



Now step into a movie SENSORAMA

It recreates scenes in all dimensions, replete with stereo sound, odors, vibrations, and wind

By LEONARD LIPTON

Watch out for a remarkable new process called Sensorama! It attempts to engulf the viewer in the stimuli of reality. Viewing of the color stereo Sensorama film is replete with binaural sound, odors, winds, and vibrations. The original scene is recreated with remarkable fidelity. At this time the process comes closer to duplicating reality than any other system we have seen. No doubt much of the credit goes to Sensorama's extended peripheral coverage. The image is not hemmed in by the conventional rectangular frame; rather its circular format seems to place the viewer right in the midst of the scene.

The first sequence in a recent demonstration of Sensorama consisted of a motorcycle ride through New York City, a trip to a cola bottling plant, and a visit with an erotic belly dancer.

The feeling of motion transmitted to the viewer by the motorcycle ride was far greater than anything we have ever viewed on the Cinerama screen. The enticing Sensorama dancer came through in all her dimensions.

The inventor, Morton Heilig, is an accomplished film director, and photographed the Sensorama movie himself.

The viewing machine has been designed to sell for about \$5,000. Possible applications include coin-operated entertainment, demonstrations, advertising film, driver education, and even psychological testing.

Here are some of the reactions to Sensorama's performance by some of POPULAR PHOTOGRAPHY's staff members:

I was deeply impressed by both the achievement and the possibilities of Sensorama. It is fascinating to think where it may lead in another five years.

—Managing Editor H. M. Kinzer

Here is the perfect idea for those wanting the complete stereo sensation. It removes an objection to true stereo vision—the presence of a "window" through which the viewer sees the ostensibly real world around him. This has always been one of my personal objections to the so-called "realism" of conventional stereo photography. Even where the results were orthostereo, i.e., the object was reproduced life-size in the viewer, I could never get rid of the feeling that I was looking at a model in a showroom window. In Sensorama this objection is removed. Vision extends right into the peripheral area and the image is seen without a "window" as it is by all of us in real life.

I can foresee many commercial and teaching uses for Sensorama. I find binaural sound.

Rothschild

I found Sensorama's combination of 3-D and peripheral coverage remarkably effective. A great deal of its impact is due to the

broad expanse it presents. The designer did well to break away from the usual rectangular frame format. His approach to 3-D is basically conservative, and could hardly fail to work. Sensorama offers a unique recreation of reality.—Movie Editor Leendert Drukker



Controlled environment: Viewer's head is enclosed by large hood with binocular-type eyepieces, odor ducts, wind blowers, binaural speakers. Seat, armrest vibrate.