

CINEMA

Allan King's
ironic ethics

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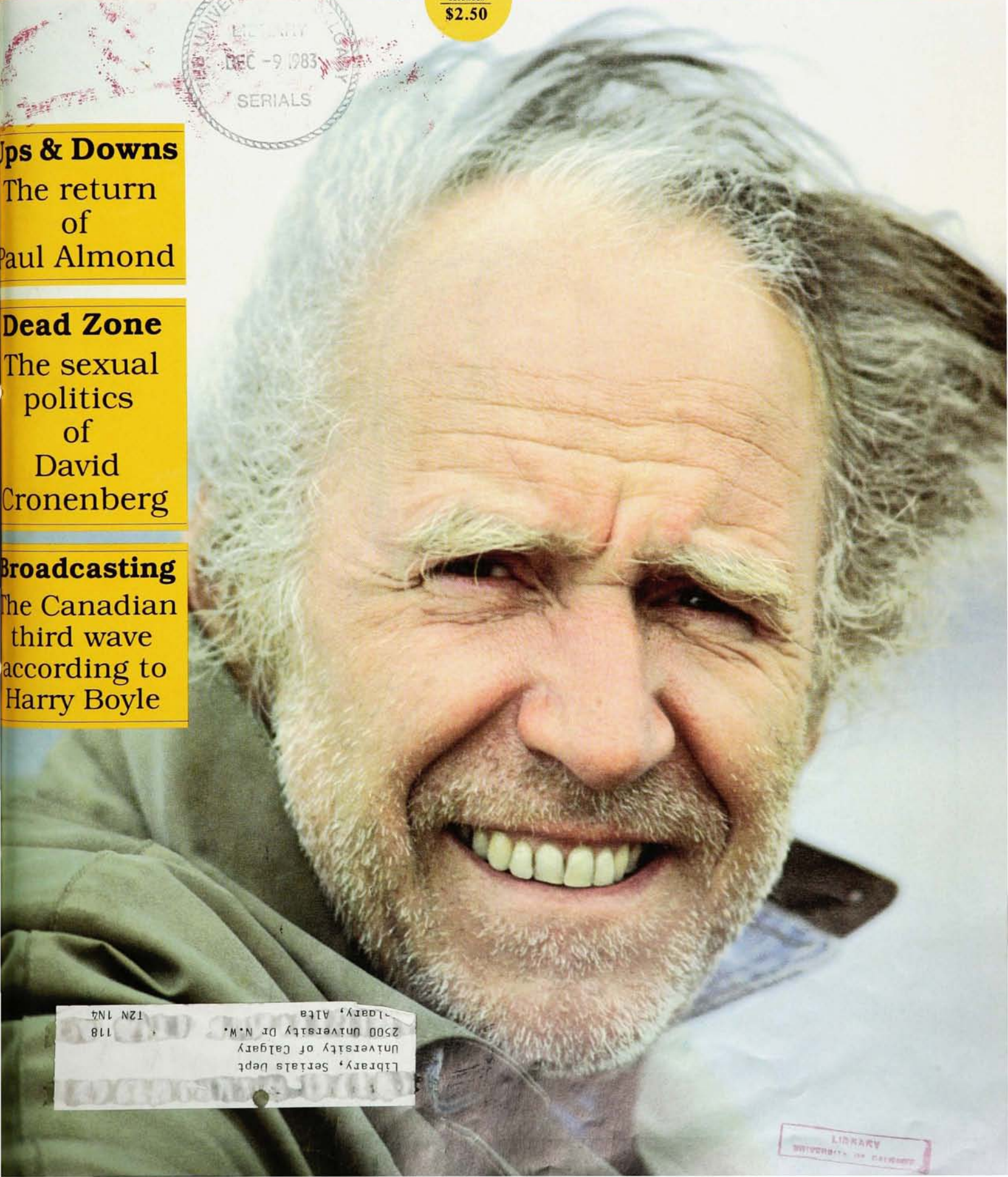
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NEW

THE NEW SUPER PSR

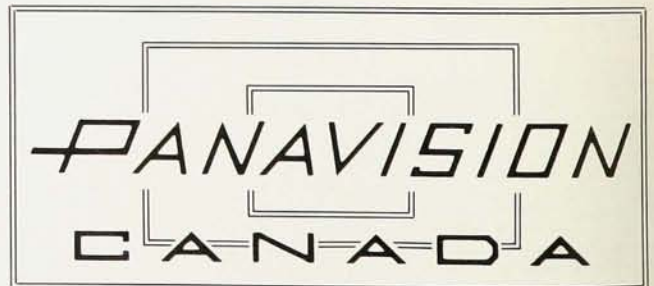
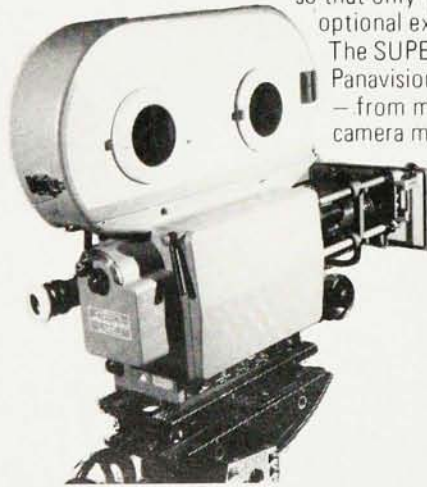
We don't have to extoll the merits of the old Panavision PSR camera to our clients. It is very reliable, very quiet and very inexpensive... and very well known.

The new SUPER PSR is even better. It retains the same camera mechanism as the old model but now has a Panaflex type 24 volt motor to further reduce camera noise, has digital footage counter and frame-rate displays, always stops with the mirror in the 'view' position, and has an electronic inching device which speeds up the re-loading process.

In addition it is lighter by 12lbs and narrower by six inches.

The video assist is now permanently integrated into the camera door and can be used with a rotating mirror shutter, as normal, or with a pellicle mirror to eliminate TV viewfinder flicker, if required. The 200° adjustable shutter, viewfinder image magnification, viewfinder contrast filter, viewfinder de-anamorphosing and adjustable pitch for maximum quietness are all retained.

A new device is the 'Panapunch', installed at the request of Universal Studios in Hollywood, to dimple the edge of the film between takes – so that only 'print' takes need to be processed. It is an optional extra to reduce film making costs even more. The SUPER PSR goes on a Super Panahead, takes all Panavision lenses and takes many Panaflex accessories – from matte boxes to the unique Panalite adjustable camera mounted light and so on. It really is a cost effective way to make films and is available from



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