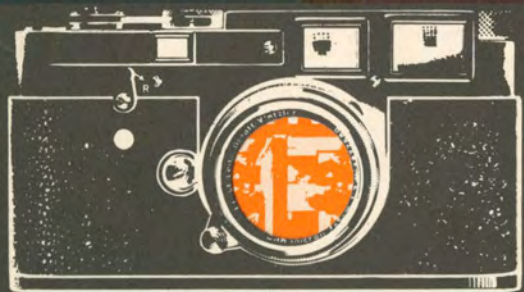
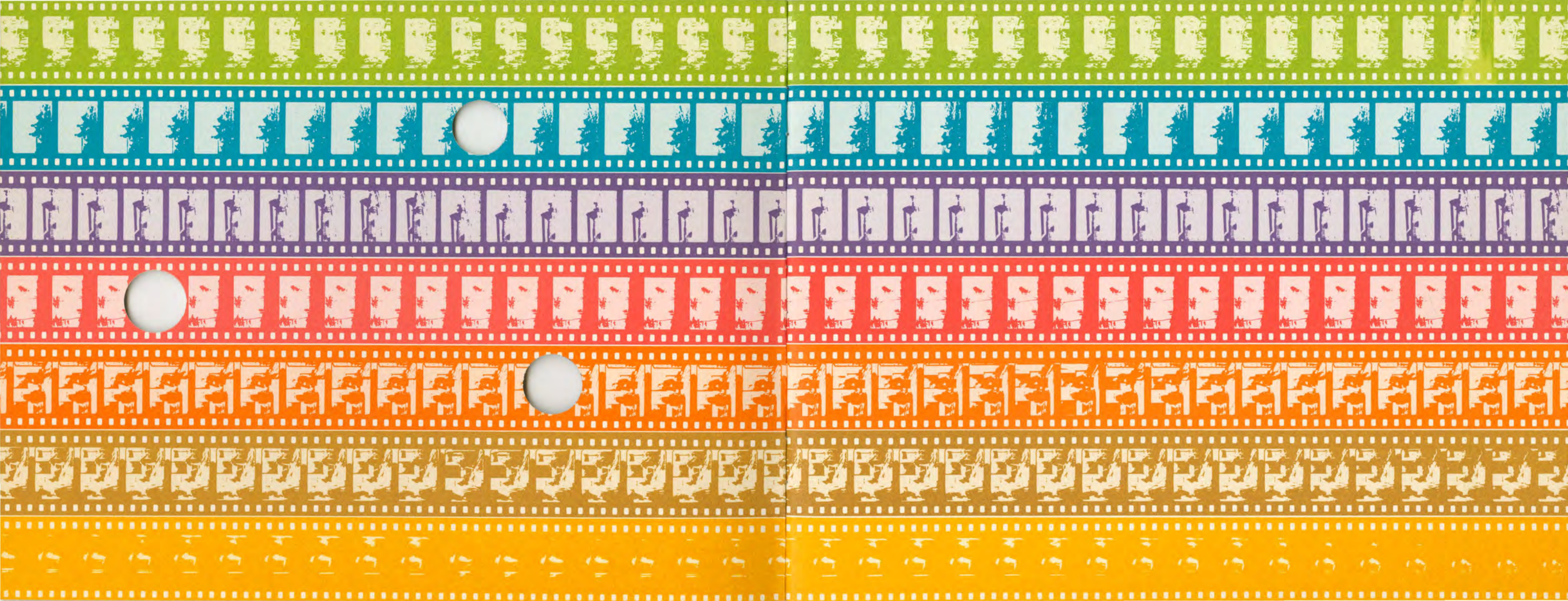


THIS IS TECHNICOLOR





THIS IS TECHNICOLOR

EXPERIENCE

The state of the art of amateur color photography has skyrocketed on the tail of popularity to a bright and brilliant new plateau. The amateur photographer has become expert. Equipped with better cameras, better techniques, better information and more knowledge, he is pressing hard on the film maker and film processor, demanding more and better products and services.

To supply this demand takes experience. For experience has a way of showing up in color slides, color snapshots and color home movies.

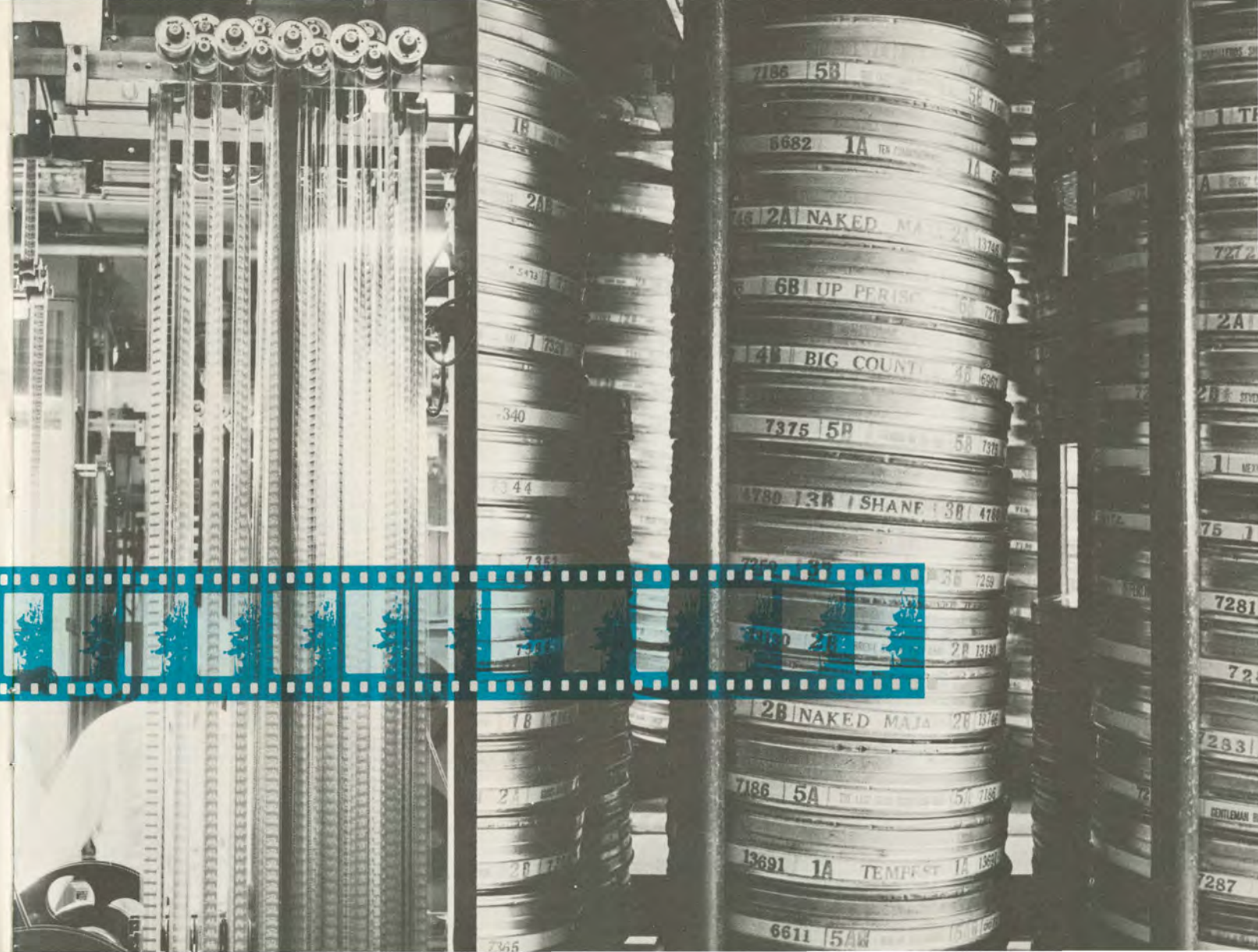
Technicolor was born in 1915. All its life has been devoted to color photography. In theatrical motion pictures and now in the amateur color field. In 79 countries, Technicolor is recognized as The World Authority in Color Photography.



THIS IS TECHNICOLOR LEADERSHIP

In the early nineteen-twenties, Technicolor introduced an ingenious method of cementing two thin-film dye component images back to back to form a single print film for projection in motion picture theaters. Later in the same decade the subtractive (imbibition) dye transfer process was developed in Technicolor research laboratories. In 1933 Technicolor introduced the 3-color process for motion picture photography. More recently great strides have been taken to adjust the use of the 3-color process to color negative films.

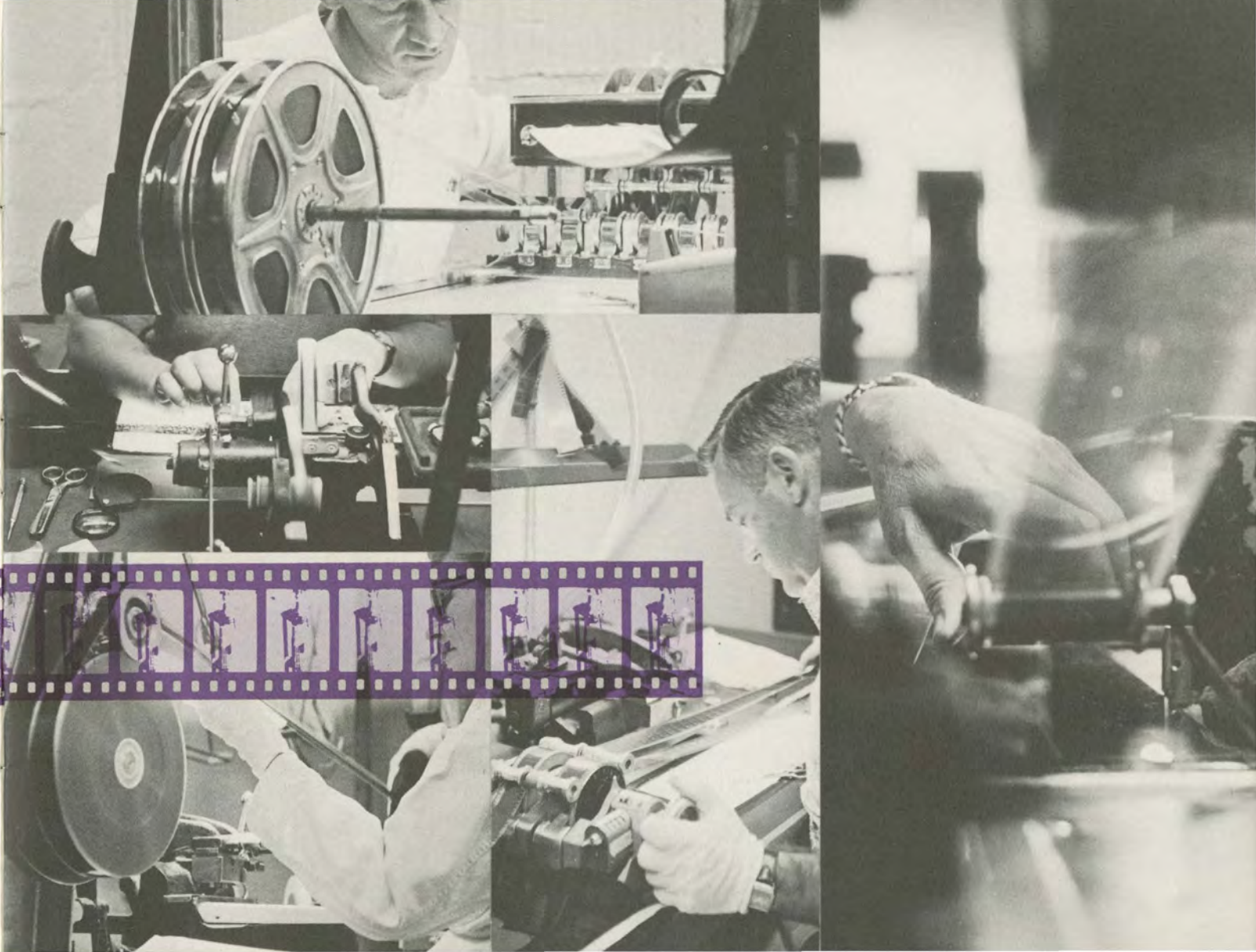
Sprinkled throughout Technicolor's history are many examples of industry leadership that prove the point: Technicolor is the leader in the field of COLOR photography.



THIS IS TECHNICOLOR
QUALITY

To obtain the finest results in color photography has always been the prime motivating force behind the continuing Technicolor effort for a better product. For example, in the motion picture field its camera and negative operations are color mated to blend with print manufacture. Facilities are provided to control the quality of negatives, fades, dissolves and all ingredients that contribute to the quality of the final product.

Color consultants at Technicolor advise on the choice of color and textures and sets. This kind of quality control extends to all Technicolor operations, professional and amateur.



THIS IS TECHNICOLOR FACILITIES

Technicolor operates plants in Hollywood, New York, London and Rome. The color facilities in each of these plants have camera, processing and manufacturing operations that are closely integrated to provide the highest quality color product. To assure this, Technicolor maintains the finest equipment available anywhere. Many of the exclusive features found in these complicated tools-of-the-trade are designed and assembled by Technicolor engineers and technicians and are fabricated in its own modern machine shops in Hollywood.

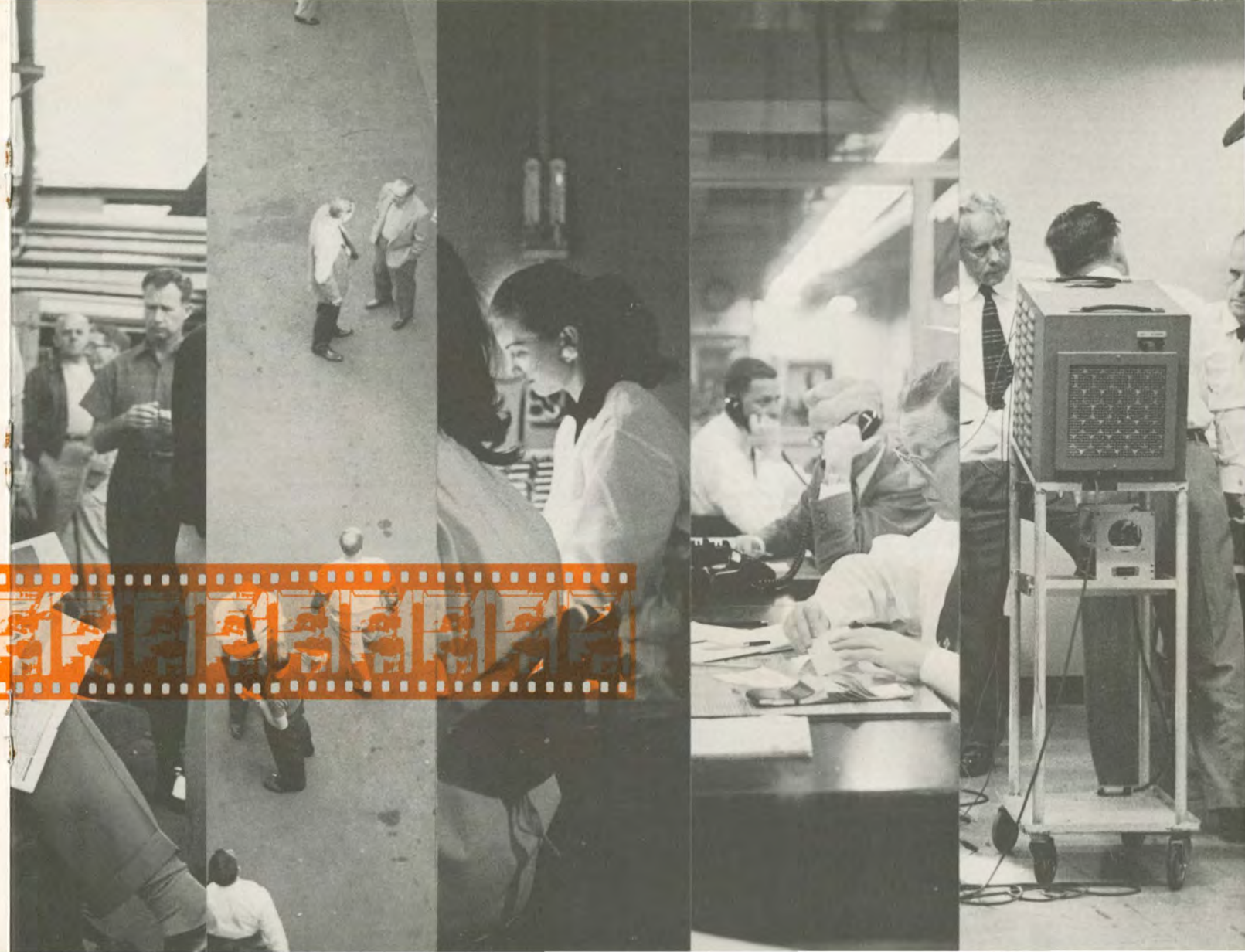
Many of the mechanical advances developed by Technicolor for its professional clients are now being used to deliver Technicolor quality to fill the requirements of the amateur photographer.



THIS IS TECHNICOLOR
PEOPLE

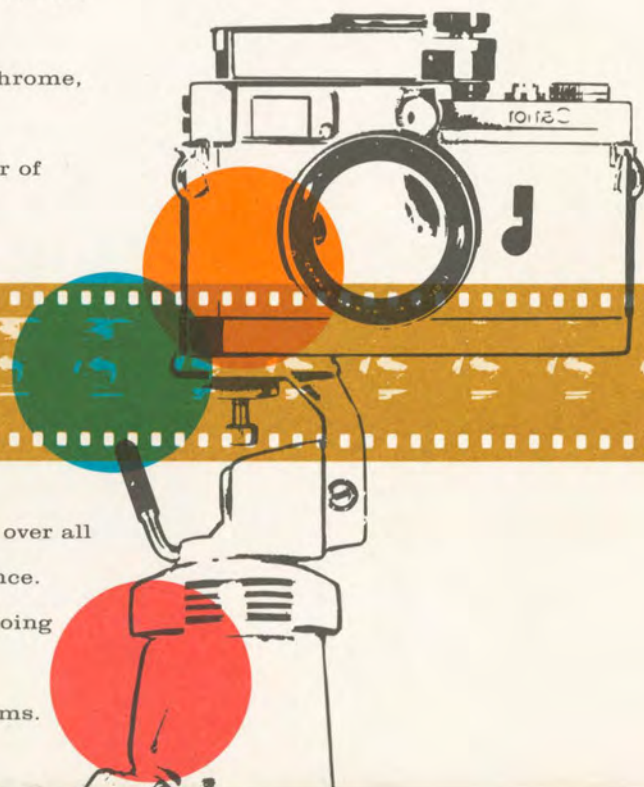
Technicolor has been guided through the years by the wisdom and foresight of one of the film industry's great leaders— Doctor Herbert T. Kalmus. It is natural that a man of outstanding talent attracts other men of talent and thereby sets off a chain reaction of accomplishment that cannot be equalled. The result of such a merging of the minds develops a spirit of pioneering through people.

That spirit continues today at Technicolor under the leadership of Doctor Kalmus. It has expanded across the wide and wonderful world of the professional motion picture producer and director, and has now reached the realm of the amateur photographer.



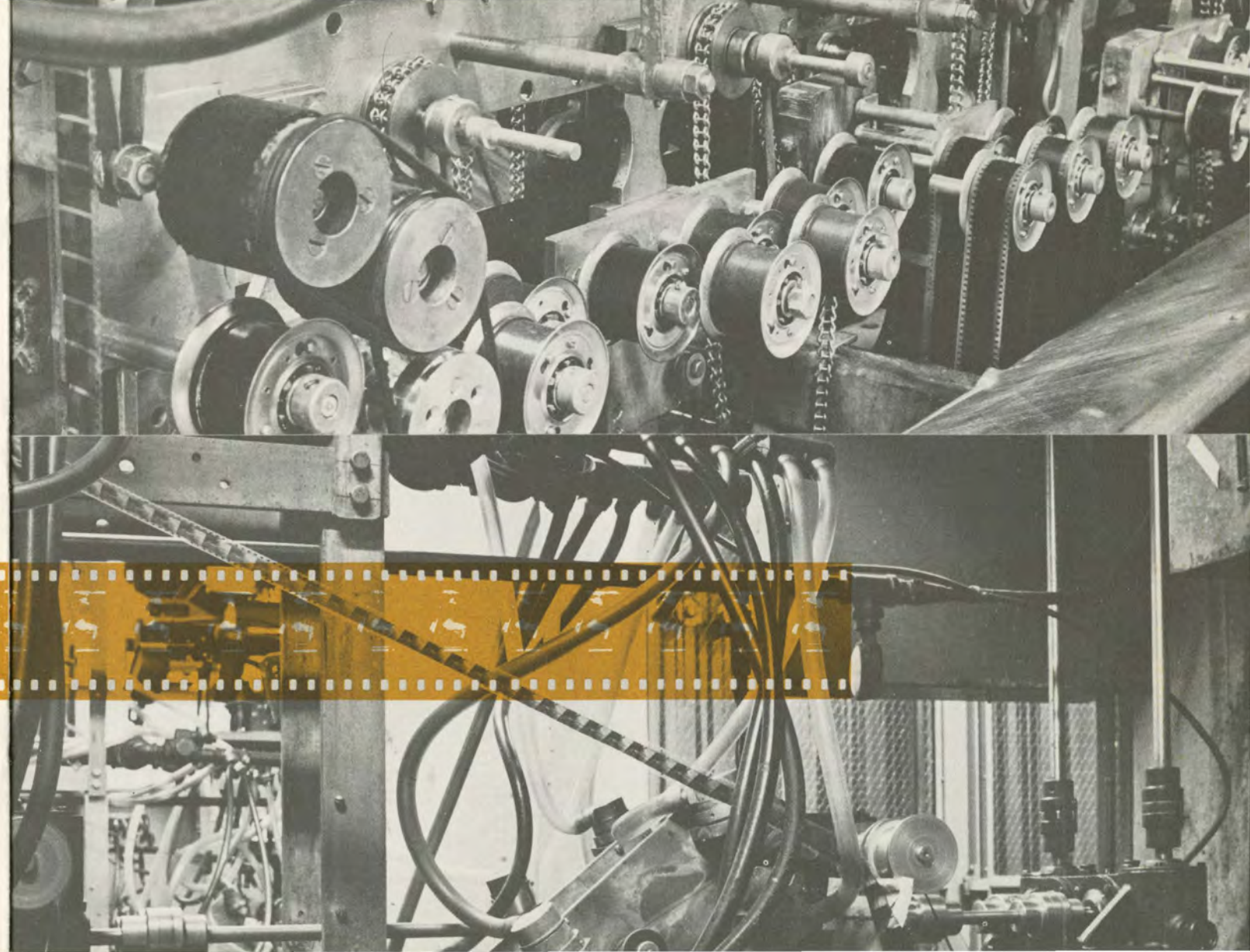
THIS IS TECHNICOLOR PROCESSING

Until 1956 Technicolor's sole effort was directed toward its service to the color requirements of the motion picture industry. Then the Company's activities were expanded to include a complete range of services for the amateur photographer. Today, Technicolor offers processing services for all sizes of Kodachrome, Anscochrome, Ektachrome and Kodacolor films. Naturally, these services include processing in Color by Technicolor of 8mm and 16mm home movie film.



More producers have consistently demanded Technicolor over all other color because they know their film can be processed only once.

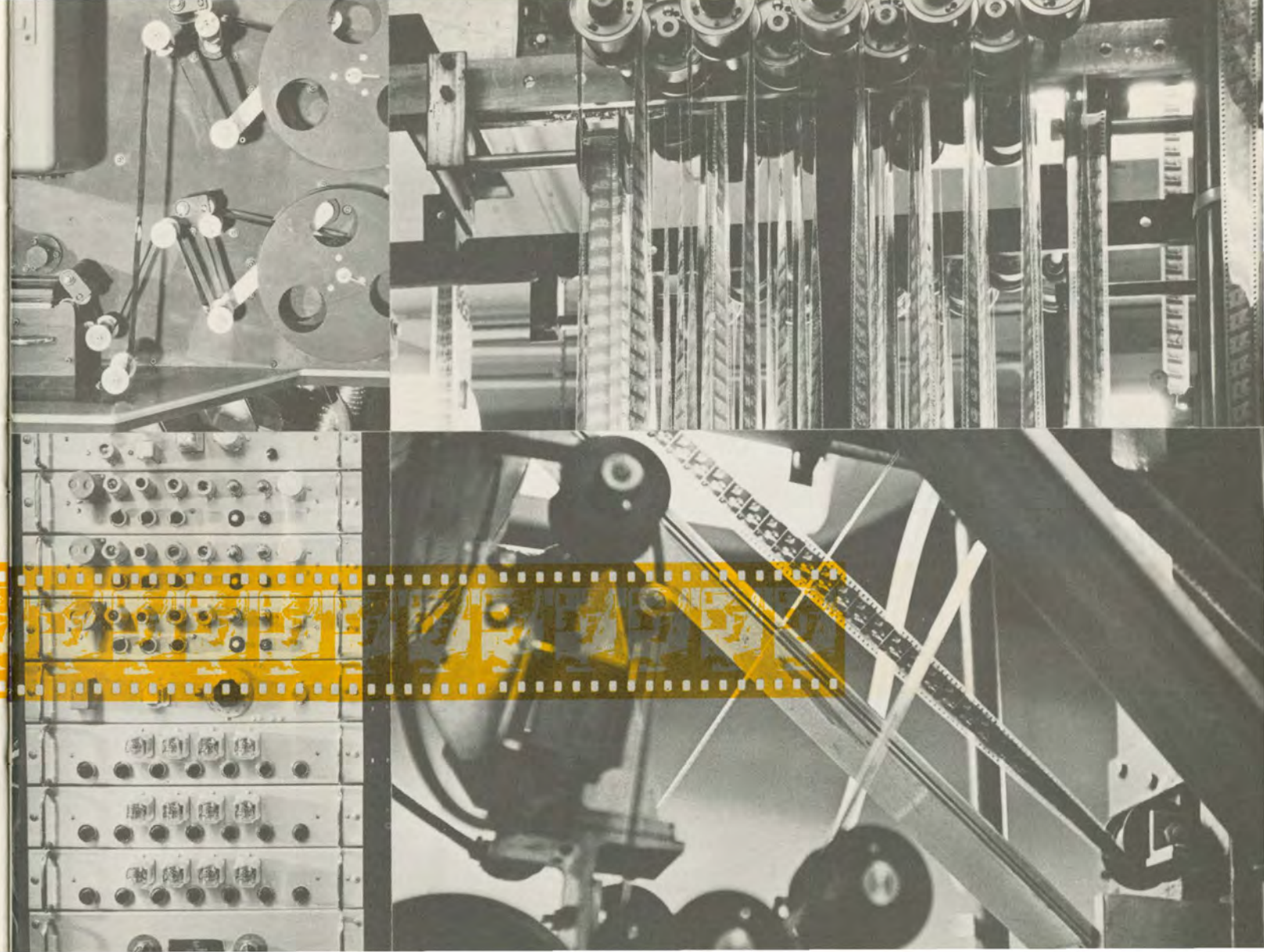
Now, amateur photographers all over the country are doing the same—demanding Technicolor "Professional Touch" processing and printing for their own color films.



THIS IS TECHNICOLOR PRINTING

Four words, "Color Print by Technicolor," have a big meaning to Hollywood's motion picture studios. They guarantee that the Technicolor motion picture print which spins through the high-speed theater projector is an identical duplicate of the original master color negative and print in tone, hue and color fidelity. Color prints made from the amateur's color film, whether from color transparencies or from Kodacolor negatives, receive the same degree of careful consideration.

The trade designation—Technicolor—helps to establish the fact: Professional or amateur color print, there is only one standard of quality for a "Color Print by Technicolor."

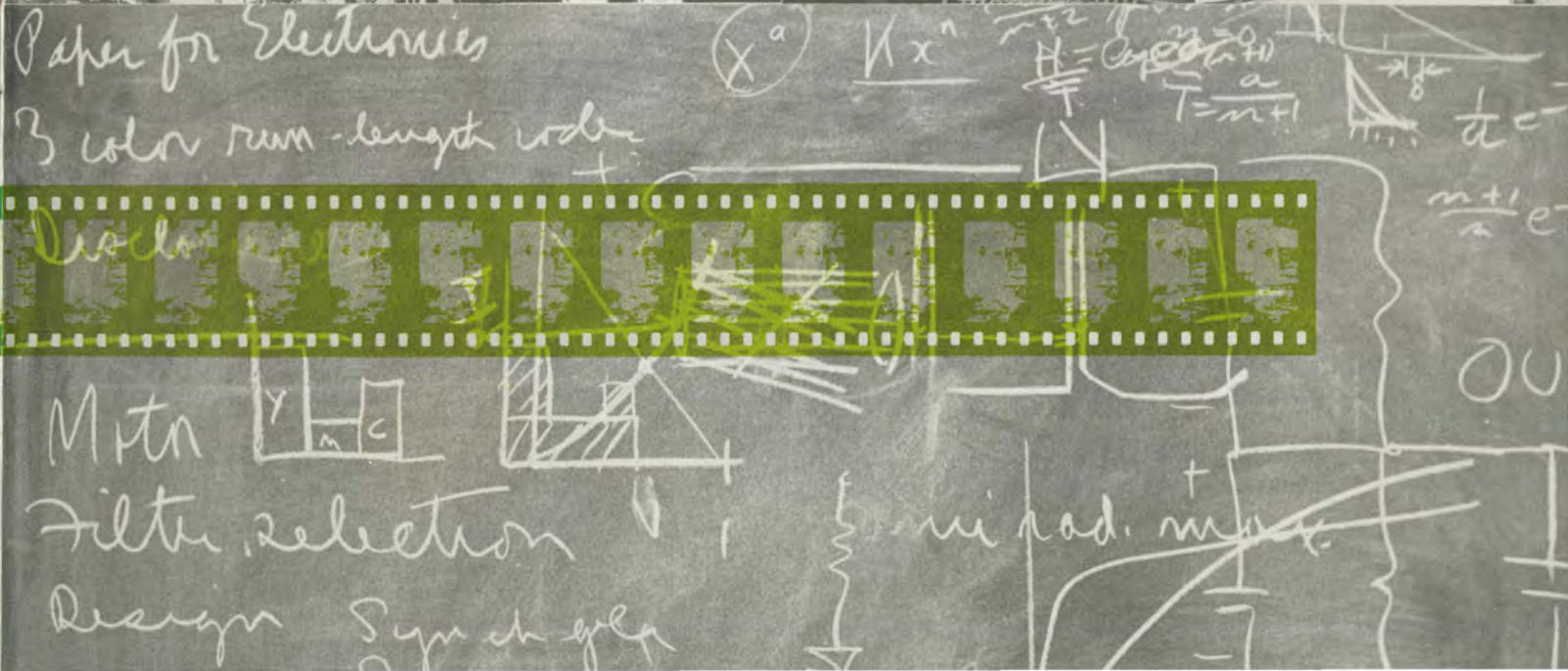
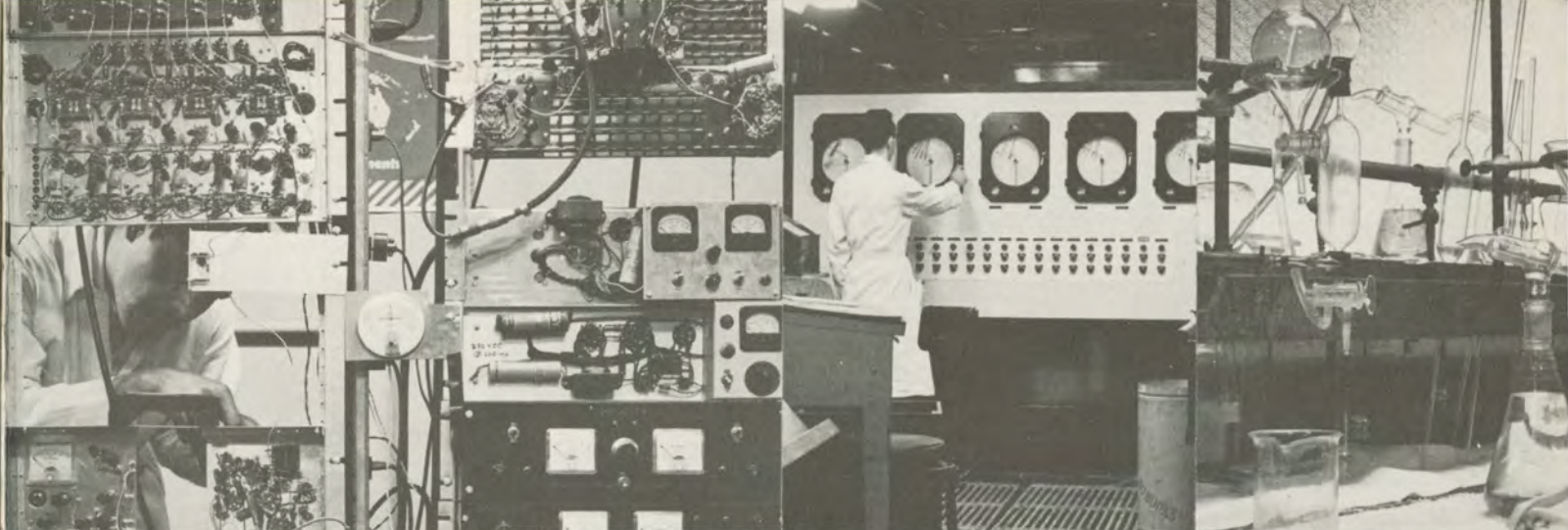


THIS IS TECHNICOLOR
RESEARCH

Technicolor was born of research. The Company has faithfully and confidently supported a substantial research program throughout its long history. Its research has opened the doors to many avenues of achievement and led to many important firsts in the field of color photography.

Through research Technicolor has expanded its operations to embrace the fields of chemistry, optics and electronics as they apply to the medium of photography.

Research has resulted in better color films, better color laboratory techniques—and better all-around color performance. Look to Technicolor Research for exciting new developments in color; for even higher degrees of achievement in quality and service.



THIS IS TECHNICOLOR ACHIEVEMENT

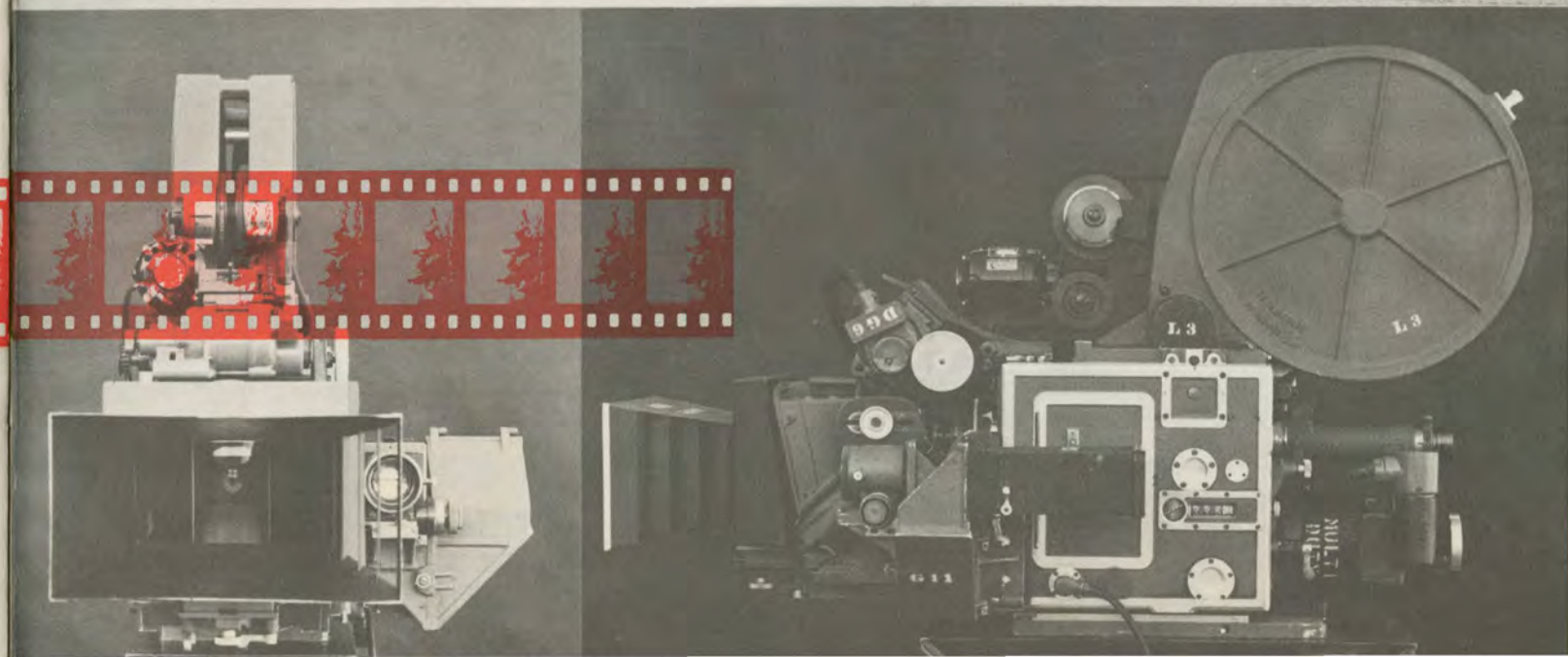
What started out nearly half a century ago as an additive 2-color process, poor in quality by today's standards and dogged by difficulties in registering color images, has

now been transformed into the perfection of

Technicolor's newest product, Technirama. Technirama, now in use by motion picture studios, is a breath-taking, superb-quality, single-camera, wide-screen color

photography system. It is the result of an unrelenting effort to improve and better a method of presenting color camera art that expands the limitations of the human eye.

Technirama is the promise of the future for everyone who enjoys taking color pictures. It's the promise of things to come from Technicolor, the World Authority in Color Photography for the professional and the amateur.





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