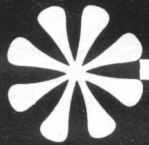


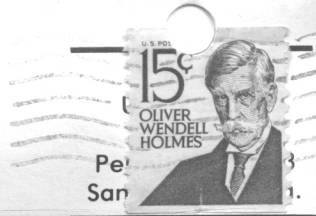
The Multiplex Company Catalog

White-Light
Moving
Holograms



MULTIPLEX

The Multiplex Company
454 Shotwell Street
San Francisco, California 94110



Ed Wesly
5331 N. Kenmore Ave.
Chicago, Il 60640

Introducing Multiplex Holograms



A bright, three-dimensional image floats in space, suspended within a clear, plastic cylinder. Walk around it and the image moves, glows, comes alive. Raise or lower your perspective and it shifts through every color of the rainbow. Reach inside the cylinder to try and pin down the image, and your hand passes straight through! It is nothing but light, a holographic reconstruction of the original subject. What you see is a Multiplex Hologram.

First invented in 1973, the Multiplex process is one of the most exciting and versatile developments in the field of holography, with almost limitless applications in education, advertising, promotion, and design. It is a two-step process which combines conventional cinematography with laser holography: the result is not only visually exciting but also amazingly flexible and inexpensive. Unlike other holographic techniques, the creation of a Multiplex Hologram does not require laser illumination of the subject. This allows much greater latitude in the choice of subject matter. Previously, holograms of living or moving subjects could only be made in a costly and time-consuming process using a pulse-laser. Now, any subject that can be filmed with conventional 35mm equipment can be made into a Multiplex Hologram. Another advantage is that the Multiplex Hologram may be displayed without laser illumination. All that is required is a standard, clear, incandescent bulb.

New advances in Multiplex production technology make possible fast delivery of high-volume orders at surprisingly low prices, opening up new possibilities for their use in advertising and promotion campaigns. Likewise, their eye-catching appeal makes the individual custom hologram a worthwhile investment for product demonstrations, point of purchase displays, trade shows, any time you need to attract people's attention. The Multiplex Company has been the leader in the field of display holography since 1973, with satisfied customers in leading industries and major universities around the world.

Customers include:

Alcoa Conductor Products Company, Pittsburgh, Pa.; Polaroid Corporation, Cambridge, Mass.; Microsound Communications, Los Angeles, Ca.; Alsons Shower, New York, N.Y.; New West Magazine, Los Angeles, Ca.; Parker Pen, London, England; Levi-Strauss, London, England; Miller Outpost, Ontario, Ca.; Chemelex Waterbed Heaters, Menlo Park, Ca.; Westwood Pharmaceuticals, Buffalo, N.Y.; Haarken Vanguard Yachts, Peewauken, Wisc.; Metropolitan District Zoo, Portland, Ore.; Holmberg Incorporated (Electronics), Irvine, Ca.; American Medical International, Beverly Hills, Ca.; General Motors, Detroit, Mich.; Museum of Holography, New York, N.Y.; Magic Mountain Amusement Park, Valencia, Ca.; RCA Records, Hollywood, Ca.

"No description of a hologram is adequate. The medium has to be experienced. The effect is eerie, like seeing a ghost. You don't look at a hologram—you look into it. And you see what appears to be a solid, three-dimensional object—but the object is made entirely of light."

—*Christian Science Monitor*

"The eye-catching nature of white-light holograms makes them suitable for use in advertising displays. One such display, a Multiplex hologram advertising Salem cigarets, was placed in New York's Grand Central Station by a New York advertising firm. . . . Since the Salem display appeared, the agency says, it has been contacted by other advertisers interested in creating similar displays, including the General Motors Corp."

—*Laser Focus*

"The ultimate evolution of the photographic process."

—Patrick Fanelli, creative director of the William Esty Agency, New York, as quoted in *Media Decisions*

"They're available, they're cheap, they're flexible and they're enchanting."

—Steve Benton, physicist/inventor with the Polaroid Corporation, inventor of the rainbow hologram

"The traffic in our booth was exceptional, frankly because of the holograms which you produced for us."

—James Monteleone, customer, Alcoa Conductor Products, Pittsburgh, Pa., concerning their trade show hologram

"In my opinion Multiplex holography will definitely revolutionize the advertising and promotion industries."

—Robert Sant'Anselmo, customer, Microsound Communication Corp., Los Angeles, Ca.

"Holography could animate advertising displays, clarify visual concepts in the classroom, store dense thickets of data for computer systems, provide nondestructive tests for machine components, profile functioning organs inside a living body, and even touch up poorly focused photographs from space probes, balloon flights, or aerial reconnaissance missions that might be impossible to repeat."

—*Harvard Magazine*

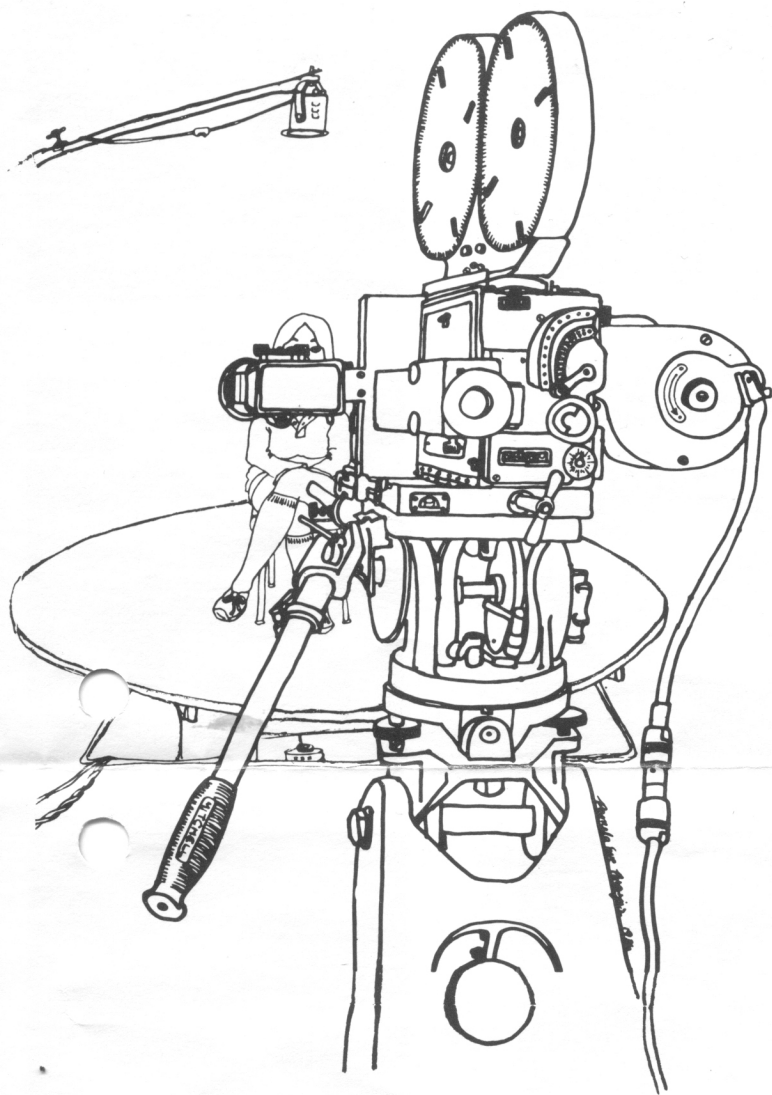
"Some of the most dramatic and sophisticated of all holograms."

—Emmett N. Leith, *Scientific American*

"Holography is still one of the most exciting, visionary, promising art forms around—only beginning, yes, but giving clues of a tomorrow we can only pretend to imagine."

—*Atlanta Gazette*

Here's how it's done:



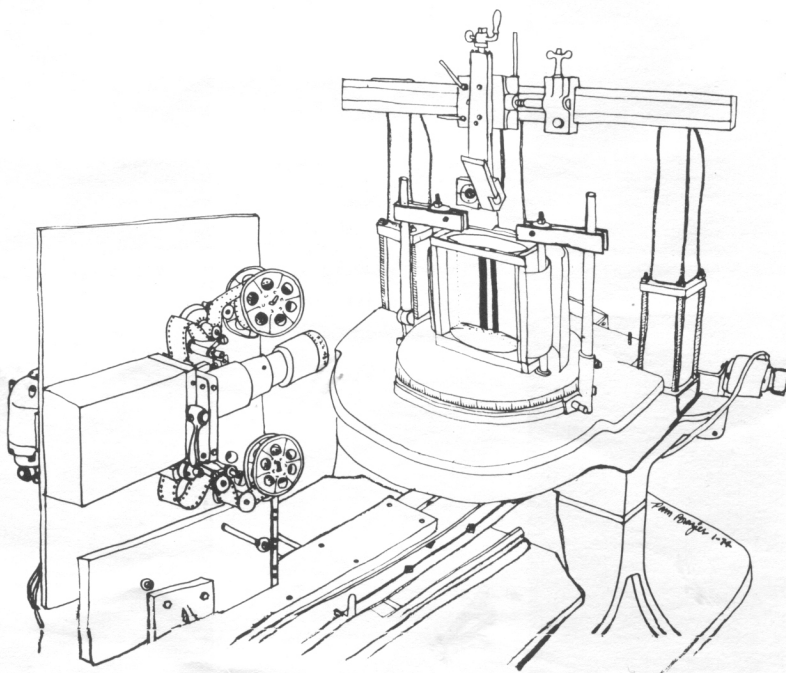
CINE' CAMERA AND TURNTABLE

The Multiplex Hologram is produced in a two-step process which involves both cinematography and holography to capture motion and dimension.

First, the subject is filmed on a slowly rotating platform using conventional 35mm movie camera equipment and lighting. Each 35mm frame records one-third of a degree of motion; hence a 360° hologram comprises 1,080 frames and a 120° hologram 360 frames. No laser is required at this stage.

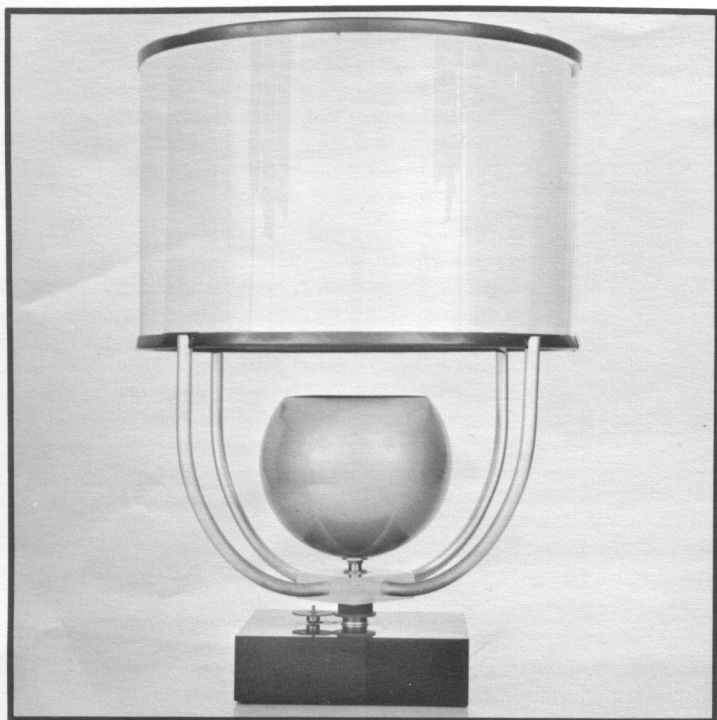
Second, the developed and edited film is put through a special Multiplex printer, where each frame is illuminated by a laser beam and projected through a cylindrical lens, which focuses the image into a vertical line. This narrow vertical image is recorded holographically on high resolution film twice per 35mm frame.

When this final product is mounted on a curved or circular display, the observer sees a realistic composite image of the original subject. The many individual frames each representing a different perspective of the subject form, in effect, a single hologram.

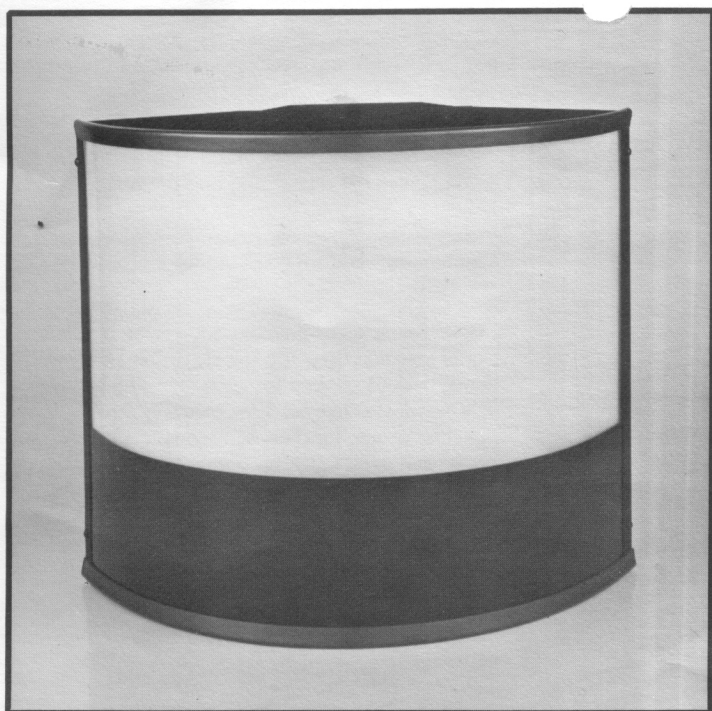


MULTIPLEX OPTICAL PRINTER

Ordering Information:



360° MOTORIZED HOLOGRAPHIC DISPLAY
Height 23"
Diameter 16"
\$405.00



120° METAL DISPLAY
Height 12"
Width 14"
Depth 12"
\$125.00

Multiplex Holograms are available in 120-degree curved and 360-degree cylindrical format (see illustrations on left). Unlike conventional laser-lit holograms, they are lit by an ordinary, unfrosted, vertical filament 100-watt bulb. Each unit is self-contained, compact, portable, and comes provided with light fixture.

Stock Holograms

The Multiplex Company maintains a large selection of holograms in stock for immediate delivery. Illustrated on the right are the twelve best-selling Multiplex Holograms. To order, please indicate title of hologram and desired format, and send your check, money order, or purchase order (institutions only) along with your name and complete mailing address to The Multiplex Company. Please allow thirty days from receipt of order for delivery. Prepaid orders will be given priority shipment with free postage and handling. (California residents add 6% sales tax; BART residents add 6½%.) C.O.D. orders must be accompanied by 50% minimum deposit; postage and handling charges will be added. We ship U.P.S. wherever possible. If you prefer Parcel Post, be sure to specify this.

On shipments outside the United States the customer pays the postage.

For cost of individual components of complete package as separate items, please send for price list.

Custom Holograms

The Multiplex Company also accepts orders on custom holograms. Please contact our Sales Department for more information. Customers interested in providing their own 35mm film for translation into a Multiplex Hologram may purchase our booklet, *Filming Cine' Masters for Translation into Multiplex Holograms*, price \$2.00. Quantity discounts for large volume orders also available.

All holograms are unconditionally guaranteed and may be returned within ten days of receipt for a full cash refund if they are in any way defective.

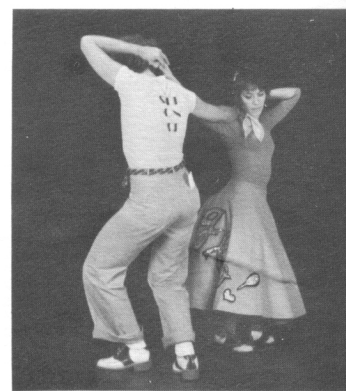
All orders and further information:

The Multiplex Company
454 Shotwell Street
San Francisco, California 94110
(415) 285-9035

Twelve Bestselling Multiplex Holograms:



CREATED AND CONSUMED BY LIGHT - 120° and 360° by Rufus Friedman and Alexis Krasilovsky



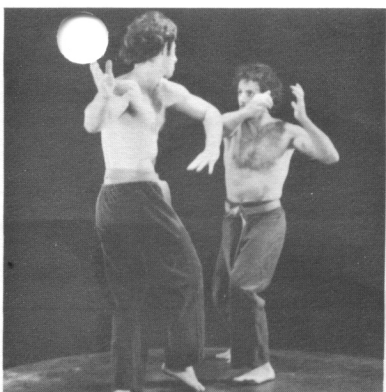
DISCO - 120° by Peter Claudius



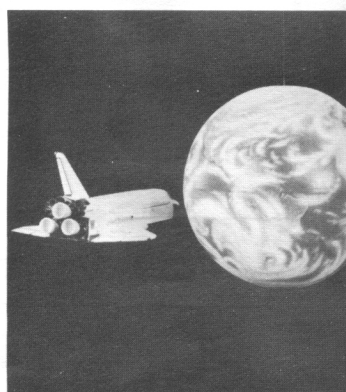
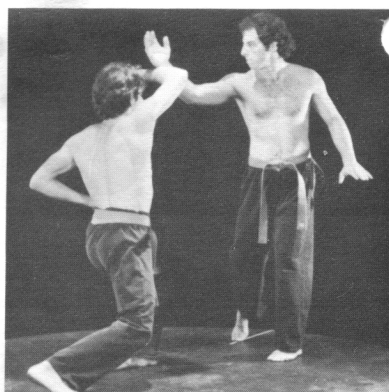
KISS II - 120° by Lloyd Cross and Pam Brazier



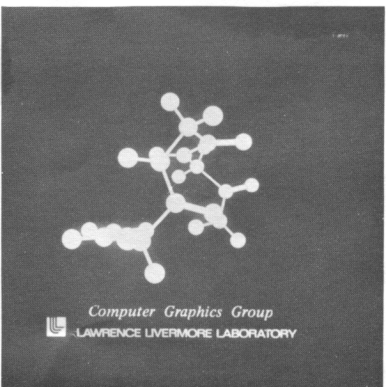
TRAIN - 120° by Gary Adams



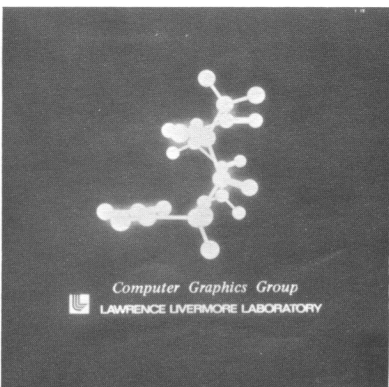
KUK SUHL - 120° and 360° by Laura Schnieder and Randi Garey



NASA SPACE SHUTTLE - 120°



TETRAGLYCENE MOLECULE - 120° and 360° in collaboration with Lawrence Livermore Labs



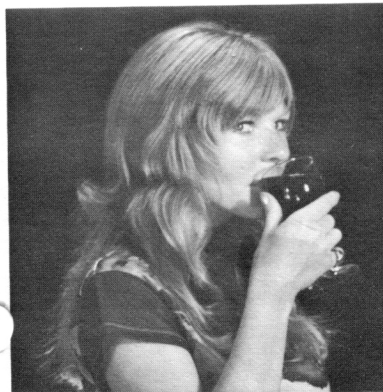
KING KONG - 120° and 360°



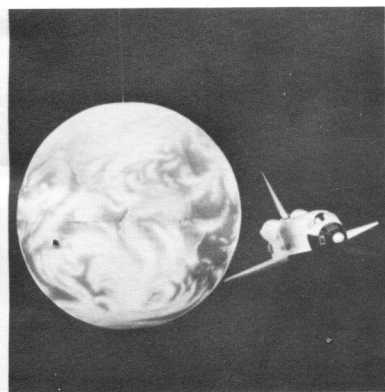
Mary and Gloria Poole



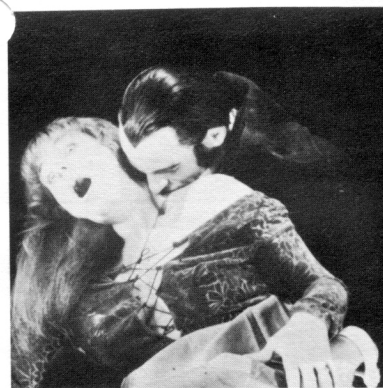
BALLERINA - 120° by David Schmidt



FRENCH TOAST - 120° by Michael Fisher



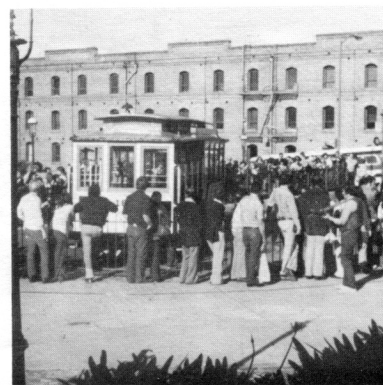
produced for Nasa Ames Research



DRACULA AND MAIDEN - 120° by David Schmidt and AVM Productions



Claudius



CABLE CAR - 120° and 360° by David Schmidt

