



CAMERA & VIDEO

MONDAY, MAY 2, 1988

FOCUS LINE

A QUICK READ ON NEW DEVELOPMENTS

SNAPPY ANNIVERSARY: This year marks the 100th anniversary of the snapshot and the International Museum of Photography at the George Eastman House in Rochester, N.Y., will celebrate with "The Snapshot at One Hundred." How the snapshot captured the family, friends and interests of the photographer is traced, showing a chronology of men and women in leisure and at work. Changes in tastes, fashion, relationships, values, current events and social classes are revealed by looking at 100 years of snapshots. The exhibit opens June 24.

CRUISING ALONG: Now you can get your vacation pictures developed while still cruising the high seas. Konica Nice Print Mini Labs has teamed up with Trans Ocean Photos to offer one-hour photo finishing labs on Princess Cruises, Royal Viking Lines, Carnival and Holland America. Picture quality is as good as on land, says John McGinn of Konica, and the cost is competitive with one-hour labs on land.

CLASS ACT: Berlin-born actress Elke Sommer will be the star of an upscale shopping video called *Shop Around the World*, peddling everything from two Rosenthal crystal candle holders for \$19 ("Sweet," says Sommer) to a limited edition John Lennon drawing reproduced in marble, crystal and gold for \$2,800. The hour-long video will come out six times a year, and is taped on location. The first one, out this June, features products of Italy and Germany. Sommer, who speaks seven languages, interviews the natives in their language and then translates. "When I talk about it, I can really romance the prod-



In a flash, you're a floating head

Doing holographic portraits in 3-D

By Kevin Johnson
Special for USA TODAY

It's a weird but brief experience: You sit down in a darkened room. You pose. Then a laser beam shoots out. It hits a prism. Half the beam is refracted toward a glass plate. The other half aims for you.

"You see a flash of light, but it's minuscule," says artist Keith Haring of Manhattan, who has done it.

Then it's over. A holographic portrait may seem more like a high-tech execution than photography.

"Cultures that believe photography takes part of your soul would really have that confirmed by this process," says Gloria Steinem.

But it's catching on. "I was going to have an oil portrait done, but I decided on this instead. It was my birthday present to myself," says Dr. Garrett Gillespie, an Amherst, N.H., neurosurgeon whose hologram hangs above the library mantel in his home. "My wife thinks it's eerie."

"What's disconcerting," Haring says, "is it's not so easy to block it out as being something

that's not real, like you can a flat picture."

Indeed. Real and yet not real, a hologram almost has to be seen to be believed.

Looking at Steinem's hologram, which hangs on a wall in New York's Museum of Holography, is slightly unsettling.

Her head, cut off at the neck, appears to float in semi-darkness about an inch behind the surface of the wall. Her skin tone is yellow-green, each eyelash is distinct and her pupils are dilated.

"Another dimension comes through," says holographer Anna Maria Nicholson.

A hologram seems real because it captures much more of the light that bounces off an object — even light rays that scatter from the sides — than an ordinary photo. If you lean to the left of Steinem's hologram, you can see part way around that side of her head; lean to the right and you see the other side.

Such unnerving reality may be what has appealed to holographic subjects like Chicago Bears coach Mike Ditka and rock singer David Byrne. Performance artist Laurie Ander-

Steinem discovers soulful experience

Gloria Steinem is among the well-heeled and celebrities who have had their hologram taken.

Here's what Steinem has to say about her ultra-modern portrait, which is now at New York's Museum of Holography:

"Cultures that believe photography takes part of your soul would really have that confirmed by this process."

How did the picture turn out?

"I didn't really look," Steinem confesses.

"I find it so hard to look at myself in photographs."



By Ron Galella Ltd.

How a hologram works

Interested in having a hologram done of yourself? The process is painless — and quick. Here's what to expect, according to the Holicon Corporation:

- ▶ No camera is used.
- ▶ The subject sits in a high chair surrounded by dark drapes.
- ▶ A red laser beam is projected from an adjacent room through a series of lenses and mirrors. A chemically treated plate reacts to

the laser light reflected from the subject and from mirrors.

▶ Any single point on the person's face — the nose, for instance — is recorded on the master plate in many areas, thus creating a three-dimensional view.

▶ Laser light shoots at 20 billionths of a second. Entire project takes about an hour.

▶ The final portrait is on a holographic coated plate, which is 1/8-inch thick.

son and cosmologist Carl Sagan plan to have their portraits done this spring.

Want a hologram? At least two places in the USA offer

portraits: Holographics Inc. in conjunction with the Museum of Holography in New York (\$1,500); and Holicon in Evanston, Ill. (\$950 for a 5-by-7;

\$3,800 for a 12-by-16, includes airfare from anywhere in the continental USA, one night in a hotel, limousine transportation and champagne).

Camera falling

Tiny camera a bridge to photo future

By Jefferson Graham
USA TODAY

Meet the "bridge" camera — a small 35mm camera that looks like a video camcorder

3 faces of Mike Ditka

Mike Ditka, Chicago Bears head coach, has joined the select crowd of people who've had their holograms taken — glowing high-tech portraits in 3-D. Shown here, three views of the Ditka hologram. The photos are by Ron Nielsen. The hologram is by Holicon Corporation in Evanston, Ill. More about these amazing portraits, 9E.

