

Introductory shots photographed newsreel fashion by Todd were a roller coaster, a bullfight in Spain and a water carnival in Venice. Roller coaster scenes carry the same thrill and sensation of audience participation as that in "This Is Cinerama," which it resembles greatly. The same sensation of participation was struck by the bullfight arena and Venice scenes photographed with the bug-eye lens.

Tests made for Rodgers & Hammerstein's "Oklahoma!" which will be the first picture to make use of the Todd-AO, highlighted second segment of demonstration. Rodgers & Hammerstein, incidentally, were present at yesterday's demonstration, with Hammerstein making the initial introduction of the process.

The adaptability of the 48-degree lens for close-ups in dramatic scenes carried particular interest, as did the use of the 128-degree lens for exteriors.

The usual 24 frames per second of standard photography is replaced by 30 frames for more rapid action in the new process. The film's larger size allows greater flexibility and degree of clarity, with O'Brien explaining that the 65m picture frame is three and one-half times the area of the standard 35m frame. The four teeth on ordinary 35m film gives way to five teeth on Todd-AO per frame.

The complaint about the three panels of Cinerama, which can not be exactly synchronized and therefore results in jumping action and distortion, is naturally not present in Todd-AO. The picture is one single unit, and the screen curvature makes possible its being viewed from any part of the house with very little distortion. O'Brien admitted it was possible to show Todd-AO on a flat screen, or lessen the curvature which some at yesterday's showing objected to, but he pointed out that whenever the spectator moved from the center of the house there would be certain distortion. He recommended a screen which would have some curvature, although there is no particular ratio of depth required.

For the sound, five groups of three speakers each are placed in back of the screen, with surrounds in back of the theatre. In yesterday's demonstration, the sound was natural, never overpowering as evident with Cinerama.

Yesterday's demonstration was on an ordinary screen, but Mike Todd reported that a new reflective screen has been developed which will give considerably more light. New projectors turned out by The Philips Co., of Holland, and now being service-tested by AO plants in the East, also will give more light. Projectors currently in use and utilized yesterday are old Ernemann machines converted for the purpose.

Magna Theatres Corp. is the parent releasing company which controls Todd-AO and will release R-H's three pictures, including "Oklahoma!" "South Pacific" and an original. Discussions are now underway for Metro to lease Todd-AO for its production of "Ben Hur."

"Oklahoma!" first will be shown in 50 different situations equipped with Todd-AO equipment, on a roadshow basis. After this, 35m release prints will be turned out for general release. Todd-AO has its own "print-down" process, to reduce the larger size to standard size.