

Sensorama Stimulator Promises Brand New Dimensions in Movies

By COLLETTE WOOD

As part of Universal's tour and nestled in with the old kinescope machines display, is a machine that reads, "Adjust height of seat with button," "Space lenses with left knob," "Focus with right knob," "Start by depositing a quarter." It is the Sensorama Simulator. For the paying customer, it is a trip through the streets of New York City on a motorcycle, dodging traffic, with the wind blowing in your face and a slight aroma of car exhaust fumes; a whirling excursion across the Los Angeles skyline via helicopter; a jostled ride in a sand dune buggy while vibrations filter through the body; and a seaside romp with a blonde cutie as she artfully dodges you chasing her as the sea air fills your lungs.

Mort Heilig, inventor of the Sensorama Simulator, has accomplished this illusion by blending stereo sound, 3D with peripheral vision, aromas, cool blowing air, and tactile vibrations. The 35mm projector is his own design and is the only integrated 35mm closed loop magazine, according to Heilig, who says he is also on the verge of perfecting a 70mm magazine. All of the information that governs the system is on one film, which cuts down on losing synchronization if the film should break.

This entire system is housed in a unit which measures 2½ feet wide, 5 feet deep and 6 feet high and weighs 700 pounds. It operates on normal wall current of 110 AC and once installed does not require an attendant, as it rewinds itself automatically. Because of the minimal space required, Heilig envisions a market for the machine in airports, railroad stations, bus terminals, bowling alleys and shopping centers. But the intent for the machine, when he first built it, was not for this purpose. He originally wanted to build a theatre using the concepts that he has in the Sensorama to help prospective investors visualize what he wanted to do with the theatre.

He still sees his system workable for a theatre, however, and is still interested in finding prospective backing for this project which he sees as the wave of the future. "Kids today are no longer interested in things on a one or two dimensional level," he said. He feels the demise of 3D movies occurred not because people did not want to wear the 3D glasses, but because filmmakers were not making good movies for the system.

Nailing Down the Job

Tucson, Ariz.—Hollywood's actor-writer-director-producer hyphenates have been joined by a new category—actor-grip. He's Ray Guth, currently acting in "Monte Walsh" for Cinema Center Films. Between acting assignments, Guth goes back to his off-camera job as a grip.

Sensorama does not require the use of glasses, but glasses would be needed if the system were put into a theatre. "Many people say these things are gimmicky," he remarked, "but this is just another artificial prop against change." What the choices should be is between a more total sensory, and good story combination versus a lack of them," he added.

Questioned whether this total sensory process might not interfere with the storyline, he said, "The past is a great teacher. In the beginning of sound movies the action stopped because movie-makers became involved with it like a toy. The same thing with color. In the beginning skies were extra blue and tomatoes were bright red. Now there is a more natural handling of color. The thing will happen after awhile with my process, dimensional quality, aromas, tactical feel, will be used only when they are aesthetically justified."

"We are not making movies, we are selling experience," Heilig, who is also a director and theatre designer, as well as an inventor, says. "It is very difficult to sell an idea of this sort to the older Hollywood establishment because they're a little leery of things such as this."

Segall Scores Col's 'Loving'

Bernardo Segall will score "Loving," Columbia Pictures presentation starring George Segal and Eva Marie Saint.

Joan Collins Takes Hiatus

Corfu.—Joan Collins takes a three-week hiatus from Charles Schneer's "The Execution" after winding her role here.

Star reports to London first week in July to loop film and will be in Hollywood in the interim.

D-150, NAC Deal

Dimension 150 has completed an agreement with the NAC Corp. in Tokyo to serve as Far Eastern representative for D-150.

BIRTH

Mr. and Mrs. Mark Richman, boy, Orien, 8 lbs., 7 ozs., June 15., St. John's Hospital. Father's actor; mother's non-pro.

Righteous Bros. Glitter

New York.—Sy Lesser, acting president of MGM/Verve Records, announces that the record industry Assn. of America has certified the Righteous Brothers' album of "The Righteous Brothers Greatest Hits" for a Gold Record Album Award.

Gene Royer V-P Western Video

Gene Royer has been named v-p and director of corporate facilities of Western Video Industries, Inc., it is announced by Rounseville W. Schaum, WVI board chairman.

Royer will be in charge of corporate planning and expansion, leasing of facilities, maintenance and security for the company's Hollywood Video Center.

Scott Hylands To Star AI's 'Lola'

American International has signed Scott Hylands to star opposite Melodie Johnson in "Lola," it is announced by AIP heads James H. Nicholson and Samuel Z. Arkoff. Hylands' most recent assignment was in "Daddy's Gone A-Hunting."

Two for MGM's 'tick'

Karl Swenson and Barry Cahill have been signed for major roles in "... tick ... tick ... tick ...", Ralph Nelson film for MGM.

Mackenzie for 'Landlord'

Will Mackenzie has been signed by the Mirisch Co. for "The Landlord," filming in New York under direction of Norman Jewison.

Bob Mackie Re-Signed

Bob Mackie has been signed for his third season as costume designer for CBS-TV's "The Carol Burnett Show."

Triangle 'Oceans' Distrib

Radnor, Pa.—Oceans magazine has appointed Triangle Circulation Co. to handle national and foreign single copy distribution.

LEGIT BITS

Nancy Malone will star in "A Place For Dolly," in Corning, New York; Charlotte, N.C.; East Hampton, N.Y. and Denver.

The Foley and Burk Shows have again been signed as the midway attraction at the Ventura County Fair Oct. 1-5, inclusive.

Gale Sherwood to co-star with Harve Presnell in "Kiss Me Kate" at Houston Music Theatre, opening two weeks July 22.

Len Goldberg Continue S New Taler

By BILL ORNS

Screen Gems' talent be continued under p Len Goldberg, according ente, executive director only for newcomers but for SG here and in the

Since his appointment months ago to succeed in the top production there has been some qu the new talent develo would remain or be dro berg. The question mar moved for a definite ye

At the moment th people in the program to keep it that way, li eight or ten, where each get personal attention is being groomed," n ente.

In the program are l Bridget Hanley of "H Brides"; Stephanie W had five leads in TV the pilot of "Shame Hastings Corners" and "FBI" segment next Devol, who recently O'Brian award at UCL four or five guest sho Christopher Stone, w without a test for "H Brides" and has done " casts" series; Hillary T has appeared in six t which is "If It's Tues Be Belgium"; Farah F four weeks ago and wh in a "Flying Nun" c lan Ireland, just signe and the seven Pearc as a musical group, with Jimmy Durante in done TV dates.

Jed Horner is coac talent school.

Stone, who accomp ente yesterday, stated have gotten a part in per," feature being pr Belson and Gary Mars Horner. Don Medford National General.

Interested in baseb out from New Hampst the Dodgers. In his spa a sightseeing bus tou dios. His father was c for the St. Louis Co 1930s. He never got sionally.

About a year ago h Screen Gems after ha out here in "Virginia

"Since I signed up have treated me like c horseback and karate me in the talent scho did 'Virginia Woolf' at Playhouse for five wee after the run I did a Valente and was sig years. I'm now in my :

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