

## Professional Photographers Give High Marks to ProMavica Camera

In May 1988 we loaned ProMavica™ cameras and recorders to professional photographers Richard Marx and George Love and asked them to put the system through its paces.

Here, they report on the applications, benefits, and usefulness of the ProMavica camera from the professional photographer's point of view.

**Q: Richard, when did you try out the ProMavica camera and how did you use it?**

**RM:** Sony hired me to cover a recent dealer/distributor cruise which took place from May 14–21. We went to Mexico, Jamaica, and the Cayman Islands. I used the ProMavica camera to take "people pictures" — mostly people enjoying the cruise but also some awards ceremonies. I was equipped with the camera, portable recorder/player, MVR-5500 recorder, and Mavigraph® printer.

**Q: And what did you like best about the system?**

**RM:** The ability to immediately see, review, and edit the images I had just taken. With the UP-5000, I was able to control the image right in front of my eyes by changing color, contrast, light, and darkness. Then, when I was satisfied with the shot, I hit a button and had a print in one minute.

**Q: And what about you, George?**

**GL:** I was given a ProMavica camera and recorder to use however I wished for a couple of weeks in May. I took it on as a test, frankly, without great expectations for the camera; I was primarily interested in using the system as an "electronic catalog" of my film work. But, in the course of using the camera, I have become convinced that it can enable photographers to take a fundamentally new and different type of picture.



George Leary Love



Richard Marx

**Q: Can you elaborate?**

**GL:** With the medium of chip and disk, I was getting images that, from an aesthetic viewpoint, I could not get with film.

For example, I might see a great shot during the day, then return later with my equipment. But by then, the lighting had changed, and I couldn't recreate the original image on film without elaborate filtration.

**SONY®**

Still Image Systems  
Sony Information Systems Company  
A Division of Sony Corporation of America  
Sony Drive  
Park Ridge, New Jersey 07656



The versatile MVC-A7AF Still Video Camera features auto-focus, single-lens reflex ease of use, and built-in microphone for audio captions of key shots.

However, the ProMavica camera's self-adjusting white balance and other features allow you to overcome this sort of problem and give satisfactory color under all different kinds of illumination. I shot in daylight, at night, clouds, bright sunlight, neon, candle, tungsten, fluorescent, you name it, and results were very positive.

**Q: Will ProMavica ever replace film?**

**GL:** The ProMavica Still Image System complements film: it doesn't substitute for it. The ProMavica System is superior when you need better color and balance; film is the choice where higher resolution is required.

**Q: Okay. How would you as a professional photographer use ProMavica products in your work?**

**RM:** As a preview system, for example. Whenever I do a shoot, I could use it to show my client the immediate result. We could change color and contrast until we agreed that we had established a satisfactory image, then proceed with final photography on film. I could also store the ProMavica images on disk as a permanent visual record of what the client approved.

**GL:** And with the new transceiver you could get instant client feedback by transmitting the image from a remote location to the client's office in seconds. If the shoot is not satisfactory, you could redo it on the spot, eliminating the need to make another trip later on.

**Q: How difficult is it to use the ProMavica equipment?**

**RM:** The entire system is remarkably easy to use. My contact at Sony spent an hour or two showing me how to use it on a Friday, and I was taking still images with the camera aboard the cruise ship the next day. I had no other instruction, no problem using it, and the assignment was a success.

**GL:** The camera itself is beautifully balanced, with superb ergonomics. It fits naturally into the hand, has an easy grip, and fine maneuverability.

Color images accompanying this story were scanned from actual Mavigraph® UP-5000 prints for color separation. ▽







## About the Photographers:

**Q: What other features of the camera did you find most useful?**

**GL:** A key advantage is the automatic extension of the focal length without decreasing the F-stop — giving you a 300mm focal length at F 1.4. The ProMavica camera lens can, in effect, gather in at least twice as much light as the best comparable telephoto film lens — allowing you to take distant shots in dim light without a flash.

**RM:** The self-adjusting white balance automatically accommodates for different lighting conditions, and this is a nice feature. I also used the 6X zoom lens a great deal. The camera is easy to load, easy to hold, and uses the single-lens reflex system that most professional photographers prefer. I am truly impressed with it.

**Q: Do you have any ideas for new applications of ProMavica and would you recommend it to other professional photographers?**

**RM:** Aboard the cruise, I was able to shoot images and present people with prints that evening. These Sony still image prints went over much better than the conventional photographs taken by the ship's photographer, and I think the ProMavica camera would be ideal for shipboard photographers.

**GL:** Although the ProMavica camera is certainly an upscale item, professional photographers will be willing to pay the price if they can evaluate the system and be shown how it can pay off for them. ProMavica technology gives the photographer a means of taking a new type of picture better and faster.

**Richard Marx** is a freelance photographer specializing in people and still lifes. He was an apprentice with Diane Arbus and began freelancing in 1968. Clients include Forbes, WOR-TV, Grey Advertising, and Lowe Marschalk. Mr. Marx has won numerous photography awards including the 1985 Creativity Award from *Art Direction* magazine.



**George Love** originally studied to be a nuclear physicist but has freelanced as a photographer since 1961. A photojournalist and corporate portrait photographer, George works primarily in Latin America for such clients as Volkswagen, Ford, Olivetti, and Dow. He is a past president of the Association of Heliographers.



*George Love comments: "I took this quickly through a window and grating at night with fluorescent, neon, and streetlight illumination. No color film could achieve this color fidelity under such lighting as easily as ProMavica did."*



*Poolside at midday in the bright Caribbean sun: Richard Marx and ProMavica are hard at work while passengers work hard on a tan.*



### "The Sony Solution" Is Coming Your Way

Next month, in keeping with our strategy of emphasizing applications through testimonial advertisements and *Recorder* features, we will begin distribution of "The Sony Solution" applications bulletins to your market development managers and district sales managers. "The Sony Solution" bulletins will appear regularly to assist you in proving to customers the power of Still Image Systems solutions. ■



### Still Image Systems Spur Sales Growth

Strong Still Image sales in June were fueled by the addition of the SFU-1000 transceiver and UP-5000 color printer. In fact, June provided us with our best Still Image System sales to date, with a major retailer committing to complete Sony Still Image System packages for fast, flexible, high quality still video communication. Look for more details in upcoming "Sony Solutions" testimonial bulletins. ■

### Still Image Standalones: Unqualified Success

While selling Still Image Systems remains our primary focus and ultimate goal, there is no denying the popularity of individual elements of the system. Having sold out of the popular MVR-5500 recorder/player, we introduce the new enhanced MVR-5500A recorder/player. Also, demand for the UP-5000 printer has shattered all projections and promises to be a strong seller in markets ranging from publishing to medical applications to computer graphics and imaging applications. ■

### Sony Still Image Team Strengthened To Meet Your Needs

As part of our ongoing efforts to develop the strongest possible team of Still Image sales and marketing support for you, we have added three District Sales Managers: Donna DiGirolamo in the Eastern District (Paramus, NJ (201) 368-5042), Patrick Barrett in the Central District (Chicago, IL (312) 773-6014), and Lori Rehm in the Western District (Cypress, CA (714) 220-9100).

In addition, effective June 15, 1988, Tony Micci, formerly National Marketing Manager, has been named National Sales Manager. Duane Clutts, formerly Printer Marketing Manager, has succeeded Tony Micci as National Marketing Manager. ■

### Publishers Turn to Still Image at ANPA Show

Sony's booth at the American Newspaper Publishers Association (ANPA) convention in Atlanta June 11-15 was one of several showing video input into the publishing process. This trend, as well as the solid leads generated at the booth indicate that the publishing industry — long a focus of market development efforts — is turning to Still Image Systems incorporating high quality image capture, transmission, and printing capabilities. As National Sales Manager Tony Micci noted, "People were coming specifically to see ProMavica products and to learn how it will fit into their operations. We'll definitely see developments in this area by year-end." ■



## ProMavica™ Still Image System Plays Key Role in Innovative Dental Video System

Have you ever wondered what your dentist was doing to the inside of your mouth during a routine exam or procedure?

Well now, thanks to DentalVision™ — a state-of-the-art medical imaging system incorporating Sony Still Image technology — dentists can show their patients remarkable full-color magnified views of their dental problems and the procedures used to correct them.

Developed by Dentsply, a Pennsylvania-based dental supply and equipment company, the DentalVision Video Dentistry System™ is designed to be used by dentists, group dental practices, universities, and hospitals as a diagnostic instrument, a marketing and patient communication tool, and even to create libraries of "video evidence" to protect dentists against malpractice claims, says Keith Peithman, Product Manager, Dentsply/Equipment Division.

"We considered conventional VCRs for image storage, but they were deemed inappropriate because of the difficulty of retrieving data," says Peithman. "We went with the Sony ProMavica System for several reasons: availability, ease of use, and the search feature that makes it easy to retrieve images and determine how much space is left on the diskette. As far as we can see, the ProMavica System will continue to be an integral part of DentalVision in the years to come."

The key to the system, according to Peithman, is a special intraoral camera developed by Dentsply. Measuring 6½ inches in length by a slender 1/3-inch diameter, the tiny camera can image either a single tooth or the entire oral cavity — in full color and up to 10× magnification.

A microprocessor-based system, DentalVision contains a digital memory which is used to load, store, and unload red, green, and blue video — allowing a single image to be frozen on the system's high-resolution video monitor for review and discussion.

The system includes a data-entry keyboard for adding descriptive text to any still video image on the screen. Images and text from the video monitor are then downloaded to the Sony ProMavica Still Image MVR-5500 recorder/player and stored on 2-inch Mavipak™ disks, up to 50 images per disk. DentalVision, incorporating ProMavica products, allows the dentist to make hard copies of stored images, helps the dentist communicate the need for treatment to his patients, and enables the dentist to create a legal background library.

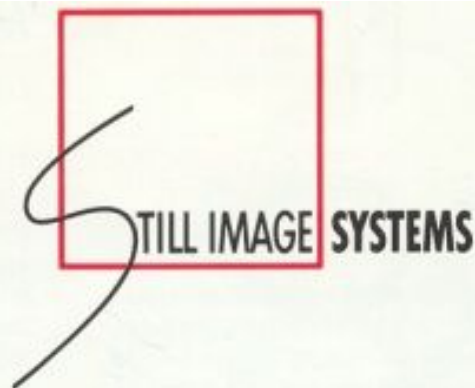
The complete DentalVision™ Video Dentistry System — including video processor, mobile cart, ProMavica recorder and disks, intraoral camera, video monitor, keyboard, foot control, documentation, and accessories — is available at a suggested list price of \$29,600. A number of systems — each incorporating an MVR-5500 Still Image recorder/player — have already been sold since its February 1988 introduction; and Dentsply has made a commitment to purchase an additional 100 recorders from Sony. □



The new ProMavica™ System advertising campaign continued on the next page.



## ProMavica Ads Target Specific Markets With "Real-Life" Success Stories



### "THANK YOU, SONY, FOR MAKING OUR PRESENTATIONS MORE PRESENTABLE."

J.P. Sienack  
Executive VP, Public  
State of the Art Corporation

State of the Art (S.O.A.) is one of America's truly innovative visual communications production companies. Because their corporate clients often demand video over slides for presentations, they must now store still video images, which takes up vital computer memory space. The Sony ProMavica Still Image System solved that problem. ProMavica™ gave S.O.A. the image storage space they need — and more. It stores up to 50 images on one 2-inch Mavipak™ diskette. We call it the Video Slide.

Now S.O.A. clients can review work-in-progress without disturbing their daily business routine. And the images can be stored and retrieved instantaneously.

The Sony ProMavica System is compact and portable and can be easily carried to the client's location for presentation on a standard video projector or monitor. You can even

transmit color images over phone lines or get a photo-like hard copy color print.

The ProMavica System is incredibly simple to operate.

The components are compactly designed. No special training is required. From a still video camera, recorder/player/transmitter, printer and more. All giving you new system flexibilities never before available.

Find out more on the latest breakthroughs in capturing, storing and retrieving still images and let us help define your application needs. Call us toll-free today at 1-800-222-9876.

**ProMavica™**

EVERYTHING COMES TOGETHER WITH PROMAVICA... THE VIDEO SLIDE

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New Jersey 07656. (201) 930-6229.



The new ProMavica™ System advertising campaign, now running in business publications, reflects a marketing strategy based on identifying applications rather than stressing features, according to Rich Adamonis, advertising manager, Sony Corporation.

"Our primary message is to identify and promote applications of the ProMavica System within select target ads covering three key ProMavica System markets: broadcast (Maryland Public TV), corporate communications (Perkin-Elmer), and computer graphics (State Of The Art Corporation). The ads also talk about the technology and the system, but this is a secondary theme."

Launched in June, the ads will continue to run through November in such publications as *AV Video*, *Broadcast Management & Engineering*, *Computer Graphics World*, *Advanced Imaging*, *Computer Training Monthly*, *Training Marketplace Directory*, *Business Marketing*, and *Video Times*. "With this mix of publications, we'll be reaching close to a million potential users of the system," notes Adamonis.

Because Still Image is a new concept, advertising, promotion, and sales efforts must assist prospects in identifying the nature of its applications and how Sony's ProMavica can meet their requirements, stresses Adamonis. Dealers who have sold ProMavica Still Image Systems and want to feature their customer in an ad should contact their ProMavica product sales manager or call Rich Adamonis at (201) 930-6229.

To receive reprints of the new ad series, contact: Laura Carlson, Sony Corporation, Sony Drive, Park Ridge, NJ 07656, phone (201) 930-7244.

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