

LA SIGGRAPH NEWSLETTER

SEPTEMBER, 1983

Our host for the September 13 meeting will be Laser Media. Laser Media, a consistent leader in the field of laser technology, in association with the Ralph Kent Cooke agency, recently completed the first all-laser television commercial. Created for the Safeway Supermarket chain, the spot was produced for considerably less than the cost of traditional computer-generated animation.

Laser Media's spectacular effects have also been seen on a variety of large screens. Three-dimensional and environmental effects sizzled in the summer theatrical hit Staying Alive, starring John Travolta. Informational displays and entertainment fillers appeared at the 1983 US festival, and outdoor "laserboards" were recently executed for Chrysler's campaign promoting its new sports car aptly called the "The Laser". In the largest presentation of its kind, Laser Media projected cartoon animations over 1,000 feet across onto the granite surface at Stone Mountain, Georgia. The permanent installation utilizes a system to synchronize soundtrack with four laser computers, a theatrical lighting computer and a pyrotechnics display.

At the meeting, Laser Media will preview the movie "Age of Science", showing laser animation and completely digitized characters, to show what this exciting new technology can do. Laser Media's specialists will be available to answer all questions.

Laser Media is located at 2046 Armacost Ave, West Los Angeles, CA 90025. A social hour will begin at 6:30 PM with refreshments and the program at 7:30 PM. Please call Molly Morgan at 452-5885 to reserve a seat for the presentation as space will be limited.

Calendar of Upcoming Events

- Oct 3-4 Computer Animation '83, The Real World, coordinated by Pratt Center for Computer Graphics in Design. The location is RMS Queen Mary in Long Beach. Contact Pratt Center at (914) 631-8772 for details.
- Oct 7-8 Business and Presentation Graphics, A National Two-Day Conference, coordinated by Julie Eckert, Graphic Designer. The location is the Ambassador Hotel in Los Angeles. Contact UCLA Extension at (213) 206-8503 for details.
- Oct 15 The Computer as a Designer Tool, coordinated by Christa Schubert, Graphic Designer. The location is the UCI campus in Irvine. Contact UCI Extension at (714) 856-5414 for details.
- Nov 19-20 The Second Designer and Computer Graphics Showcase, coordinated by LA SIGGRAPH. The location is the California Institute of Technology in Pasadena. Call Molly Morgan at (213) 452-5885 for details.

