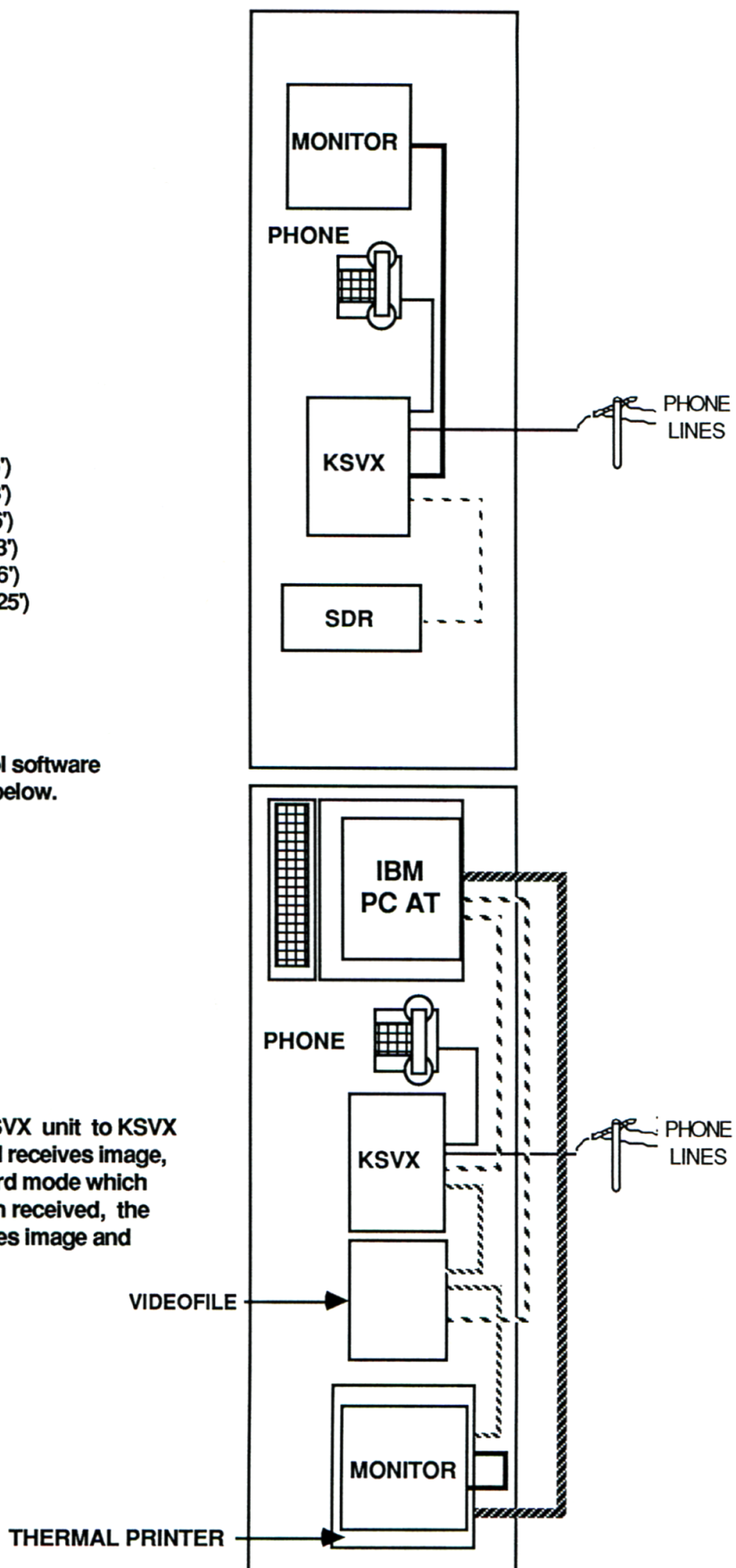
RS-232 serial port and Centronics control software to demo control capabilities as outlined below.

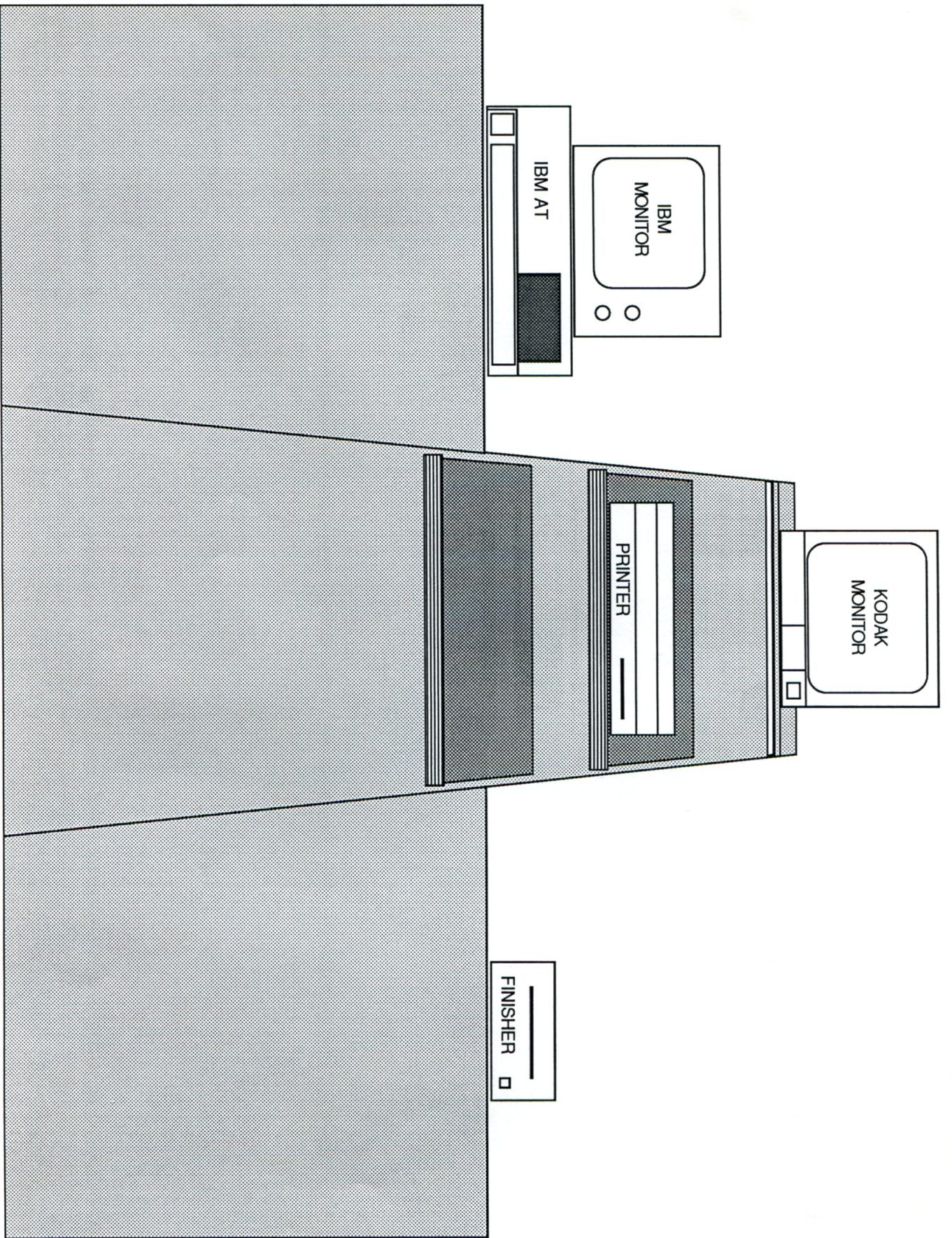
OTHER REQUIREMENTS

- 2 - Telephones
- 2 - Telephone lines

NOTES:

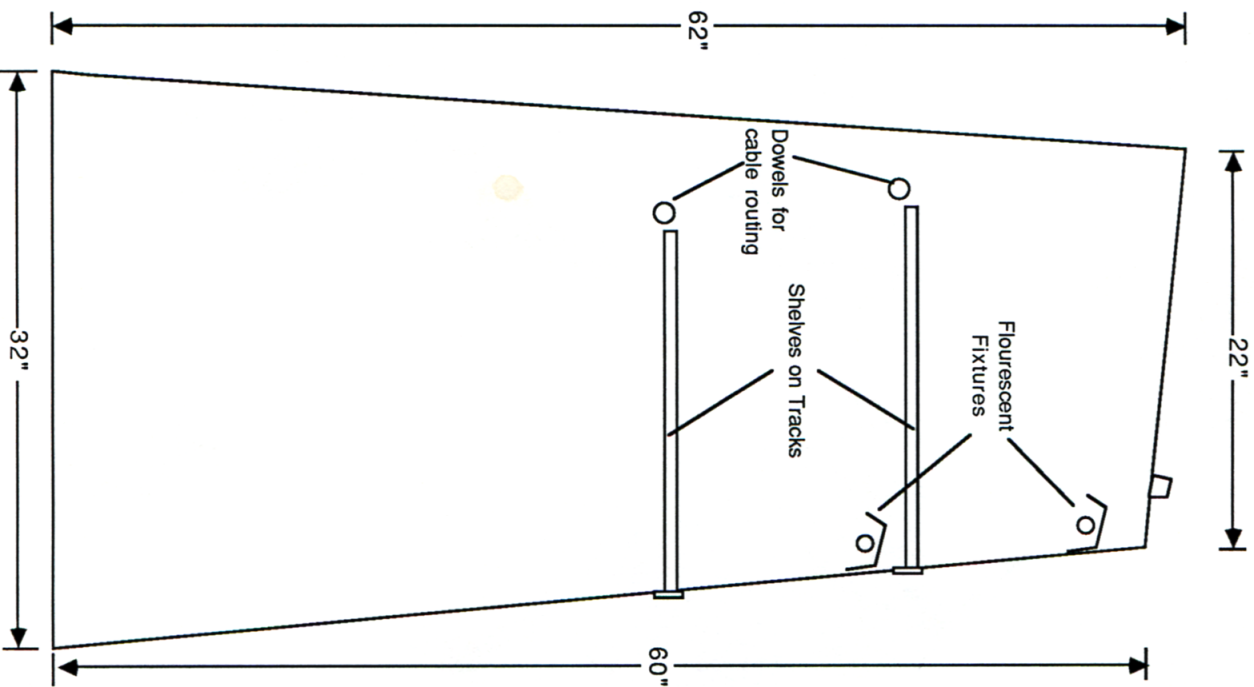
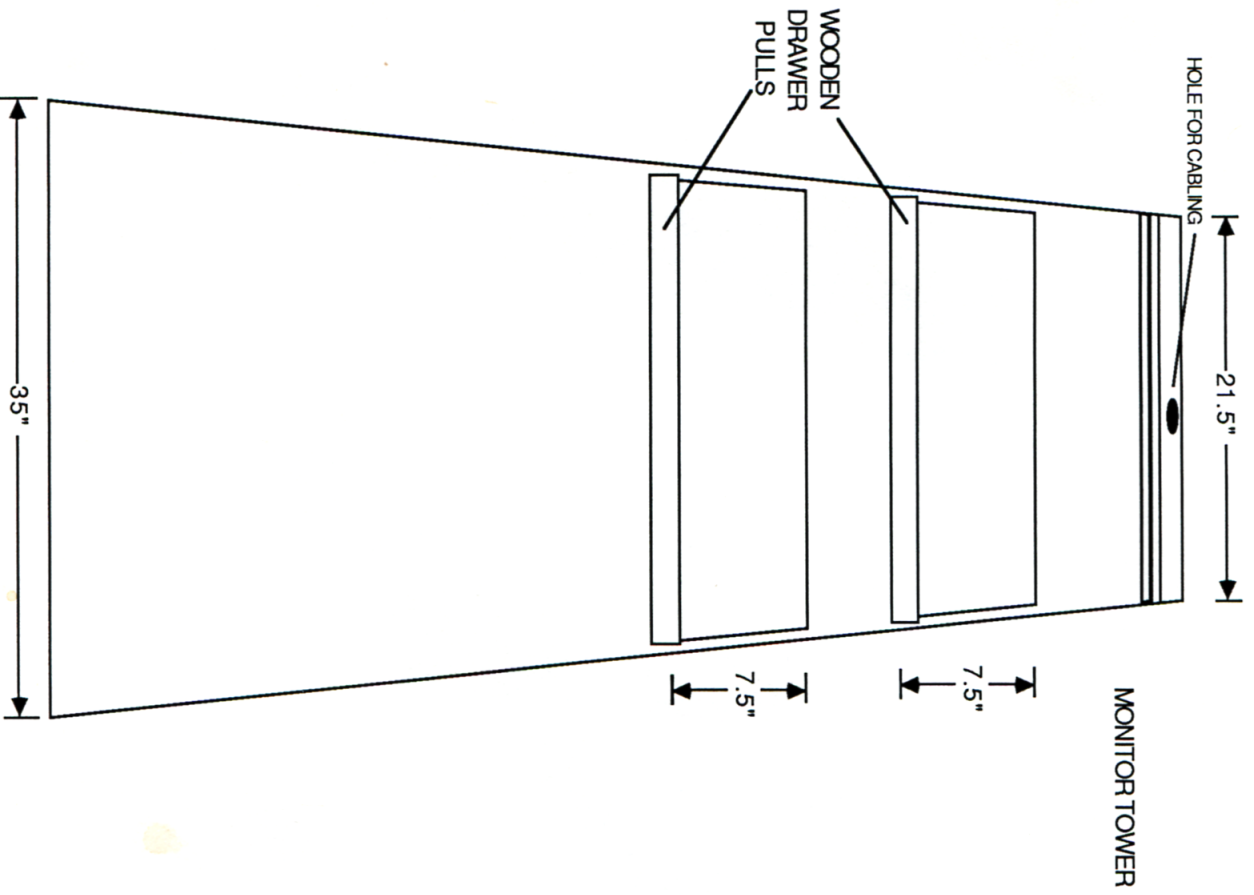
Images from SDR on first table sent by KSVX unit to KSVX on second table which auto answers and receives image, computer has put VF into prepare to record mode which displays the image being received. When received, the VF records image, Thermal Printer captures image and makes a print.



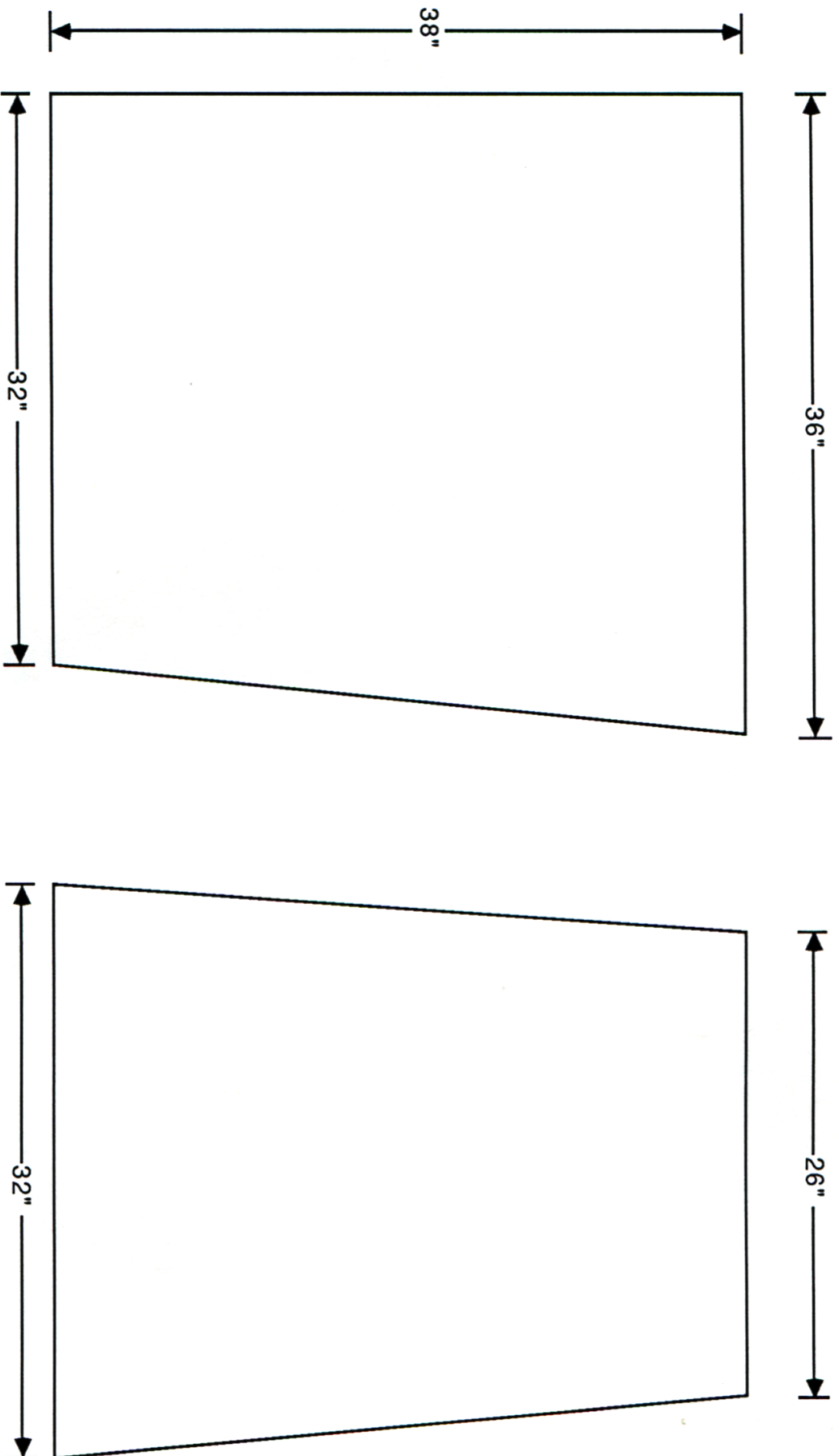


1/8" = 1"
(Reduced by 75%)

MONITOR AND EQUIPMENT STANDS
FOR NYC PRESS EVENT



SUPPORT TABLE



THESE TABLES ARE FINISHED ON ALL SIDES SO THAT THEY MAY BE USED ON EITHER SIDE OF THE TOWERS. ALSO TOWERS COULD BE USED ON EITHER END WITH TWO TABLES IN THE MIDDLE. LOTS OF FLEXIBILITY IN SET-UP.