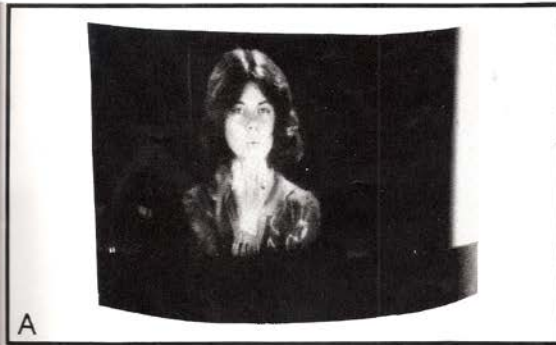


THE MULTIPLEX CO.  
454 SHOTWELL STREET  
SAN FRANCISCO, CALIF.  
94110

BULK RATE  
U.S. POSTAGE  
PAID  
Permit No. 11933

TO McCormick  
981 CLARA DRIVE  
PASO BLANCO CA. 94303

# MULTIPLEX HOLOGRAM



MULTIPLEX HOLOGRAMS are three-dimensional moving pictures. The brilliant, rainbow-colored image is seen suspended in space behind a clear sheet of film, or inside a transparent plastic cylinder. They make eye-catching portraits, product displays, or "people stoppers" in your showcase, store window, lobby, boardroom, bedroom, living room or office, in addition to their many scientific and educational uses.

MULTIPLEX HOLOGRAMS have been used in art, advertising, portraiture, computer graphics, product displays, decorations, mechanical games, and many special effects. Record breaking attendance has been recorded at many art galleries, museums, photo and trade shows where MULTIPLEX HOLOGRAMS have been put on public view.

MULTIPLEX HOLOGRAMS are available in 120 degree and 360 degree views. The kiss is mounted on a 16 inch diameter clear plastic cylinder and displayed on a rotating base. Unlike conventional laser-lit holograms, MULTIPLEX HOLOGRAMS are lit with an ordinary, unfiltered, vertical filament 100-watt light bulb. No lenses, shutters, or mechanical film advances are required in the display.



STUDIO COPY PRICES	
120° 9 1/2" x 19"	\$ 75.00
120° MINI 4 1/2" x 9 1/2"	18.75
360° 9 1/2" x 15" diameter mounted on a cylinder	285.00
360° MINI 4 1/2" x 6" diameter	37.50

MULTIPLEX STUDIO COPIES (Stock Holograms) can be ordered off the shelf for instant display in home or store. Some studio copies are also available in miniature format 120 and 360 degrees. We will soon begin producing displays for our Mini-Multiplex Holograms. Until these are available, simple instructions will be provided for lighting and displaying your hologram.

The prices quoted for all 16" diameter 360° Multiplex Holograms include mounting on a 16" diameter Plexiglas cylinder. You may either purchase your display from the MULTIPLEX COMPANY or build your own from the easy-to-follow instructions that will be included with your order.

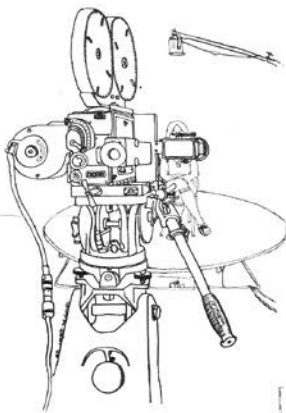
Custom MULTIPLEX HOLOGRAMS of your own product or image can also be quickly produced in quantity or single units. MULTIPLEX COMPANY will film your image and produce holograms to your specifications at our studio, or you may have the filming done at one of the independent studios; the film can then be sent to MULTIPLEX, where the holograms are produced. MULTIPLEX will also provide instructions to customers who wish to film their own cine masters for holographic translation.

A booklet containing complete information on "How to Film Your Own Cine Master for MULTIPLEX HOLOGRAMS" may be obtained by sending \$1.50 to The MULTIPLEX COMPANY.

Further information on publications and instruction in holography will be available on request.

A written quotation on custom and quantity orders will be given on request. Fifty percent deposit is required on all custom orders; balance due on delivery. All studio copies will be sent C.O.D. unless a check or money order accompanies your order. Priority shipment will be given to the orders paid in advance. All orders F.O.B. The MULTIPLEX COMPANY, San Francisco. California residents add 6 1/2% sales tax.

## CINE CAMERA AND TURNTABLE

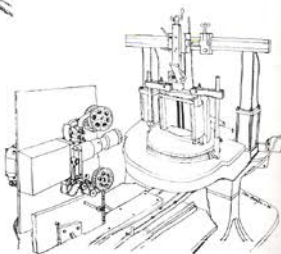


MULTIPLEX HOLOGRAPHY is a new technique invented by Lloyd Cross, and developed by The School of Holography and The Multiplex Company, which combines conventional motion picture photography with laser holography to produce a moving, three-dimensional image which is reconstructed with an ordinary 100-watt light bulb. Any subject matter which can be put on movie film can also be made into a hologram. Here's how it is done.

**FIRST**—A 35mm movie is made of the subject rotating on a turntable, so that views are recorded one-third of a degree apart. There are 1080 35mm frames contained within a 360 degree hologram. This is made with conventional film, camera, and lights.

**SECOND**—The processed movie film is put into a special holographic printer and projected through a cylindrical lens onto a narrow vertical section of 9 1/2 by 19 inch holographic film. This process is repeated until 2160 holograms (each frame is printed twice) are recorded onto a 360 degree MULTIPLEX HOLOGRAM, resulting in a completely reconstructed, moving, three-dimensional image.

## MULTIPLEX OPTICAL PRINTER



DESCRIPTION	PRICE
<b>A</b> 120° METAL DISPLAY—Height 12", Width 16 1/2", Depth 10"	30.00
<b>B</b> 120° CARDBOARD DISPLAY	10.00
<b>C</b> 360° MOTORIZED HOLOGRAPHIC DISPLAY—available in 2 and 3 RPM. Other speeds available on request.	120.00
<b>D</b> 120° WOOD DISPLAY—has space to store 12 holograms mounted on curved plastic	\$45.00

Cine masters for MULTIPLEX HOLOGRAMS may be filmed at: The MULTIPLEX COMPANY STUDIO, 454 Shotwell Street, San Francisco, California, zip-94110. Telephone (415) 285-9035 or at any of the following independent studios.

**INTERGRAF**  
795 Waukegan Road  
Lake Forest, Illinois 60045  
(312) 234-3756  
Contact: Jung Jaeng

**AVM PRODUCTIONS**  
50945 Sherman Avenue  
Southfield, Michigan 48034  
(313) 353-3658  
Contact: Lee Casey

**JOHN FAIRSTEIN**  
105 Georgia Avenue  
Oak Ridge, Tennessee 37830  
(615) 483-8404

**4-D STUDIOS**  
2413 Coluenga West  
San Angeles, California 90068  
(213) 851-2248  
Contact: Mike Margolis

**JAPAN ENGINEERING**  
346 7th Avenue

**EURORLEX HOLOGRAPHICS B.V.**  
Singel 38  
Amsterdam, Netherlands  
(020) 22-60-35  
Contact: Steve McGrew

**BURTON HOLMES ORIGINALS**  
5883 Sunset Blvd.  
Los Angeles, California 90029  
(213) 652-0970  
Contact: Bob Hollingsworth

**3-D-I**  
3703 Waialua Way  
Honolulu, Hawaii 96822  
Contact: Chas Williams

**HAROLD FREEDMAN CONSORTIUM**  
Suite 276, 420 Lexington Ave.  
New York, New York 10017  
(212) 697-0858  
Contact: Harold Freedman

**McMAHON PRODUCTIONS**  
90 5th Street

- MULTIPLEX COMPANY Customers include:
- Salvador Dali
  - Lily Tomlin
  - Ringo Starr
  - MGM
  - Bon-Will-Teller
  - Lawrence Livermore Labs
  - Edmund Scientific Co.
  - University of California
  - Schlage Locks
  - 3M
  - Hyland Laboratories
  - TI-Jacking
  - Dow Chemical
  - Du Pont
  - General Motors
  - Warner Brothers
  - Smithsonian Institution

- Unsolicited articles on The MULTIPLEX COMPANY products have been released by:
- Scientific American
  - American Cinematographer
  - Industrial Photography
  - Modern Photography
  - New York Times
  - Chicago Tribune
  - Los Angeles Times
  - S. F. Chronicle
  - S. F. Examiner
  - Rolling Stone Magazine
  - United Press International
  - The Vancouver Sun



BALLET-120\*  
David C. Schmidt



KISS II-120\*  
Lloyd G. Cross / Pam Brazier



BASEBALL-360\* & 120\*  
Lloyd G. Cross / Seyvan Lissack



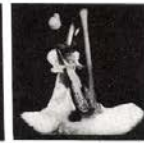
FISHMAN-120\*  
Werner Schultz/Lloyd G. Cross



SQUIRREL-360\* & 120\*  
Sharon A. McCormack



VICTORIA IS AN ANGEL-360\* & 120\*  
Pam Brazier / Victoria Looseleaf



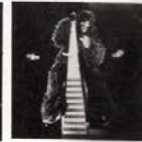
CABLE CAR-360\* & 120\*  
David C. Schmidt



CHESS GAME-120\*  
Peter Claudius



KING KONG-360\* & 120\*  
Peter Claudius



TRAIN-120\*  
Gary Adams



SAM RIVERS WITH SAX-360\* & 120\*  
David C. Schmidt/Rufus Friedman



TIGER FISH-360\* & 120\*  
Sharon McCormack



PAM & HELEN-360\* & 120\*  
Pam Brazier/Lloyd G. Cross



FORBIDDEN PYRAMID-120\*  
David Sheridan/Wolf Zimmerman



BALLERINA-360\* & 120\*  
David C. Schmidt



SKIER-120\*  
Werner Schultz/Lloyd G. Cross



TOM SAWYER-120\*  
David G. Friedman



A MOTORCYCLE STORY-360\* & 120\*  
Rufus Friedman



WC FIELDS-120\*  
Peter Claudius



GARDEN OF EDEN-120\*  
Peter Claudius



SANTA-120\*  
Werner Schultz/Lloyd G. Cross



TOAST-120\*  
Lloyd G. Cross



SAM RIVERS WITH FLUTE-360\* & 120\*  
David C. Schmidt/Rufus Friedman



BANANNA LADY-120\*  
Peter Claudius



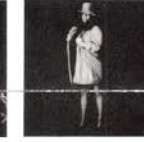
CELESTE UNDERWOOD-360\* & 120\*  
Peter Claudius



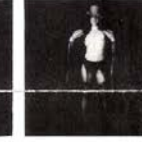
PEEK-A-BOO-120\*  
Michael Fisher



GORILLA KISS-120\*  
Lloyd Cross / Peter Claudius



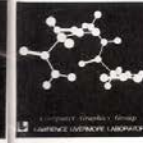
FLASHER-120\*  
Peter Claudius



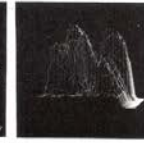
CREATIO AND CONSUMED BY LIGHT-360\* & 120\*  
Alexis Kravitsky/Rufus Friedman



CALCITE-360\* & 120\*  
Lawrence Livermore Labs



TETRA-360\* & 120\*  
Lawrence Livermore Labs



X-RAY-360\* & 120\*  
Lawrence Livermore Labs



FRENCH TOAST-120\*  
Michael Fisher



\*AVAILABLE IN MINI FORMAT

# MULTIPLEX CO. STUDIO COPIES

ENT PENDING

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